

# EMAIL MARKETING CHECKLIST

## 24 STEPS TO A SUCCESSFUL EMAIL MARKETING CAMPAIGN

### STRATEGY AND TARGETING (4)

- 1 Campaign has a clear goal ☐
- 2 You've asked yourself the [3 most important questions](#) ☐
- 3 Contact list has been [segmented](#) ☐
- 4 The email list is [clean](#) ☐

### CAMPAIGN SETTINGS (4)

- 5 There is a [clear subject line](#) that entices readers to click ☐
- 6 Email and sender name are clearly identifiable ☐
- 7 Return email address has been set (if necessary) ☐
- 8 Personalization has been included in the email ☐

### EMAIL CONTENT (8)

- 9 All of the default text and images have been replaced ☐
- 10 Alternative text for images has been set ☐
- 11 Links have been added to buttons, images, and logos ☐
- 12 CTA is clearly identifiable and aligns with the goal of the campaign ☐
- 13 Text has been proofread ☐
- 14 Only used short sentences with no jargon ☐
- 15 Preview text has been optimized ☐
- 16 Personalization has been used correctly ☐

### EMAIL PREVIEW (6)

- 17 Preview works on desktop, mobile, and tablet ☐
- 18 Preview works for different email clients ☐
- 19 Inbox test complete ☐
- 20 Test email sent out to test list with various email clients ☐
- 21 Pre-header looks good on different email clients ☐
- 22 All links are functioning properly ☐
- 23 Dynamic text/ personalization is rendering correctly ☐

### SENDING AND BEYOND (2)

- 24 The campaign has been [scheduled for a strategic time and day](#) ☐
- 25 Monitor [engagement metrics](#) and results ☐