



Want to get more traffic, reach more people and increase your sales? Whether you're just starting out with email marketing or you are already using email as a marketing platform, this checklist can help you make sure you're taking all the right steps:

1 GETTING STARTED

- Do you know what your goals are from email marketing?
- Have you started to build a targeted email list?

2 INCENTIVES

- Do you have any incentives for visitors to subscribe?
- Are you offering your potential subscribers value?
- Are you clearly explaining why they should join your email list?

3 THE FIRST EMAIL

- Are you explaining what you will be emailing your subscribers about?
- Is it clear how to unsubscribe?
- Are you explaining the value of your emails?

4 NEWSLETTER

- Are you sending out regular newsletters to your email list?
- Are you sharing any new developments with your business/blog?
- Are you putting a personal touch to your newsletters?

5 EMAIL AND MOBILE

- Are your emails optimised for mobile devices?
- Are your emails easy to read on mobile devices?

6 DRIP EMAIL MARKETING

- Are you using drip emails to make sure none of your important messages are lost?
- Are you sending a sequence of emails to new subscribers/buyers?
- Are you using email automation to re-engage unsure customers?

7 SEGMENTING YOUR LIST

- Are you segmenting your list into categories?
- Are you correlating your segmented lists with email automation?

8 A/B SPLIT TESTING

- Are you testing different types of emails?
- Are you experimenting with different times to send emails?
- Are you experimenting with different headlines and copy?

