

EMAIL BLAST CHECKLIST

Template

- Template is mobile responsive and has been tested in the major email clients
- Colors and graphics within the email reflect your branding
- The header includes the company logo and links to the website
- “View in Browser” link included above the header
- Email footer includes the company’s name and physical location and the unsubscribe link
- Template includes any additional contact info and social media links
- Personalization has been used effectively
- Links are being tracked and they all work properly
- All images are linked to their respective stories

Call-to-Action

- | | |
|---|--|
| <input type="checkbox"/> Goal-oriented
<i>What action do I need the recipient to complete in order to reach my goal?</i> | <input type="checkbox"/> Compelling
<i>Use concise but well-chosen language
Speak to a felt need
Offer something FREE or of value</i> |
| <input type="checkbox"/> Clearly visible | |
| <input type="checkbox"/> Singular | |

Subject Line

- Tell what’s inside & avoid “sales-y” terminology
- Specific and concise (50 characters or less)
- Avoid using first names in the subject line
- Use a new subject line each time
- Avoid odd characters or too much punctuation