



EMAIL NEWSLETTER CHECKLIST

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Before

Set a specific goal for your email

Choose a metric (or metrics) to measure your goal

Create a time frame in which you wish to measure your goal

Email

Has a “from” name

Has your address + contact information

Has an unsubscribe button

Has a blurb mentioning where they signed up for your emails

Follows anti-spam laws

Content

Placeholder text has been replaced

Mail merge tags are set up correctly

Check spelling and grammar

Has a call-to-action (CTA)

Links in CTA are working

All other links work

Has social media links

All images look good (none of pixelated or distorted)

Text email has been sent

Subject line is catchy and relevant

Plain text version looks good

