

DELIVER PERFECTION WITH THIS PRE-DEPLOYMENT CHECKLIST

READY TO MAKE A SPLASH IN THE INBOX?

47% of people open emails based on the subject line alone. **AWEBER**



- Sender name is clear and on-brand.
- Reply-to email address is friendly and inviting.
- Subject line is motivating for an open.
- Preheader text is informative and entertaining.
- Inbox display previews look good across email clients and devices.

CONTENT IS SWOON-WORTHY AND ACTIONABLE?

You only have 3 seconds to grab a user's attention. **DIGITAL DOUGHNUT**



- Copy is clear, concise, conversational, and accessible.
- Call-to-action (CTA) is clear, stands out and is optimally-placed.
- Spell Check has been run on all copy: body, title, alt text, HTML, etc.
- Content is optimized and accessible for screen readers.
- No "spammy" words or phrases appear in the email.

IS YOUR EMAIL DESIGNED WITH THE USER IN MIND?

49% of emails are opened and read on mobile devices. **OBERLO**



- Email has been tested, previewed and shared with teams.
- Blocked-images version has been checked for message clarity.
- Email is optimized for mobile.
- A plain-text version is included.
- Web view is enabled.

ALL THE DETAILS HAVE BEEN CHECKED?

Average email marketing ROI is \$38 for every \$1 spent. **HUBSPOT**



- Unsubscribe link is available along with a physical address.
- Images are validated for proper rendering.
- All link destinations and redirects are validated for CTA completion.
- Special characters are converted (if necessary).
- Final spell check was run for missed or potentially offensive words.

READY TO DEPLOY?

59% of people say marketing emails influence their purchase decisions. **HUBSPOT**



- Landing page(s) have been tested & optimized.
- Any necessary analytics elements (such as a pixel) are included.
- Sending to correct recipient list.
- Strategic deployment time has been selected.