

# THE ULTIMATE EMAIL MARKETING CHECKLIST

## 22 STEPS TO A WINNER EMAIL CAMPAIGN

### Set up your strategy and goal

1. Define your campaign's goal
2. Decide on your email KPIs
3. Segment your audience

### Set up your email settings & subject line

4. Set up your email settings
5. Write your best email subject lines
6. Use an email subject line recommender
7. AB test your email subject line

### Create your email content

8. Choose the content email template
9. Write content relevant to the audience's interests
10. Decide on your call-to-action
11. Proofread and check spelling, grammar, etc
12. Include contact details and address
13. Add unsubscription link to keep your emails GDPR compliant

### Review your links and design

14. Check your UTM parameter if you're running any
15. Test your CTA and links
16. Preview your responsive email
17. Send a test email to your team

### Send your email campaign

18. Select the target list and apply your contact filters
19. Send or schedule your email
20. Automate email resend to non-openers
21. Monitor your email bounces
22. Monitor your email campaign KPIs