# Email Marketing pre-flight checklist

*It is important to always check your marketing emails. Use this practical checklist to ensure everything is A-OK before hitting send.*

## Text and Content

- All default template content is replaced, like old pre-headers and alt-tags
- The text is re-read, not scanned, to correct grammar and style mistakes
- Short sentences and clear, jargon free text is used to make it easy digestible
- A spell check is done on all text and content
- All the information in the email is accurate

## Focus

- All links are clearly identifiable as links
- Unneeded, confusing and contradictory information is removed
- The message is focused, no unnecessary choices are presented
- Your brand is easily recognizable by the from name and email address

## Analytics and Reporting

- All subscribers’ behavior is measured, both in the email as beyond the click through
- Write down your expectations about the results of your email
- A time is planned to review the email marketing results and lessons learned
- A fixed reporting format is used

## Your subscribers list

- The campaign is sent to the recipients who are interested in your messages
- All recipients opted in for this message. Your email complies with (local) laws
- The correct list is selected, it has the number of subscribers you expected
- The list is up-to-date. New opt-ins are added, unsubscribes and inactives removed
- All fields used for dynamic content and personalization are filled or alternatives presented
Email Marketing pre-flight checklist
A practical checklist to ensure your email is A-OK before hitting send.

Action oriented

- It’s clear what the readers are supposed to do
- Compelling reasons are presented to act now
- The landing page is even more actionable than the email
- The Call to Action is powerful, descriptive and clear

Functional Testing

- All links in the email are clicked, including linked images. They lead to the right pages
- The entire flow is tested. The all processes (order, register, etc) work perfectly
- A render test is done. The email displays well across different email clients
- All personalization and dynamic content works as expected
- The email is optimized for mobile devices like smartphones and tablets

Strong subject lines

- Your email has a magnetic “I want to open this now” type subject line
- You re-wrote the subject line in at least 15 ways to come up with the best one
- All subject lines will be tested
- The first 45 / 50 characters of the subject line are made to count
- The offer and content match the subject line

Necessary elements

- The email has a clear and functional Unsubscribe or preference center link
- A plain-text version of the email is made, checked and optimized
- Disclaimers, copyright and privacy policy are accounted for
- A link to view the email online is included
- Social sharing and connecting is promoted if applicable

Check the Email marketing Toolbox for even more helpful and free resources:
www.emailmonday.com/email-marketing-toolbox
Email Marketing pre-flight checklist
Never press send without it.

Value added email

- The email has a great offer and / or killer content
- Insights from earlier campaigns have been used to improve the email
- The offer explains what’s in it for them (WIIFT)
- You have provided a way for subscribers to contact you

Images and Design

- Subscribers with images turned off can make sense of the email and act on it
- Alt-text is used for important images
- The images support the text and main message of the email
- The email is consistent with the brand in tone-of-voice, color and design

Scheduling

- I will use this checklist every time I send an email campaign
- The email is sent at the time the email it is most likely to be read
- Schedule the email at least 30 minutes after finalizing it, preferably a full day
- Split tests are done a full day before sending out the winner to the email list
- We have a thumbs up. Needed approvals for your email are received

The final check: Make sure that there are benefits in sending the message, both in short and long term. The email should have a clear purpose and goals set. Now everything is done, ask yourself this: “If I were the recipient, this message would be of value to me.”

Well done! If all boxes are checked, it is time to launch this campaign!

More helpful resources

Download this Checklist

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