

## Email Marketing Checklist

As it's so important to check your email before clicking the 'Send' button, we suggest you create an email checklist to run through before sending a campaign. To help get you started we've identified a number of questions you should answer before sending your campaign:

<b>THE EMAIL</b>	<input checked="" type="checkbox"/>
Have you set preview text?	
How much of your email shows in a preview pane on desktop?	
Have you checked your spelling?	
Have you given all the images Alt tags?	
Could the content contain anything a spam filter might flag up?	
Have you included a call to action?	
Can the email be shorter or more concise?	
Have you considered a landing page for long content?	
Is the email too advertorial or editorial focused?	
<b>THE SUBJECT LINE AND 'FROM' DETAILS</b>	<input checked="" type="checkbox"/>
Will recipients recognise the From name and email address?	
Is the From address a live email address that works?	
Does someone open this inbox to answer replies?	
Are you ready for the out of office responses?	
Could the subject line contain anything a spam filter might flag up?	
<b>TESTING &amp; PROOFING</b>	<input checked="" type="checkbox"/>
Have you planned enough time to test?	
Have you sent a complete and final version as it will be delivered?	
Have you sent it to a proof group so you're not the only person checking?	
Have you seen the email in your inbox (on desktop & mobile) and does it look as you expected?	
Have you checked all of the links are working?	
<b>THE DATABASE</b>	<input checked="" type="checkbox"/>
Have you sorted your subscribers into groups or a segment for a targeted campaign?	
Have you checked your database for personalisation?	
Have you cleaned your data recently?	

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