Email Marketing Audit Checklist

Sending an email is easy. Strategizing, setting up, promoting, writing, designing, running, and evaluating an effective email marketing program (and all of its key components), however, is not so easy. Check out this list for an easy DIY email marketing audit.

METRICS

- ☐ Test and monitor the deliverability of your emails.
- ☐ Measure the performance of your email campaigns.
  - — Open rates
  - — Click rates
  - — Conversion rates
- ☐ Use A/B testing on various aspects of your emails to see what works best.

DESIGN

- ☐ Create eye-catching, customized templates that can be reused throughout your email campaigns.
- ☐ Make the design and layout of your emails attractive, scannable, and readable.
- ☐ Use mobile-friendly single-column designs.
- ☐ Use Make your CTA buttons irresistible.

CONTENT

- ☐ Ensure your emails are:
  - — Engaging
  - — Educational
  - — Empathetic
  - — Entertaining
  - — Helpful
  - — Persuasive
  - — Actionable
  - — Consumable
  - — Mobile-Friendly
  - — Deliverable
  - — Reliable
- ☐ Set a regular cadence for your newsletters.
- ☐ Dedicate a subscription page for email sign-ups.
- ☐ Create welcome emails for subscribers that can confirm the subscription, say thanks for subscribing, explain what they will receive, or share what your company is about.
- ☐ Create a re-engagement email series to send to disengaged leads.
- ☐ Optimize your marketing automation to help personalize your email marketing.
  - — Nurture leads and current customer relationships based on specific data such as interests, on-site behavior, downloads, lifecycle, geography, etc.
  - — Automate manual processes with workflows (e.g., segmentation, lead scoring, or customer follow-ups)

AUDIENCE

- ☐ Segment your list.
  - — Create unique campaigns for different audiences
- ☐ Clean and verify your list regularly
- ☐ Only send to people who have subscribed to your email list. NEVER buy or scrape lists. This is spam and is illegal.

> " **Not only is email not dead, but it's more alive than ever.**

THIJS MESSELAAR
Digital Marketing Consultant

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