

# CHUCK THE EMAIL SENDING ANXIETY KEEP CALM AND GET SET GO!

## 20 POINTER CHECKLIST

### EMAIL DELIVERY SETUP

- Used a recognizable 'From Address'
- Checked 'To Address' and 'Reply To Address'
- Made the Subject Line crisp with right personalization
- Incorporated Google Analytics code to track the links in email
- Added the Social Sharing Buttons
- Added the View Online Link
- Provided an Unsubscribe Button
- Double checked the CAN Spam Compliance & Footer
- Maintained List Hygiene
- Segmented the list correctly
- Set-up Personalization (Dynamic Tags) correctly
- Provided options for Plain Text & HTML Formatting
- Took a Spam Test
- Double checked the Scheduled Time and Date
- Throttled the Number of Emails Per Hour



**Email Monks design heavenly emails, templates and landing pages.**

### EMAIL CLIENT COMPATIBILITY

- Ran Automated tests to ascertain email client compatibility
- Ran Manual tests to ascertain email client compatibility
- Checked the email look and feel on top 88% email clients

### INBOX PREVIEW

- Checked if the 'From Address' and 'Reply To Address' is correct
- Checked if the Subject Line is correct
- Checked that the Snippet Text is appealing and shows correct information

### HTML OPEN PREVIEW

- Checked that the Johnson Box has a header 150 PX & top preview pane (400\*300 PX)
- Tested all the Links including online version and unsubscribe link
- Checked whether the Personalization is happening right
- Provided Image Alt Tags and checked the Image Rendering
- Rechecked for CAN Spam Compliance
- Tested Plain Text & HTML Formatting Views
- Proofread & Checked the Tone & Length of Content