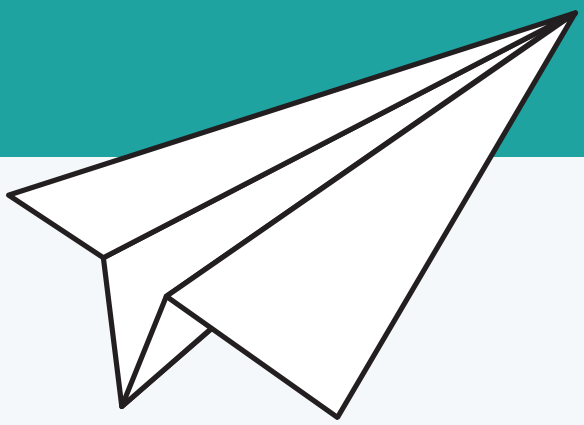
Before You Hit Send:

The Email Marketing Message Checklist



One in Six Emails Don't Make It
Like any good email marketer, you put in the prep work and your email campaign is ready to schedule. The question is: Will it land safely in your subscribers inbox?

Pre-send optimization is one of the most effective ways to ensure a successful email marketing campaign. But while most email marketers have the basics down, they tend to overlook certain tactics that can improve their chances of not ending up in the spam folder. Before you send out your next email marketing campaign, review this checklist to give yourself the best chance of success.

Pick a Time

Avoid sending too early or too late.

Timing
Choose a send time that doesn't conflict with other campaigns on your calendar. Schedule your campaign based on the optimal time to reach your audience.

Choose the Right People

Ensure that you have chosen the correct audience for your message.

Sender
Avoid sending your email from a general "info" or "no-reply" so subscribers are less likely to report it as spam.

List Segmentation
Are there any subscribers that shouldn't be included? Only send to those you know who want it.

Perfect the Content

People have a short attention span, so your copy must communicate important information quickly.

Subject Line
Personalize and create a sense of urgency to make an impact.

Body Content
Ensure the copy is concise, typo free, and easy to read.

Call-to-Action
Try to include only one call-to-action in multiple places.

Pay Attention to Looks

Your email design should entice readers to navigate your content and encourage them to interact.

PRO TIP

While you might be tempted to pack your emails with visual elements, this can overwhelm readers and reduce your conversions.

When it comes to email design, simplicity is key, and white space is your best friend. Without white space, readers won't know where to look. So make sure you include plenty of space between headlines, images, and the main email copy.

Images

Check to make sure your images are sized correctly, have alt text, and are properly linked.

Header

Make sure it's simple, brand-identifying, and easy to navigate if it includes a menu.

Footer

Include your business contact information, including phone number, physical address, and social media icons so subscribers can connect with you.

Consistency

Keep the same design for all of the emails you send out to improve your brand recognition.

Unsubscribe Button

If you can, always ask why your readers are unsubscribing.

Make Sure it's Accessible

Ensure everyone can view and engage with your email marketing campaigns.

Legible Fonts
Use fonts that are easy to read and not too small. The most accessible fonts are Tahoma, Calibri, Helvetica, Arial, Verdana, and Times New Roman.

Color Contrast
Choose colors that complement each other nicely and transverse well in dark mode.

Don't Forget to Preview

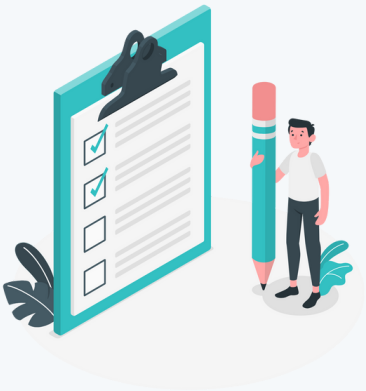
Test your emails prior to scheduling them to ensure they have no errors and look the way you intended.

Send Yourself an Email
Send yourself a test email to confirm it appears the way you intended it to. Make sure to view it on different desktop and mobile viewers.

Check Your Links
Test every link in your email and make sure they are redirecting to the correct landing page.

You're Ready to Send

You're email marketing campaign is ready to be sent!



Remember

Once your email campaign has been sent, there's no turning back. Following each of these steps is a great way to prevent unwanted errors in your future email marketing campaigns.

Skipping any of these steps can damage your deliverability, engagement rate, and ultimately, your return on investment.

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