

BEST PRACTICE EMAIL CHECKLIST

Subject Lines

Create a curiosity gap to spark interest.

Ensure you're not mis-leading your readers.

Be aware of words with a history of low open rates
e.i. free, dollars, \$, %, save, sale.

Length

Is your email short, clear, and to the point?

Email text is under 200 words—50-125 is best!

Personalization

Are you recommending new products based on
their past purchases?

Are you using their name?

e.i. "Hey ___, Your Snapshot Report is ready".

Frequency & Quantity

Send emails in small waves.

Is the email of interest to your target audience?

TIP: We recommend one email/week for acquisition and up-sell campaigns, and three emails/week for adoption campaigns.

Track Performance

Monitor your campaign's performance.

Email Content

Are you providing value?

Do you have an effective call-to-action?

Does your campaign have a purpose?
Four common emails are newsletters,
drip campaigns, sales campaigns, and
holiday/event emails.

Language

Ensure your language isn't too promotional.

Avoid words like "make money", "save money",
"cheap", "act now", "opportunity", "special
promotion"...etc.

Your Call-to-Action

Does your call-to-action appeal to your audience?

Do you have a valuable offer?

TIP: Send your prospects a free Snapshot Report of their businesses online presence to demonstrate value.

Imagery

You are using images to break up large chunks of text.

You are using a 60/40 text-to-image ratio

Ensure your graphics have a purpose—they aren't
place holders.

Avoid Being Spam

Avoid colored text.

Avoid over-use of caps lock.

Avoid attachments— use links as
an alternate.

Avoid exclamation marks.

Avoid being promotional— try being
more conversational!

Your domain has an SPF record

Your domain has a DKIM record

TIP: Run spam tests to ensure your emails are not landing in spam folders.