

## A PRE-FLIGHT CHECKLIST for any EMAIL MARKETING CAMPAIGN

"We hope all of our email marketing campaigns get flagged as SPAM," said absolutely no one. EVER.

Sadly, though, this happens all the time. Potential customers receive an email, unsubscribe, delete and say goodbye forever. So we've created an actionable checklist of best practices that will boost the probability of your email reaching your audience's inbox and catching their attention! It's a comprehensive pre-flight check before you even think about hitting 'send' for your next campaign launch.

### RECIPIENT LIST CHECK

- Yes  No The email is being sent to the correct list or segment of subscribers.
- Yes  No The list is up-to-date, new opt-ins are added, unsubscribes are removed.
- Yes  No All recipients opted in for this message and the email complies with local laws.

### SET-UP CHECK

- Yes  No The sender name and address are displayed clearly and correctly.
- Yes  No The subject line is the right length (5-8 words) and will captivate the audience.
- Yes  No The unsubscribe button is present, visible and functioning.
- Yes  No This email is being sent at the most optimal time for this list of recipients.
- Yes  No Analytic tracking is set up for the email marketing campaign.

### DESIGN CHECK

- Yes  No The design layout is responsive and mobile-friendly.
- Yes  No Overall design is consistent with the brand's colours, fonts, images and general style.
- Yes  No Subscribers with images turned off can still make sense of the email and act on it.
- Yes  No The email has been tested to ensure the design is consistent across all email clients, browsers and devices.

### CONTENT CHECK

- Yes  No All copy is compelling, clear, concise, and free of grammatical errors or 'spammy' words!
- Yes  No The call-to-action is clear and eye-catching.
- Yes  No A plain-text version of the email has been created.
- Yes  No The links have been double-checked and direct to the correct destinations.
- Yes  No All special characters have been converted.
- Yes  No The goal of this email has been properly executed!

## DROP US A LINE, WE'D LOVE TO HELP.

WSI is the world leader in digital marketing and we're equipped to implement a full suite of internet solutions. But, of course, we'll work with you to determine which strategies are best-suited to accomplish your business goals. For more information, get in touch with us at [pooja@wsidigiservices.com](mailto:pooja@wsidigiservices.com).