

Email Marketing Checklist

- ☐ **Craft a compelling subject line:** Create an engaging subject line that catches the recipient's attention.
- ☐ **Create actionable email copy:** Write engaging email copy and include relevant images to improve readability.
- ☐ **Ensure links are working:** Test all the links in your email to ensure they're working.
- ☐ **Proofread:** Review your email meticulously to identify and remove typos and errors.
- ☐ **Communicate clear value:** Ensure your subject line and email content have a clear value proposition.
- ☐ **Add a strong CTA:** Double-check that your email contains a prominent and persuasive CTA, especially for specific desired actions.
- ☐ **Configure analytics:** Verify your email platform's analytics are accurately set up, and consider integrating Google Analytics for campaign tracking.
- ☐ **Segment your email list:** Ensure your emails are sent to the appropriate audience segments based on their interests, demographics, and preferences.
- ☐ **Ensure legal compliance:** Review your email opt-in process to comply with Anti-Spam Laws, ensuring unchecked opt-in boxes.
- ☐ **Optimize landing pages:** Double-check the linked pages are high-quality, relevant, and directly related to the email to improve conversion rates.
- ☐ **Optimize for mobile:** Confirm your email is mobile-friendly and displays well across devices, including mobile.
- ☐ **Schedule for optimal delivery:** Correctly time sending your email based on your target audience's behavior and preferences.