EMAIL
MARKETING
CHECKLIST

CONTENT, CLARITY & ORGANIZATION

Message Purpose & Objective

- ☐ What is the purpose of the email message?
- ☐ What do you hope to accomplish by sending this campaign?

Unique Value Proposition (UVP)

- ☐ What is the message about?
- ☐ Why should your subscribers care?
- ☐ Does/Is your UVP:
    - o Relevant to your audience's problems or situation?
    - o Demonstrate value and/or portray transformational, beneficial outcomes?
    - o A statement you can support with specific benefits and features?
    - o State or imply how you're different from the competition?
    - o Clear and easy to understand?
    - o Short enough to be read in 5 seconds or less?
    - o NOT your company slogan or mission statement?

Hierarchy & Organization

- ☐ UVP expressed in headline, or at least visible "above the fold"?
- ☐ Benefits are stated before features?
- ☐ Benefits supported by features?
- ☐ Know/have identified the features that kill audience pain points?
- ☐ Know/have identified the features that address desired audience gains?

Approach

- ☐ What is the primary way you'll resonate with your audience?
    - o Emotionally
    - o Intellectually
- ☐ Which (if any) of the following motivational tactics will you employ?
    - o Scarcity
    - o Worry
    - o Alarm

- o Interruption
- o Social Proof
- o Story
- o Safety & Security
- o Curiosity or Mystery
- o Exclusivity
- o Surprise

COPYWRITING

Subject Line

- ☐ Written with UVP in mind
- ☐ Relates to purpose and main body of message (legal requirement)
- ☐ First two words optimized
- ☐ Ideally less than 50 characters
- ☐ Clear and descriptive

Pre-Header Message

- ☐ Continues main idea of subject line
- ☐ Bridges between subject line and message headline
- ☐ Fewer than 100 characters
- ☐ Could stand alone

Headline

- ☐ Expresses the UVP
- ☐ Pays off promise of subject line
- ☐ Short and clear (3-7 words)
- ☐ Focused on subscriber not sender

Body

- ☐ Short sentences and paragraphs
- ☐ Complicated paragraphs turned into organized bullets or lists
- ☐ Written in jargon-free language
- ☐ Active voice
- ☐ Written to one person using second person voice