The Ultimate Email Marketing Pre-Launch Checklist

SUBJECT LINE

- ☐ Is short, crisp and action oriented
- ☐ Accurately describes what is contained in the email
- ☐ Will make readers desperately want to open the email

CONTENT

- ☐ Replaced all generic text left over from the default template
- ☐ Ran spell-check
- ☐ Sentences are short, crisp and easy to follow
- ☐ Text has been split into multiple easy to follow sections with headers
- ☐ No spammy or suspicious language is used in the email

CALL-TO-ACTION (CTA)

- ☐ At least one clear and strong Call-to-Action (CTA) button
- ☐ A compelling reason presented for the recipient to click on the CTA
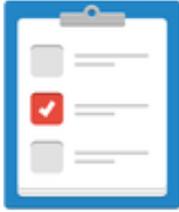- ☐ Post-click landing page provides what's promised in the email CTA

IMAGES

- ☐ Healthy balance of images and text in the email
- ☐ 'Alt-Text' describing each image
- ☐ Images are relatively small-sized
- ☐ I own the necessary copyrights to use each image

PERSONALIZATION

- ☐ Personalized the salutation line
- ☐ Personalization tags have no missing data in the database

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BRANDING

- ☐ Template colours align with my brand
- ☐ Colour theme is consistent with my previous emails
- ☐ 'From Name' & 'From Address' are accurate
- ☐ Company logo present in the content
- ☐ Social network icons inserted in the email

LINKS

- ☐ Checked every link to ensure there are no broken links
- ☐ Appropriate Google Analytics UTM tracking tags added to each link
- ☐ Sufficient number of links present to ensure high click through rate

AUDIENCE

- ☐ Email being sent to the correct intended list of recipients
- ☐ Recipients have opted-in to receive this email
- ☐ Recipient list updated with the last additions and deletions

LOOK & FEEL

- ☐ Tested for look & feel in various email clients
- ☐ Design is mobile friendly or mobile responsive

ANTI-SPAM COMPLIANCE

- ☐ The recipient has a clear 'unsubscribe' option in the email
- ☐ Company name and company address inserted in the footer
- ☐ Contains no spammy or fishy words
- ☐ DKIM & other authentication protocols followed by the email service

SCHEDULING & SENDING

- ☐ Sent on a day and time when my readers are most likely to open it
- ☐ Sent a test email to all the necessary people in my organization