the fundamentals

- ○ **From Name -** will your "from" name be recognizable to your subscribers?

- ○ **Reply-to Email -** is your "reply-to" a valid email address?

- ○ **Subject Line -** is your subject line engaging? The subject line is where it all begins. Make it about your user. Make it intriguing. Is it between 30-50 characters? As always, *check for typos*

- ○ **Pre-Header Line -** does the preheader work with the subject line? Does it suggest an interesting payoff? Is it between 30-50 characters? *check for typos*

- ○ **Footer -** have you updated the information (copyright dates, etc), does the footer include your company's physical address? Does the footer include the permission reminders? *check for typos*

- ○ **Social Icons -** are the icons linked to the correct social networks? Does your ESP enable you to add tracking tags? If so, use them! It makes analytics a lot clearer.

- ○ **Unsubscribe Link -** make sure to always include this link.

the content

- ○ **Images -** are images setup to link? All images should have a link. Do the images have ALT text? Are they brand approved?

- ○ **Background Images -** background images are tough in email! Is there a default color? Are the background images brand approved? Have you incorporated fall-back code for Outlook? *Test test test.*

- ○ **Headlines -** do headlines/subheads link? Are they relevant to the user? *check for typos*

- ○ **Body Copy -** are there links in the copy? Add analytics labels for clearer analytics. *check for typos*

- ○ **CTA -** is there a link? Is the text clear about what you're asking the recipient to do? *check for typos*

- ○ **Colors -** are the colors brand standard?

- ○ **Dynamic Content -** which elements are dynamic? Who sees what content? Do you need a default element? Test test test!

- ○ **Personalization -** do you have a default setup? *check for typos*

the lists

- ○ **Subscriber List -** are you using the correct list? the most up-to-date list? does any part of the list need to be suppressed?

the testing

- ○ **Inbox Preview -** have you seen a test of this email? have you completed a full test in all email clients? Some of the most widely used email clients are Outlook (web), Outlook (desktop), Gmail, Mac Mail, Yahoo Mail.

- ○ **Mobile -** did you develop for mobile? Open those emails on your mobile device and yes, while testing services like Litmus or Email on Acid are useful, they don't always tell the whole story. The only way to truly be certain is to see an email for yourself and interact with it.

- ○ **A/B Testing -** is this an A/B tested campaign?

- ○ **Team Testing -** has everyone on the team seen it? Is it approved?

the send

- ○ **Timing -** does this email go out immediately or scheduled for a specific time/date? Have you notified the team/sales/etc when this email will launch?

- ○ **Conflicts -** will this email go out the same time as any other email?

- ○ **Subscription List -** are you using the correct list? the most up-to-date list? does any part of the list need to be suppressed? *(repeat this)*

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In-House Agency Forum