Email Newsletter Marketing Campaign Checklist
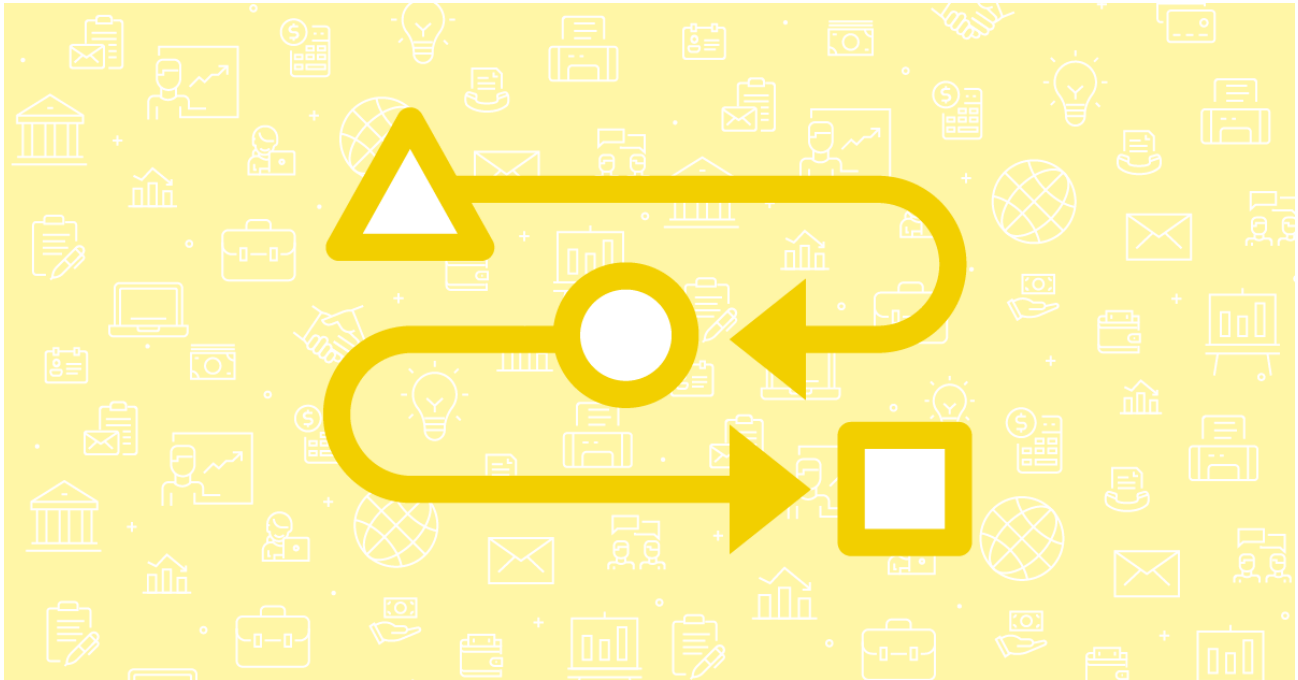
Share this email newsletter campaign checklist with your social media manger, intern, or assistant so they can help you build your brand while following your company procedures and guidelines.

NEWSLETTER CAMPAIGN SETUP

- [ ] Create your lists for your email campaign(s) (if you have multiple email campaigns)
- [ ] Create and design your campaign layout(s) (look at examples of competitors layouts or popular email campaigns)

THINGS TO INCLUDE IN YOUR DESIGN

- [ ] Footer
- [ ] Business address (contact information)
- [ ] Permission reminder
- [ ] Unsubscribe link
- [ ] Social icons (make sure links work)
- [ ] Simple easy to read layout
- [ ] Call to action

EMAIL CAMPAIGN

- [ ] Research best times to send out your email campaign(s)
- [ ] Name your campaign(s)
- [ ] Complete who the email is from field

- [ ] Create a personalized/catchy subject line (keep it short)
- [ ] Create your preview text (what is your email about)
- [ ] Choose the correct list you are sending to

EMAIL CONTENT

- [ ] Create your content/body of email (link content whenever needed)
- [ ] Make sure content is easy to read and to the point
- [ ] Add images (link images to content)
- [ ] Include call to action button
- [ ] Personalized ending

TESTING

- [ ] Send yourself a test email
- [ ] Make sure your have proofread and checked for spelling errors
- [ ] Is your email address correct?
- [ ] Is your name correct?
- [ ] Review your subject line
- [ ] Review your preview text
- [ ] Are all your links working?
- [ ] Are all your images links?
- [ ] Are you sending your campaign out to the correct list?
- [ ] Send your email to someone else for them to review
- [ ] Let your team know a campaign email is going out (especially your developer if you are sending a lot of traffic to your website)

SENDING EMAIL CAMPAIGN

- [ ] Do one last review of your email campaign
- [ ] Schedule or send out email campaign
- [ ] Review campaign analytics (make changes before next campaign)