

THE EMAIL MARKETING CHECKLIST

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PLATFORM: _____

PLANNING FOR THE WEEK OR MONTH

- ☐ DECIDE HOW OFTEN YOU SEND EMAILS
- ☐ COMMIT TO IT

WHAT IS YOUR STRATEGY?

- ☐ DETERMINE THE OBJECTIVE FOR EACH EMAIL CAMPAIGN
- ☐ WHICH SEGMENT ARE YOU SENDING TO?

THE DETAILS

- ☐ ADD PERSONALISATION TO SUBJECT LINE
- ☐ USE CLEAR EMAIL COPY THAT REFLECTS YOUR BRAND VOICE
- ☐ IS THE CALL TO ACTION SIMPLE AND CORRECTLY LINKED?
- ☐ IMAGES SHOULD HAVE ALT TEXT & LINKS

TESTING REQUIRED

- ☐ ARE YOU A/B TESTING YOUR CAMPAIGNS?
- ☐ USE EMAIL ON ACID FOR PRE SEND TESTING

LITTLE EXTRAS MAKE A DIFFERENCE

- ☐ DO YOU NEED TO EXCLUDE ANY SEGMENTS OR LISTS?
- ☐ ADD SOCIAL ICONS FOR HIGHER ENGAGEMENT
- ☐ SPLIT TEST SENDING TIME AND DAY

LAST STEPS

- ☐ ENSURE EMAIL IS RESPONSIVE FOR MOBILE USERS
- ☐ OBTAIN FINAL APPROVAL BEFORE SEND

EXPLORE TRENDS

- ☐ STAY UPDATED ON CURRENT TRENDS AND NEWS IN INDUSTRY
- ☐ REVIEW BENCHMARK DATA IN KLAVIYO

POST CAMPAIGN EVALUATION

- ☐ REVIEW EMAIL ENGAGEMENT METRICS LIKE OPEN & CLICK RATES
- ☐ MONITOR YOUR UNSUBSCRIBES, BOUNCE RATE AND SPAM COMPLAINTS IF ANY
- ☐ ASSESS CONVERSION RATES AND REVENUE GENERATED FROM THE EMAIL
- ☐ USE INSIGHTS TO INFORM AND PREPARE NEXT EMAIL CAMPAIGN

ADDITIONAL NOTES: