Email Marketing Checklist

Thinking of email marketing? Reviewing your current emailing strategy? We have compiled a checklist of 8 important points to consider when emailing.

1. Are you targeting the right people?

Email Data Selection - think about your ideal customer and target the right Industry, Job Title, Geographical Location. You can use Countrunner to define and select your target list.

2. Is the content compelling and error-free?

Killer Content - Your email needs to make a good impression. Before writing the email content, you need to decide the primary purpose of the email and ensure text is concise and incisive - short, sweet and to the point. Always check grammar and spelling and always get a second opinion.

3. Is your design eye-catching and will it deliver?

Design/HTML - Do not use too many images - employ at least a 70:30 text to image ratio. Ensure your html is well coded, preferably not using a WYSIWYG editor (these tend to create 'chunky' code not best suited to email delivery platforms). Include sufficient well-marked links to your desired location.

4. Will your design avoid spam filters?

Spam filters - Spam filters look at a long list of criteria to judge whether or not your email is junk. They will assign points each time they see a spam phrase or word and certain criteria get more points than others. Avoid using phrases like "Click here!", "Free", USING CAPS, exclamation points!!!! etc

5. Do you have the 'perfect' subject line?

Subject Line - The subject line is one of the most important factors contributing towards campaign success. This what triggers your audience to open the email. It needs to be compelling and interesting to your target audience.

6. Have you tested and tested and tested the email?

Testing - Testing is extremely important as it is imperative that your message will be sent and seen exactly as intended. This involves testing the delivery in different email clients, and checking images and links are displaying as intended and going to the right places.

7. Have you calculated the best time for broadcast?

Time - Choosing the right time to send a campaign is important to ensure your email is not put to the bottom of the pile, quickly glanced at or even worse, deleted! Broadcasting over lunchtime or on a Monday morning could be a risk, as is sending during busy times.

8. Will the campaign performance be measured?

Measure Performance - The performance of every campaign should be measured by open, click-through, bounce, delivery, referral and unsubscribe rates. Past results can be used as a reference for future campaigns, showing were successes and where improvements could be made.

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