

Email Marketing Checklist

Send effective emails without missing any important steps

Before sending an email:

- Define clear goals of your email campaign
- Select your audience and the demographic of your perfect reader
- Create content your audience would be interested in
- Check your grammar and proofread the email
- Analyze your subject line and CTA (call to action)
- Include an unsubscribe link in your footer
- Make sure all links open in a new window
- Make sure all images have a link
- Preview the email on all devices, including mobile
- Segment your audience

After sending an email:

- Track progress of your deliverability, open rate, click-through rate, and unsubscribes
- Create a weekly report for each sent campaign
- Analyze the reported data and use it to troubleshoot future campaigns