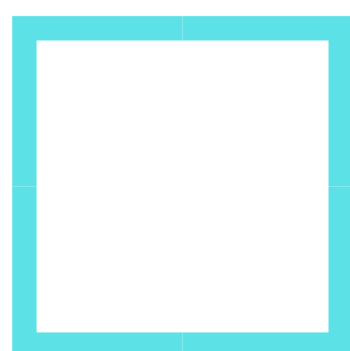


# PRE-SEND EMAIL MARKETING CHECKLIST

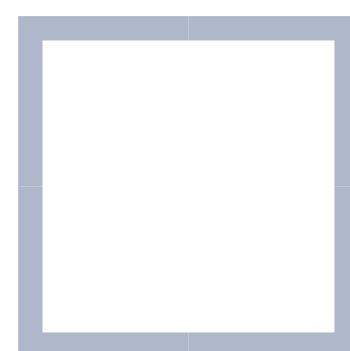
## 8 STEPS FOR THE BEST CAMPAIGN RESULTS

Wait! Before you hit send button! Are your email campaigns running optimally? Nailing email marketing can be a difficult task, and once you hit send, there's no going back. Use this handy checklist to make sure your mailers tick all the necessary boxes.



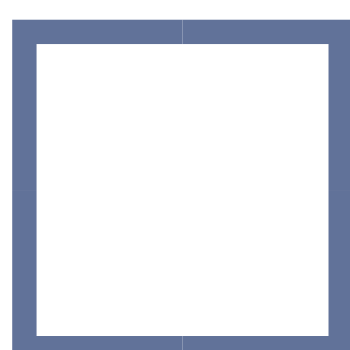
### Is it relevant to your audience?

Keep your audience captivated with content that they are interested in and care about.



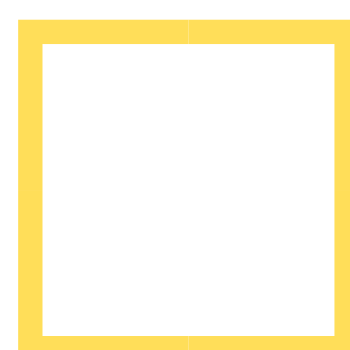
### Is the email convenient for mobile users?

The majority of your audience will view your email on a mobile device. Make sure they enjoy the experience!



### Does it drive traffic to your website?

Make sure you have included a link (or many) to your website where your visitors can get more details.



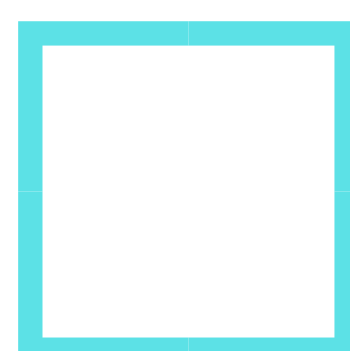
### Did you send yourself a test email?

This is the best way to check that all the formatting and design looks good, and all the links/buttons work.



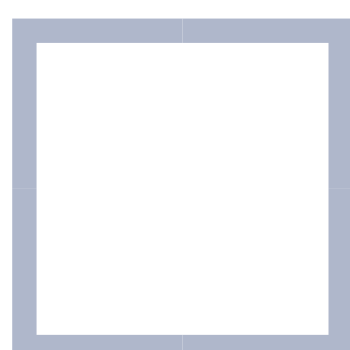
### Do you have a call-to-action button?

In order to achieve your email's goals, make sure you tell your audience what you want them to do by adding that call-to-action button.



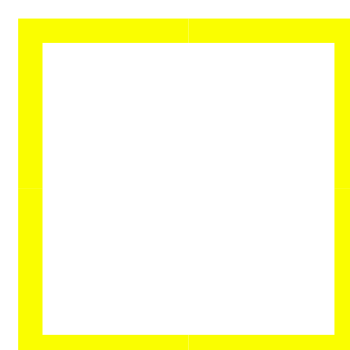
### Have you checked for typos?

There is no quicker way to put people off than to send an email with incorrect information or spelling and grammar errors.



### Is your subject line brilliant to maximise open rate?

Create a knock out subject line that arouses the interest of your audience. Keep it simple yet personal.



### Have chosen the best time to send your email?

Do your research to make sure that you pick the optimal time to reach your particular audience.