

EMAIL CHECKLIST

Label your links & add alt-text to images

Preview your email. Check grammar, links & images

Run email client test

Send test email to yourself & a colleague

Check plain-text version of your message

Check email on both desktop & mobile devices

Schedule social posts around campaign

Final check of subject line & preview text

Ensure unsubscribe link & form work

Schedule email for chosen date & time

PRO TIP: SCHEDULE YOUR EMAILS FOR A DAY AHEAD AT AN OPTIMAL TIME FOR YOUR AUDIENCE. IF YOU NEED TO SEND ASAP, SCHEDULE 30MIN IN ADVANCE TO GIVE YOURSELF TIME TO REPEAT THE CHECKLIST