

Email Marketing Checklist when preparing an campaign

Define Goals of your email campaign – do you want new subscribers, are you announcing a new product, do you want signups for a newsletter. Goals need to be realistic, reasonable, and based on business objectives and historic information of customer behaviour

Logistics are in place so campaign can succeed – can website handle clicks, staff to handle spike in calls, volume, requests for information in a timely manner

Tools in place to track campaign – decide how and when to track email campaigns, email tool provides data or web analytics tool

Check your email list – email addresses validated, remove errors, possibility to segment list for higher conversion. Does list need to be scrubbed (first email generally) to ensure low bounce rate due to typos, or formatting of email address

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Review email campaign content– content brief and to the point, avoid hype or empty, vague promises, corporate or tech speak

Have a great subject line – sets the tone and make brief and to the point. Subscribers decide whether to open or delete based on this,

Design email to ensure proper deliverability and rendering– utilize a clear, simple layout. Use your corporate branding so subscribers see a trusted source. Simple design improves deliverability and avoiding spam filters

Test in different email clients– Yahoo, Gmail, hotmail, and Outlook.

Does it comply with CAN SPAM?

- Opt-out feature
- Valid subject line and header (routing) information
- Physical address of the mailer
- Warning labels if email contains adult content
- Valid reply to and from email address

Choose time and day to send campaign – check website traffic patterns, and consider time zones of list