



EMAIL WHITEPAPER

EMAIL CHECKLIST:

Are you ready to send that email?



- IS YOUR SUBJECT LINE SHORT AND TO THE POINT?**
A question always adds interest and will increase your open rate!
- DO YOU HAVE ONLY ONE CALL TO ACTION?**
Tell your readers only one thing you want them to do to increase your click rate!
- DO YOU HAVE A CALL TO ACTION ABOVE THE FOLD?**
Don't make people scroll to click. Let them see what you need from them the moment they open.
- HAVE YOU INCLUDED BULLET POINTS?**
Shorten up that copy into easy-to-read bullet points so people can read through quickly.
- DOES YOUR UNSUBSCRIBE WORK?**
Double check your unsubscribe and all your hyperlinks!



KEEP GOING

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EMAIL CHECKLIST:

Your VERY last email send checklist!

- HAVE YOU CHECKED THE PERSONALIZATION?**
Don't send that email to "first name." Make sure the correct personalization is in the email.
- DO ALL YOUR HYPERLINKS WORK?**
Click, click and click again.
- IS YOUR EMAIL GOING TO THE CORRECT LIST?**
Double check your list so there isn't an incorrect list and it isn't going to too many groups.
- DOES YOUR EMAIL BANNER LINK SOMEWHERE? THIS IS THE BEST CLICKABLE REAL ESTATE - USE IT!**
Make sure to hyperlink your top banner. It is always the highest click rate in an email.
- DO YOU HAVE A VERY CLEAR BUTTON FOR A CALL TO ACTION?**
Don't just use "click here" - create a button that tells your reader exactly what you want them to do.
- IS THE "FROM ADDRESS" CORRECT?**
Does it need to be a personal address or a business unit? Just one more glance at your from address before you send.

WE HOPE THIS IS AN EASY CHECKLIST TO REFER TO AS YOU ARE SENDING OUT YOUR EMAIL!

Have Questions About
Your Email Marketing?

Reach out today!

SYKES MARKETING
& DESIGN

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