

Email Marketing Checklist

The following list offers a best practice framework against which to assess email marketing campaigns in order to maximise open rates and click throughs from that campaign.

Unfortunately, there is no magic formula that can be applied to all email marketing campaigns to guarantee success. Markets and audiences are infinitely variable in their constitution, but the following list should help ensure that the basics are covered for whatever market is being targeted.

1	<p>Does each email have a specific goal?</p> <p>It is clear from the content what the user is expected to do on receipt of the email (ie there are not lots of competing calls to action)</p>	
2	<p>Is template mobile responsive and has the campaign been reviewed on a number of devices?</p> <p>Template collapses to mobile devices as you would expect and provides consistent user experience compared to desktop experience</p>	
3	<p>Is subject line concise and directly relevant to email content?</p> <p>50 characters ideal, but emphasize first 32 to account for mobile device cut-offs (32 characters for iPhone, 40 for Android). Good rule of thumb is 4-7 words</p>	
4	<p>Does the subject line communicate the core purpose of your communication?</p> <p>If the email is looking for a user to sign up to a free webinar – ensure these words are included in your subject line.</p>	
5	<p>Does the design of your email immediately grab the attention of your reader?</p> <p>Having opened the email, is there an image above the fold which is likely to appeal to your audience and make them want to continue to read more of your message?</p>	
6	<p>Is the email personalised? Eg addressed to Dear [First name]?</p> <p>Reader is more likely to associate the content with their own needs and read on to the detail of the message.</p>	
7	<p>Main links/calls to action appear above the fold</p> <p>Main CTA can be repeated at the end of the email but immediately focus the reader on the purpose of the communication by presenting this as high up the page as possible in the first instance.</p>	
8	<p>Use large visual call to action buttons where possible but in the form of HTML not a graphic?</p>	
9	<p>Do text links appear in blue, bold, underlined and separated from main body</p>	

	<p>text?</p> <p>Allows for easy clicking on mobile devices</p>	
10	<p>Does link text accurately describe the destination to where the user will be directed by clicking on the link?</p>	
11	<p>Is the content of the email as simple as it can be?</p> <p>On average, emails with 20 lines of text or less (or about 1,200 characters) see the highest click-through rates</p>	
12	<p>Text version reviewed for usability?</p> <p>Automatically generated text versions of HTML emails can be non-user-friendly and are unlikely to encourage click throughs or even reading. Edit automated text versions of the email to incorporate space between headers, main body text and links</p>	
13	<p>Bullet pointed/numbered lists are used where possible?</p> <p>Helps reader scan the content quickly to assess interest</p>	
14	<p>Does the email include links to your other online presences (website, blog, social media)?</p> <p>Make sure you reach your audience everywhere they are</p>	
15	<p>Is there reference to where the email address of the reader originated from on the email?</p> <p>Specifically showing the reader that they have a previous connection with you as a company or an individual will mean that your message is more likely to be engaged with</p>	
16	<p>Is there an unsubscribe from mailing list included?</p> <p>Provides reassurance to the reader that they can stop receiving communications at any time and allows them to focus on the essence of the messaging. Provides them with feeling of control</p>	
17	<p>Has consideration been given to the time that the email is sent out to maximise the open rate?</p> <p>Users are likely to review emails first thing in the morning, lunchtime last thing in the evening. Assess which time your campaign is likely to have maximum impact on your user taking the desired action in your campaign.</p>	