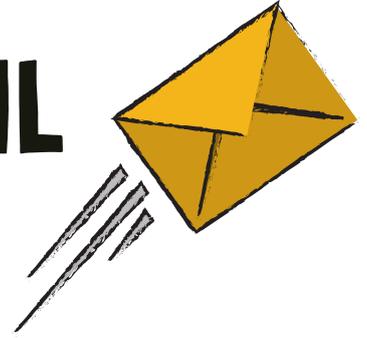# A COMPLETE EMAIL MARKETING CHECKLIST!

WINNING EMAIL CHECKLIST

KNOW YOUR AUDIENCE

- ☐ Know the pain points of your target audience
- ☐ Offer something of value to them

BUILD YOUR LIST

- ☐ Email list should include only the relevant audience
- ☐ Comply with GDPR & other data privacy guidelines

MAKE IT PERSONAL

- ☐ The list must include first names
- ☐ Make sure to use first names in the content and in the subject line if required

IMPROVE OPEN RATE

- ☐ Email title/subject line should have less than ten words
- ☐ Optimize the preview text

FORMAT AND CONTENT

- ☐ Test email for mobile display
- ☐ Make sure the email copy is relevant

TIMING IS EVERYTHING

- ☐ Test/research the best time to send/schedule your emails

EMAIL DELIVERABILITY

- ☐ For bulk emails create a separate sending domain
- ☐ Warmup the sender email id before bulk sending
- ☐ Set a daily sending limit
- ☐ Avoid adding too many links