

Email Marketing Checklist

Email marketing is easy to do...

... and easy to do badly!

Here's a checklist to help you avoid those email marketing disasters. Give us a ring on 0115 933 5640 if you want assistance with planning and delivering your next email marketing campaign.

Building Your Email Lists		Your Action
De very required an executed address on every forms that years	□ Vaa □ Na	
Do you request an email address on every form that your	☐ Yes ☐ No	
customers and prospects complete?		
Do you request an email address when visitors register on	☐ Yes ☐ No	
your website?		
When asking for an email address, do you also ask	☐ Yes ☐ No	
permission to email them?		
Do you have a system and procedure for collecting and	☐ Yes ☐ No	
storing your email addresses?		
Do you have a privacy policy stating how you will use	☐ Yes ☐ No	
email addresses (such as we do not sell lists)		
Developing Your Email Marketing Content		
Does your planned message pass the WIIFM test –	☐ Yes ☐ No	
"What's In It for Me?"		
Could recipients of your planned message think you are	☐ Yes ☐ No	
just sending advertising or junk?		
Does your Subject line grab the reader's attention without	☐ Yes ☐ No	
looking like spam?		



Do you have a clear Call to Action?	☐ Yes ☐ No
Have you proofread your message before sending it out,	☐ Yes ☐ No
checking spelling and grammar?	
Have you reviewed your content in light of Spam Filters,	
avoiding trigger words like Free, Best or "under 18"	
Have you provided a way for readers to unsubscribe?	☐ Yes ☐ No
Have you personalised the message?	☐ Yes ☐ No
Have you created a landing page for this email campaign,	☐ Yes ☐ No
if required?	
Have you planned how frequently you are going to	☐ Yes ☐ No
broadcast your emails?	
Have you put your images on your website, so that you're	☐ Yes ☐ No
not sending images as email attachments?	
Measuring Your Success	
Do you measure how many people unsubscribe to your	☐ Yes ☐ No
mailing?	
Do you keep track of how many people open your email	☐ Yes ☐ No
message?	
Do you keep track of how many people click on the links	☐ Yes ☐ No
in your email message?	
Do you provide a link to forward this email to a friend or	☐ Yes ☐ No
colleague?	
Do you provide a way to let your readers give you	☐ Yes ☐ No
feedback?	

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