

Use Email To Make Money

# ELITE EMAIL MARKETING

# CHECKLIST



**FILIP KONECNY**

"You Are Just One Step Away..."



# Strategy And Targeting

1. Campaign Has A Clear Goal
2. Contact List Has Been Segmented
3. You Know The Best Time To Send The Email
4. The email list is clean

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## Campaign Settings

5. There Is An Attractive Subject Line
6. Email And Sender Name Are Clearly Identifiable
7. Return Email Address Has Been Set (If Necessary)
8. The email list is clean

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## Email Content

9. All Of The Default Text Has Been Replaced
10. Alt Text Has Been Set For Images
11. Links Have Been Added To Buttons, Images, And Logos
12. CTA Is Clearly Identifiable And Aligns With The Goal Of The Campaign
13. Text Has Been Proofread
14. Only Used Short Sentences With No Jargon
15. Preview Text Has Been Optimized
16. Personalization Has Been Used Correctly

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## Email Preview

17. Preview Works On Desktop, Mobile, And Tablet
18. Preview Works For Different Email Clients
19. Inbox Text Complete
20. Test Email Sent Out To Test List With Various Email Clients
21. Pre-Header Looks Good On Different Email Clients
22. All Links Are Functioning Properly
23. Dynamic Text/Personalization Is Rendering Correctly

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## Sending And Beyond

24. The Campaign Has Been Scheduled For A Strategic Time And Day
25. Monitor Engagement Metrics And Results

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