# Email Marketing Checklist

**Remember**: not every item must be checked for every email. Know your audience and your goals. Breaking the rules (with sound rationale) is encouraged!

- ❑ **Relevant** – timing / content
- ❑ **Urgent** – deadlines, countdowns, capitalize on FOMO
- ❑ **Useful** – thought leadership content, need-to-know info
- ❑ **Call to action** (CTA) – clear, simple, and singular
- ❑ **Sent to segmented List** – behavior-based / demo-based
- ❑ **Value Proposition**(s) – compelling, non-transactional
- ❑ **Personalized** – reader's name, recent behavior acknowledged, use "you" more than "we"
- ❑ **Pique Interest** – score an >88% on subjectline.com
- ❑ **Mobile Optimized** - one column, large font & buttons
- ❑ **Review analytics** – one week after email sent
    - ❑ Click Through Rate (>4%)
    - ❑ Open Rate (>24.8%)
    - ❑ Opt-Out Rate (<0.5%)
    - ❑ Conversion Rate (varies with goal)

## Optimal CTA Button Placement:

REACH

OK

EASY

Can your reader answer:
1. Why was this sent to *me specifically*?
2. Why did I receive it *at this time*?
3. What am I supposed to *do next*?
4. *How* do I do it?

Benchmark analytics based on 2017 data from www.smartinsights.com (varies by industry)

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