

Campaign Pre-Send Checklist

Double check that your campaign is set up for success by using this checklist before you send it out.

Text & Content: What am I trying to say?

- My call-to-action is in the top portion of my email and makes it clear what readers are supposed to do (we don't want those who are easily distracted to miss it!)
- The Four C's - My message is compelling, clear, concise, and conversational.
- I have checked my grammar and spelling (thoroughly).
- I have added preheader text at the top of my email.
- All my images, social icons and buttons are linked properly.
- My "from display name" and reply-to email address are accurate.
- The first 45-50 characters of my subject line are magnetic. Depending on the browser and email client, varying lengths will display in full. Since most open on mobile, sticking to a shorter character count is best.
- My message is focused and trimmed down to just the most valuable content.
- I have included details on how readers can contact me.
- I sent myself a test and made sure everything looks perfect.*

Design: Does this look like my brand?

- I have included my logo and brand identifiers so my audience knows who the heck this is coming from.
- My email looks amazing on mobile, desktop, AND tablet.
- All images have alt text (in case image files cannot be loaded).
- My colors match my brand identity and feel welcome to my audience.
- I included a background image and made sure the background is a color that my text will still show up on if the image doesn't display (ahem, looking at you, Outlook.)
- I've linked my social profiles and website so recipients can find me.

Segmentation: Who will be the lucky recipients of this campaign?

- Everyone on my list opted-in and knows who I am (I definitely don't want to be marked as spam!)
- I have segmented my audience carefully so I'm only sending this campaign out to those who care most.

Timing: When should I send this thing so it gets the best response?

- My email will go out Tuesday through Thursday (because these are the best days to send it!)
- Most people tend to open their emails from 9AM to 12PM so my email is scheduled during this window.
- I've personalized my subject line around the delivery date/time. (Ex."Check out our Wednesday sale!" or "Good Afternoon!")
- I will monitor my campaign results to see what types of open rates I get at certain times of the day.

Analytics & Reporting: Will this email actually generate any revenue or build my brand awareness?

- I have included insights from former campaigns to improve this one.
- I have set a time on my calendar to review the marketing dashboard and campaign-specific analytics.

Objective: Why am I sending this campaign?

- I have included an offer/information that my audience can't live without.
- I have a really valuable message that my customers can't miss out on.
- My other marketing efforts have given me email subscribers, and now I need to let them know what I'm all about!