

## 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

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

### SET-UP CHECK

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

### DESIGN CHECK

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

### CONTENT CHECK

- |                              |                             |   |
|------------------------------|-----------------------------|---|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | All copy is compelling, clear, concise, and free of grammatical errors or 'spammy' words! |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | The call-to-action is clear and eye-catching.   |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | A plain-text version of the email has been created.                                       |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | The links have been double-checked and direct to the correct destinations.                |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | All special characters have been converted.   |
| <input type="checkbox"/> Yes | <input type="checkbox"/> 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 your local WSI Consultant at [contact@wsiworld.com](mailto:contact@wsiworld.com).