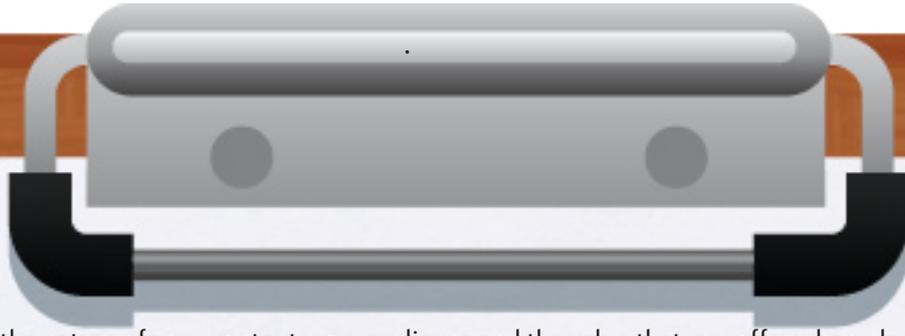## Processes and Practices Checklist

Effective email marketing is so much more than creating and sending a pretty email. There's a lot of 'behind the scenes' work that goes into every email message, including things like planning, testing, tracking and analysing.

- ☐ Consider the nature of your content, your audience and the value that you offer when planning how frequently you will send emails.

- ☐ Send emails at a time you believe is suited to your audience and then test variations to identify the optimum send time.

- ☐ Incorporate a mix of promotional, educational and relational messages as a way to build relevant relationships with subscribers.

- ☐ Create your email using a cleanly coded template that is setup for quick updating and re-usability.

- ☐ Use a recognisable and consistent 'from name' and 'reply to email address.'

- ☐ Design subject lines that encourage your audience to open the email. (Eg. Short, accurate, intriguing)

- ☐ To help your audience recognise you, include the company or brand name in the subject line, if it's not already included in the 'from name.'

- ☐ Before you hit send have a look at the 'Spam Check' prior to sending (most email service providers have these built in) to avoid potential deliverability issues.

- ☐ Automate your email messages where appropriate (Eg. Welcome Email, Birthday Email) to ensure they are delivered at precisely the right time for maximum impact.

- ☐ Test that your automated email messages work correctly before 'going live.'

- ☐ Use web analytics to track subscriber behaviour across email and web pages.

- ☐ Create a QA process that includes a spell check and checking that all links work.

- ☐ Test emails for rendering in the most common email clients prior to sending such as: Hotmail, Gmail, Outlook and iPhone.

- ☐ Put a testing policy in place to help optimise email performance using a consistent and strategic approach.

- ☐ Test at least one thing with every email campaign to help improve future performance.

- ☐ To personalise your emails use conditional content and database wildcards. Be sure to test these prior to sending.

- ☐ Test your 'call to actions' and 'conversion paths' to ensure a good user experience for your audience.

To learn how to save time whilst providing a better experience for your subscribers, check out our whitepaper on Planning Automated Campaigns.

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