

The Ultimate Enewsletter Checklist



THE
walsh
GROUP

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If you achieve most of these items, you will have a successful campaign.

✓	EMAIL CONTENT
<input type="checkbox"/>	There is at least one piece of value-added, free content available in the email (article, download, tip, etc.)
<input type="checkbox"/>	The content represents your brand and is relevant to your audience
<input type="checkbox"/>	All copy has been proofed for typos by at least two people (through a test send email)
<input type="checkbox"/>	Copy contains links triggered by action words (e.g. Learn how to measure ROI ... [links to: "Calculating ROI" article on website] Note: this is just an example, not a true link)
<input type="checkbox"/>	Links do not include trigger phrase "click here"
<input type="checkbox"/>	All copy within email is consistent with copy on your website
<input type="checkbox"/>	Copy contains headlines that are highlighted and copy also contains a call-to-action
<input type="checkbox"/>	Punctuation and capitalization is not overused – DO NOT USE ALL CAPS – ALL OVER THE PLACE!
<input type="checkbox"/>	A physical address is present in the email if you have one. Some businesses don't have physical locations.

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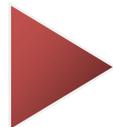
✓	EMAIL DESIGN
<input type="checkbox"/>	The copy is represented in brief paragraphs, with the feature/call-to-action showing "above the fold" or within the preview pane
<input type="checkbox"/>	The copy is represented in brief paragraphs, with the feature/call-to-action showing "above the fold" or within the preview pane
<input type="checkbox"/>	The reply email address is functional and monitored by someone within your company
<input type="checkbox"/>	Your email has a "refer a friend" function
<input type="checkbox"/>	Page title contains description of email (i.e. The Resource Newsletter). Do not leave it blank or "untitled."
<input type="checkbox"/>	Copy font is neither too big or too small (set to medium or 9-12 pt)
<input type="checkbox"/>	Font color is not same as background – yes this has happened. Also don't make it a light tint of a color.
<input type="checkbox"/>	The email body is personalized with first or last name (if available), but avoid the use of "dear" as it gets a high filter score
<input type="checkbox"/>	An unsubscribe link and copy is present and working.
<input type="checkbox"/>	A link to your company's privacy policy is present and working
<input type="checkbox"/>	All images used in the email have been uploaded to your web server and show correctly in the HTML version.
<input type="checkbox"/>	All images can be clicked on, including full images. There are no image maps.
<input type="checkbox"/>	The only graphics used are important to the email message itself (filters often pay attention to the image to text ratio more than the text content itself) and include an alt-tag. Company logo with an alt-tag is present.
<input type="checkbox"/>	Graphics do not contain too many words within them (no more than 20 words) – too hard to read otherwise.
<input type="checkbox"/>	"View Mobile" link is included on the top of the email

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✓	EMAIL DESIGN (CONTINUED)
<input type="checkbox"/>	All links work as intended
<input type="checkbox"/>	Links include full URL with NO SPACES (Using hex-encoded domains in URLs (substituting the code "%20" for a space in a URL can get your email blocked or sent to the bulk folder).
<input type="checkbox"/>	All links direct the reader back to your website
<input type="checkbox"/>	All links are visually represented as an obvious link (i.e. underlined, etc.)

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✓	TO, FROM, AND SUBJECT LINE CONTENT
<input type="checkbox"/>	The subject line does not include the TO email address
<input type="checkbox"/>	The From address includes your company or brand name
<input type="checkbox"/>	Subject line reads like a headline and includes your brand, no words are ALL CAPS (especially the word free), and no punctuation is used (Note...you can use the word free, just not as the first word and not "emphasized")
<input type="checkbox"/>	Subject line is less than 50 characters and is not misleading to the content inside (Studies show a 28% increase in opens when subject line is 35 characters and under)



From: Pat Walsh - The Walsh Group
To:
Cc:
Subject: Do you use Social Media

Sent: Tue 4/1/2014 12:5



Inbound Marketing | Websites | Lead Generation
800-957-1842



attract convert close delight

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✓	SOCIAL MEDIA INTEGRATION
<input type="checkbox"/>	Add the appropriate SWYN (Share With Your Network) links from Facebook, Twitter, and other sites to your email template.
<input type="checkbox"/>	Create an enewsletter sign-up link on your Facebook page.
<input type="checkbox"/>	Post a link to your enewsletter article on your Facebook, Twitter, or LinkedIn pages.
<input type="checkbox"/>	On your unsubscribe confirmation page, ask user if they would prefer instead to follow you on your social media spaces and include a list of benefits (i.e. no emails, instant notification of article availability, special promotions, etc.)

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✓	EMAIL DELIVERY LOGISTICS
<input type="checkbox"/>	The email list has been defined by the correct query requirements and either integrated with your email system or the list uploaded to your email system
<input type="checkbox"/>	The email list is your own (not rented or purchased)
<input type="checkbox"/>	All unsubscribes and previous hard bounce emails have been pulled from your target email list
<input type="checkbox"/>	Your email is created and queued to be sent in both HTML and Text formats
<input type="checkbox"/>	Email is scheduled for delivery and time has been double-checked for am/pm discrepancies and EST, CST, PST distinctions
<input type="checkbox"/>	You have activated the hard bounce, opened email, and any other tracking features within your system
<input type="checkbox"/>	You have embedded your click through codes for the links you want to track
<input type="checkbox"/>	HELO matches SPF record, you use STATIC IP address, and look of email has been tested with Outlook, AOL, Hotmail, & Yahoo
<input type="checkbox"/>	You have activated Google's Unsubscribe feature. This allows Gmail recipients to choose "unsubscribe" instead of marking unwanted messages as Spam. If your emails meet the criteria, you will receive an email from Gmail with this unsubscribe request. To activate: 1) Your mail must be authenticated 2) You must have a good reputation 3) Your email has a mailto: option in the List-Unsubscribe header.
<input type="checkbox"/>	Monitor your Sender Score religiously: https://www.senderscore.org/