



Maximizing ROI with your **PRE-DEPLOYMENT EMAIL CHECKLIST**



READY TO MAKE A SPLASH IN THE INBOX?

47% of people open emails based on the subject line alone. – AWeber



- ☐ Sender name is clear and on-brand.
- ☐ Reply-to email address is friendly and inviting.
- ☐ Subject line is motivating for an open.
- ☐ Preheader text is informative and entertaining.
- ☐ Inbox display previews look good across email clients and devices.

CONTENT IS SWOON-WORTHY AND ACTIONABLE?

You only have 3 seconds to grab a user's attention. – Digital Doughnut



- ☐ Copy is clear, concise, conversational, and accessible.
- ☐ Call-to-action (CTA) is clear, stands out and is optimally-placed.
- ☐ Spell Check has been run on all copy: body, title, alt text, HTML, etc.
- ☐ Content is optimized and accessible for screen readers.
- ☐ No "spammy" words or phrases appear in the email.

IS YOUR EMAIL DESIGNED WITH THE USER IN MIND?

49% of emails are opened and read on mobile devices. – Oberlo



- ☐ Email has been tested, previewed and shared with teams.
- ☐ Blocked-images version has been checked for message clarity.
- ☐ Email is optimized for mobile.
- ☐ A plain-text version is included.
- ☐ Web view is enabled.

ALL THE DETAILS HAVE BEEN CHECKED?

Average email marketing ROI is \$38 for every \$1 spent. – Hubspot



- ☐ Unsubscribe link is available along with a physical address.
- ☐ Images are validated for proper rendering.
- ☐ All link destinations and redirects are validated for CTA completion.
- ☐ Special characters are converted (if necessary).
- ☐ Final spell check was run for missed or potentially offensive words.

READY TO DEPLOY?

59% of people say marketing emails influence their purchase decisions. – Hubspot



- ☐ Landing page(s) have been tested & optimized.
- ☐ Any necessary analytics elements (such as a pixel) are included.
- ☐ Sending to correct recipient list.
- ☐ Strategic deployment time has been selected.