

The Ultimate Email Marketing Checklist

Put your best email forward

1

Start with strategy

Decide what you plan to achieve with the email

- Describe the goal of your message or campaign: What's the purpose?
- Define your list segmentation and/or personalization strategy: Who's getting the email?
- Pick a call to action (CTA) and a landing page: Where will you send people?
- Choose key performance indicators (KPIs): How does success look?

2

Inbox display details

Make a strong first impression to boost your open rate

- Write a compelling subject line: Include options to test.
- Compose preheader/preview text: Strengthen your subject line with this copy.
- Pick a reply-to address and a recognizable sender "From" name.

3

Email copy and design

Create content that encourages engagement

- Copywriting is clear, concise, and compelling.
- All copy has been reviewed and proofed for errors.
- Content is optimized for screen readers.
- New visual assets created, approved, and sized for email.

4

Email development

Bring your email campaign to life with code

- Provide copy, graphics, and additional instructions to the email developer.
- Optimize the email for viewing on mobile devices.
- Consider code changes for dark mode viewing.
- Code the email with accessibility in mind: (Semantic HTML, image alt text, color contrast, font and tap target sizes, etc.)

- Implement fallbacks for interactive email content.
- Minify email code: Under 102kb email weight to avoid Gmail clipping.
- Include plain text and web browser versions.

5

Email quality assurance

Use Email on Acid by Sinch for pre-send testing

- [Log in to Email on Acid](#) and upload or send the campaign to test.
- Review inbox display preview
- One last spell check
- Accessibility checks
- Deliverability checks (spam testing and blocklist monitoring)
- URL and image validation checks
- Preview email rendering on major clients and devices.**
- Get final approval before deploying the email.

6

Evaluate campaign performance

Review your results against goals and benchmarks

- Check email engagement metrics: Opens, clicks, read rate, etc.
- Monitor your unsubscribes, bounce rates, and spam complaints.
- Assess conversion rates and revenue generation from the email.
- View results from A/B testing.
- Use insights to inform your next campaign.

Get unlimited email testing and use an automated pre-send checklist to make your job easier: