

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
Do you request an email address on every form that your customers and prospects complete?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Do you request an email address when visitors register on your website?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
When asking for an email address, do you also ask permission to email them?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Do you have a system and procedure for collecting and storing your email addresses?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Do you have a privacy policy stating how you will use email addresses (such as we do not sell lists)	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Developing Your Email Marketing Content		
Does your planned message pass the WIIFM test – “What’s In It for Me?”	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Could recipients of your planned message think you are just sending advertising or junk?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Does your Subject line grab the reader’s attention without looking like spam?	<input type="checkbox"/> Yes <input type="checkbox"/> No	

Do you have a clear Call to Action?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Have you proofread your message before sending it out, checking spelling and grammar?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
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?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Have you personalised the message?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Have you created a landing page for this email campaign, if required?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Have you planned how frequently you are going to broadcast your emails?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Have you put your images on your website, so that you’re not sending images as email attachments?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Measuring Your Success		
Do you measure how many people unsubscribe to your mailing?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Do you keep track of how many people open your email message?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Do you keep track of how many people click on the links in your email message?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Do you provide a link to forward this email to a friend or colleague?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Do you provide a way to let your readers give you feedback?	<input type="checkbox"/> Yes <input type="checkbox"/> No	

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