

THINGS TO CHECK BEFORE YOU LAUNCH YOUR EMAIL CAMPAIGN

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1. THE OBJECTIVE

1. Who is your target audience?
2. What message are you trying to convey?
3. Which action do you want the recipient to take?
4. How will you measure success?

2. THE LIST

5. Are you sending the campaign to the correct list?
6. Are you sending it only to the interested targets?
7. Do you have permission to send emails to the people on your list?

3. THE ENVELOPE

8. Are you using a sender name that the recipient will recognize?
9. Does your brand appear in the "from" line?
10. Is the subject benefit-oriented instead of "selling"?
11. Are you testing multiple subject lines to see which one works best?
12. Are you sending the email at a time when the recipient is most likely to read it?

4. THE PREVIEW PANE

13. Did you include a link to view the email online?
14. Are you featuring your brand or logo prominently?
15. Does the email include the newsletter title or strong headline?

5. THE COPY

16. Is it personalized with the recipient's name? Do all the merge fields work properly?
17. Did you include an opening paragraph that pulls readers in?
18. Does the copy read like it comes from a person?
19. Does the email include benefit-oriented information that is also engaging?
20. Are you making it clear to the reader what you want him to do? Make the call-to-action link prominent, not only on top of the message, but in several additional places in the email as well.
21. Do you have multiple calls to action? Both as text links and images?
22. Can the email be easily skimmed? Did you use short paragraphs and bullet points?
23. Is it a manageable length to read online?
24. Did you not include too many topics in the email? Maybe it would be better to split the content over two emails?
25. Did you check the copy one last time for spelling mistakes?
26. Did you check the spam score of your email?
27. Did you check how the email looks with images turned off?

6. THE CREATIVE

28. Are you using images sparingly? (only when they advance the goals of the email)
29. Are all your images loading and do they load quickly?
30. Do all the links work? Don't forget to check the links in the text version!
31. Are all the images linked?
32. Did you check what the email looks like in different email clients such as Gmail, Yahoo, Hotmail, Outlook, Windows Live Mail, Thunderbird, Entourage, Lotus Notes...
33. Are you using the correct email template for the campaign?
34. Did you remember to create a plain-text version of the email?

7. THE FOOTER

35. Do you have a working unsubscribe link?
36. Did you include your physical (USPS) address?
37. Are you protecting your content with a copyright notice?

8. THE LANDING PAGE

38. Is the landing page live?
39. Is the content and the design on the landing page consistent?
40. Is the content not too long?
41. Is the call to action obvious?
42. Is the landing page copy not too long?
43. Is the registration form not too long? Ask only for the basic information you need. Long forms have a higher exit rate. You can always ask more questions later.