

Email Marketing

Success Checklist

Mastering effective email marketing can significantly boost your business.

While sending an email may seem simple, crafting one that motivates customers to take action, such as making a purchase, requires skill and strategy.



Inactive



Active



Very active

In this checklist, we'll cover crucial aspects for achieving email marketing success:

Deliverability:

Ensure your emails reach your customers.

Engagement:

Inspire recipients to take action.

Sign-up process: *Dodge common mistakes and create a positive first impression.*

Our clients who follow best practices consistently achieve outstanding results, such as a 50% open rate. Our checklist includes valuable tools and resources to enhance your campaigns and accomplish your email marketing objectives.

To start, simply examine one of your campaigns using our checklist below.

You'll discover our suggestions and links to recommended tools under each question.

Deliverability

- Is there a valid SPF record for your MFROM and FROM domains?
<https://dnschecker.org/>
- For subdomains used as sender domains, is the main domain protected by SPF?
- Does your IP address have a reputation score of at least 95?
<https://senderscore.org/>
- Is your IP address not blacklisted?
<https://ipmonitor.app/>
- Is the number of hits on spam traps 0?
<https://cleanify.io/>
- Do you remove invalid email addresses from your database?
<https://cleanify.io/>
- Do you have a valid DKIM signature?
<https://dmarcian.com/dkim-inspector>
- Is the DKIM signature domain correct? The domain "d=" in the DKIM signature should match the From: address domain

- Is the DMARC record properly implemented?
<https://dmarcian.com/dmarc-inspector>
- Have you set up a Feedback Loop with major ISPs?
- Do you use a third-level domain for sending emails?
It's best to separate different types of communication.
- Are you registered in Google Postmaster Tools?
<https://postmaster.google.com>
- Do you use TLS to encrypt SMTP communication?
- When sending emails, do you use the same (sub)domain as the one linked in the newsletter?
- Domain alignment
- Does the sending address exist and is it valid?
- Instead of a role-based email address (sales@mydomain.com), do you use personal email addresses (paul@mydomain.com) as the sender?

- Do you have functional `abuse@yourdomain.com` and `postmaster@yourdomain.com` email addresses for each domain used?
- Has your IP address been warmed up properly?
- Do your campaigns have low spam scores?
<https://quicktests.email>
- Is the HTML email template well-coded (not using all-image emails)?
<https://quicktests.email>
- Are all domains used in the newsletter aligned correctly?
- Do you avoid using URLs as links in the text? *Directly entering URLs in the email text may cause it to be marked as spam. Instead, use text labels with corresponding links.*
- Is BIMI deployed?
<https://bimigroup.org/>

Inbox Impression

- Is the sending address used exclusively for marketing messages? *Use separate domains for corporate, transactional, and marketing emails to avoid deliverability issues.*
- Is the sender's name reasonably long?
- Does the Subject match the content? *Stay away from misleading subject lines.*
- Is the subject line engaging, specific and reasonably short?
- Do you avoid using emojis in the subject line?
- Do you avoid using excessive punctuation in the subject line?
- Do you avoid using all-caps in the subject line?
- Do you use pre-header text in the email?
- Is the pre-header engaging, specific and reasonably short?
- Is the pre-header text correctly encoded in HTML?

Design and Layout

- Is the design visually pleasing?
- Do you avoid using text in images?
- Is visual communication consistent throughout the email and website? *Maintain a consistent look and feel with elements like colors, fonts, and images.*
- Are you using a width between 600–700px for HTML emails?
- Is the main message visible in the preview pane (max. 300–500px)?
- Is the email design responsive for mobile devices?
- Do images have proper ALT texts?
- Are image sizes in HTML optimized?
- Have all images been uploaded correctly to the server?
- Are image resolutions adapted for high-resolution devices?

Call to Actions

- Are there a reasonable number of CTAs?
- Are headlines and images clickable? *Users often click on headlines, text, and images.*
- Are CTAs clearly visible at first glance?
- Are CTAs visible even without images loaded?
- Are CTA elements adequately sized (at least 44 x 44 px)?
- Are all links valid and working?
- Do you avoid using "harmful" URL shorteners?
- Are analytics tracking codes set up correctly?
- Is your tracker's reputation in order?
<http://uribl.com>
<https://quicktests.email>
- Is the link to the online version of the newsletter correct?

Copywriting & Typography

- Are fonts and font sizes easy to read and is the line height correct?
- Is the text structure properly formatted (paragraphs, headings, bullet points, etc.)?
- Is there enough contrast between font color and background color?
- Is there a good balance between text and images?
- Is the copywriting suitable?
- Are there no grammatical or spelling errors in the text?

HTML Code

- Does the email display correctly in all major email clients?

Litmus / Email On Acid

- Is the plain text version of the email correctly inserted?
- Is the email size under 100 kB?
- Is the HTML code valid?

Accessibility

- Set the language attribute in the HTML code. *The lang attribute helps reading devices for visually impaired individuals determine the message's language.*
- Set table roles if not representing actual tables. *Use the role="presentation" attribute for <table> tags that don't represent real tables.*
- Set the ALT attribute for all images. *The ALT attribute should always be used; even if empty, it should always be present.*
- Avoid using titles for links. *Titles in <a> tags can be disruptive for readers and make the text difficult to understand.*
- Is the font easily legible?
- Are color contrasts sufficient? *Minimum contrast: 4.5:1 for normal text, 3:1 for large text.*
- Are paragraphs left-aligned? *Center-aligned text may be harder to read.*
- Are links clearly marked? *Underline, bold, or mark with symbols (e.g., >) for better visibility.*

Opt-out Process

- Is the unsubscribe link clear and easy to understand?
- Is the unsubscribe process simple and "one-click" easy?
- Is List-unsubscribe included in the header?
- Are unsubscribes correctly synchronized between all systems?
- Do you remove non-existing addresses?
- Do you unsubscribe contacts who mark your email as spam?

Engagement

- Do at least 60% of contacts in your database show engagement? *Engagement affects deliverability and costs.*
- Do you track email open and click activities?
- Do you unsubscribe unengaged contacts?
- Do you send emails on a regular and consistent basis?
- Do you adjust email frequency based on customer engagement?
- Do you have reactivation campaigns set up?

Personalization & Segmentation

- Do you use personalized greetings?
- Is the content relevant to the recipient?
- Do you use gender-specific text (he/she)?
- Do you personalize content based on website behavior?
- Do you personalize content based on customer data (purchase history, etc.) and user location?
- Do you reduce newsletter frequency after rejected complaints? *A reduced frequency can help avoid additional complaints.*
- Do you send newsletters based on segmented database information? *e.g., gender, activity level, price sensitivity, etc.*

Interested in building your own in-house email
marketing system?

Visit <https://octeth.com> or say hi to us via
hello@octeth.com