

MISTAKE PREVENTING, PRE-DEPLOYMENT EMAIL CHECKLIST

MAKE A GOOD FIRST IMPRESSION.

- Use a clear from name.
- Include a friendly reply-to email address.
- Create a compelling subject line.
- Develop persuasive pre-header text.

33% of email recipients open email based on subject line alone. [Convince & Convert]



SIMPLIFY & OPTIMIZE YOUR CONTENT.

- Write with clear, concise copy.
- Use a distinct call to action.
- Complete a spelling & grammar check.
- Remove "spammy" words or constructions.

You have 8.25 seconds to capture someone's attention. [National Center for Biotechnology Information]

ENSURE AN EXCELLENT EMAIL EXPERIENCE.

- Run a pre-deployment email test.
- Check images-off version for message clarity.
- Ensure mobile optimization.
- Include a plain-text version.

70% of smartphone users say they delete emails immediately if they do not render properly. [Acxiom]



EXAMINE THE TECHNICAL DETAILS.

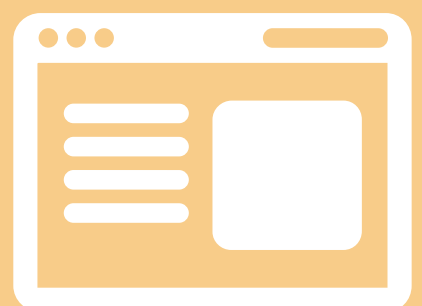
- Provide an unsubscribe link & physical address.
- Check the "alt" and "title" text.
- Validate link destinations.
- Convert special characters.

Emails that include social sharing buttons have a 158% higher click-through rate. [GetResponse]

SET YOURSELF UP FOR SUCCESS.

- Test & optimize your landing pages.
- Include needed analytics components.
- Double-check your list selection.
- Select a strategic send time.

35% of online revenue can be sourced to a direct email appeal. [M+R]



ICONS MADE BY FREEPIK