



Email Marketing Success Checklist

Innodan Pte Ltd

<http://www.innodan.com/>

Your checklist to ensure a successful email campaign

Getting your email campaign *out the door* is no small task. We design, test, re-design, test again, tweak and generally mess around with your campaigns hoping the look and feel, copy and call to action are winners and catch the attention of the target audience.

Few outside of marketing appreciate the hard work that goes into executing a successful email marketing campaign.

Many marketers are often managing multiple campaigns simultaneously, in addition to executing campaigns through other channels. Keeping track of metrics, leads and follow up can be a full time job. Below is a check list compiled from years of email marketing experience, that provide guidance to ensure your campaigns have the highest success rates!

Email Marketing Check-List— Before sending

Category	Note
List	Check send-to lists to ensure no free-mail
Subject Line	Keep subject line to 60 or less characters
Subject Line	No punctuation or SPAM words (Free, gift, act now)
Test	Test against 2-4 internal emails; free-mail; outside email; mobile email
HTML	Test emails for content rendering
HTML	Test all links in email live
Content	Check to ensure company address is included in email
Content	Check to ensure unsubscribe link is live and functions
Content	Check content on a mobile device
Content	Limit live links to the primary call-to-action
Timing	Set email deliver for Tues-Thursday between 11AM –3PM
Content	Check to see how email looks in Outlook Preview
Content	Ensure text is towards the left and images are on the right
Content	Verify text of email matches html - ensure call to action link is at top of text

Email Marketing Check-List—After sending

The steps you take after sending are just as critical as the steps you take pre-launch.

Category	Note
Analytics	Check reports for bounce rates
Analytics	Check reports for unsubscribe
Analytics	Check link clicks
Statistics	Monitor that your statistics fall within acceptable ranges <ul style="list-style-type: none"> • Bounce less than 10% of total sent • Unsubscribe less than 5% of total sent • Open rate between 4-8% of total sent • CTR (Click Through Rate) between 8-20% of total opens
Subject Swap	Within 48-hours re-try email with different subject line to non-responders
Subject Swap	Within 5 Days—re-try email with different time/day of week and subject line to all non-responders
Follow up	Ensure your lead follow up plan is in place
Follow up	Set up an automate trigger based on CTR response
Follow up	Subscribe appropriate sales resources to activity alerts
Follow up	Ensure response activity is properly logged in CRM

By following the simple steps in the checklist, can help ensure your campaigns are performing the way you expected them to. Be sure adequate pre-launch testing and post-launch analysis identify anomalies quickly so they can be addressed in follow up email.

If you are emailing a list of greater than 10,000 contacts, the marketer should make it a regular practice to pre-launch to a test group of several hundred contacts, measure the results and make the proper adjustments in Subject Line, Send Day / Time and content.

Increases in Open Rate and CTR can be achieved by making simple, yet effective changes based on test response analysis. Your next big client could be in that small percentage increase in CTR's that are gained from following these steps!

To learn more visit: <http://www.innodan.com/>