REVINATE

Email Marketing Campaign Checklist

Before pressing SEND, use this simple checklist to make sure your email is ready for launch.

- [ ] The content has been checked, rechecked and checked again for grammar, spelling and formatting errors.

- [ ] All the information in the email is accurate i.e. phone number, address, etc.

- [ ] The message is clear and can be absorbed within the first eight seconds of reading. The copy is written in short and concise sentences or better yet bullet points.

- [ ] The overall design is uncluttered and leaves a lot of white space.

- [ ] The Call to Action (CTA) is powerful, descriptive and clear. There is a compelling reason to act now.

- [ ] The CTA link leads to a landing page that matches the email but expands upon the message.

- [ ] Links are clearly identifiable as links.

- [ ] Every single link has been clicked and leads to the correct pages.

- [ ] In the case that the images don't download, subscribers can still make sense of the email.

- [ ] Alt-text is used for images.

- [ ] The image supports the main message and offer.

- [ ] The email is consistent with the brand in tone-of-voice, color and design.

- [ ] The offer and content match the subject line.

- [ ] The subject line is descriptive, compelling and less than 40 characters.

- [ ] The subject line is personalized and / or localized.

- [ ] The correct "from" address has been selected and is easily identifiable.

- [ ] The database is segmented and the message is tailored to the specific audience.

- [ ] Delivery is scheduled for a time when the email is most likely to be opened.

- [ ] A render test is done and the email displays well across different email clients.

- [ ] A test has been sent and delivered to a seed list.

- [ ] Needed approval is received.

- [ ] You've asked yourself: If I were the recipient, this email would be of value to me.

Congrats, *you've checked off all the boxes and your email is ready for sending!*