Weaving the Power of the Web into your Business

Email Marketing Campaign Checklist

Collecting Subscriber Names

1. Ensure that your website has an email subscribe form

2. For large subscriber lists, use a database to store subscriber information

3. Ensure that you can export information in .csv (Comma Separated Values) format

4. Ensure that you have received <u>permission</u> to send to everyone on your recipient list.

Designing and Sending Your Email

1. Include an unsubscribe link in each newsletter

2. Link to a web version of the newsletter

   Example: If you are having trouble viewing this email, you can <u>check out the online version</u>

3. Tell the recipient how you got their details

   Example: This email was sent to <u>name@domain.com</u> because you chose to receive our newsletter.

4. Use a consistent "From" name, Email Address and Subject Line (legally, you must use a valid email address)

5. Avoid excessive use of images

   Many of today's email clients block images by default. Make sure any important content like headlines, and titles are text-based instead of image-based.

6. Ensure that the file size of your email is no larger than 300kb.

7. Test your template design across multiple email clients <u>before</u> you start sending. When ready to send, include your own email address as one of the recipients.

Measuring the Results

1. Review your results: Opens, Clicks, Unsubscribes, Social Activity, etc.

2. Tweak the template and newsletter copy based on the results
   For example: If one particular topic is by far the most popular in the link activity report, consider leading your next newsletter with that topic.