EMAIL MARKETING CHECKLIST

Revenue Inbound

- ☐ **Test your email for rendering**
  Different email clients (i.e. Gmail, Yahoo!, Outlook) treat email HTML very differently. Use software like Litmus (www.litmus.com) to preview your email on the different email clients and mobile devices.

- ☐ **Send internally to collect feedback**
  Have other people in your company take a look at your email and get their feedback on the copy, design, subject line and overall layout.

- ☐ **Verify dynamic fields**
  Using personalized fields can be risky, especially if you copy and paste an old template. Test your email to make sure that your dynamic fields are populating correctly. Remember to also check what happens if there's no value.

- ☐ **Check the subject line**
  Make sure your subject line shows up correctly and it doesn't cut awkwardly in the preview.

- ☐ **Check the from line**
  Check both the name and the email address that will show up in the from line.

- ☐ **Check the text version**
  Switch to the text editor and make sure the text version matches the HTML version.

- ☐ **Test ALL the links**
  Click on every link in the email (including footer) and make sure the links are working and that they point to the right landing pages.

- ☐ **Check the list**
  Verify your audience list – name, number of contacts and filters.

- ☐ **Proofread**
  There are few worst things in an email than spelling mistakes. Proofread your email for obvious spelling mistakes and don't just rely on spell check.

- ☐ **Scheduling? Check your time zone**
  If you're scheduling your email, make sure you set the right time zone for the send.

- ☐ **Test one more time**
  You checked everything, fixed all issues, it's time to send the email. Do yourself a favor and test it one last time.

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