

Weiskopf Consulting

Enriching Business Systems Maximizing Online Brand Awareness



Translating Technology into a Language you Speak

EMAIL MARKETING CHECKLIST ASSESSMENT

Email presence to be created or updated and includes researching target demographics, optimizing design elements, branding, navigation, usability, mobile device compatibility, and optimized for search results.

Pre-plan

- What Information helps clients to make decisions?
- What content can tease or excite them?
- What would help my subscribers out the most?
- What I know that they Don't:
- What I have access to that they Don't:
- Recycle Articles:

Please contact us at (630) 320-2991 or DigitalStrategist@WeiskopfConsulting.com for a complementary one hour consultation to discuss how to improve your digital assessment.



Content

- All default template content is replaced, like old pre-headers and alt-tags.
- The text is re-read, not scanned, to correct grammar and style mistakes.
- Short sentences and clear, jargon free text is used to make it easy digestible.
- A spell check is done on all text and content.
- All the information in the email is accurate.
- All links are clearly identifiable as links.
- The message is focused, no unnecessary choices are presented.
- Your brand is easily recognizable by the from name and email address.
- Your email has a magnetic “I want to open this now” type subject line.
- You re-wrote the subject line to come up with the best one.
- The offer and content match the subject line.
- You have provided a way for subscribers to contact you.

Call to Action

- It's clear what the readers are supposed to do.
- Compelling reasons are presented to act now.
- The landing page is even more actionable than the email
- The Call to Action is powerful, descriptive and clear.

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Includes Elements

- Unsubscribe or preference center link.
- Disclaimers, copyright and privacy policy are accounted for.
- A link to view the email online is included.
- Social sharing links.
- Insights from earlier campaigns have been used to improve the email.
- Alt-text is used for important images.
- The images support the text and main message of the email.
- The email is consistent with the brand in tone-of-voice, color and design.

A/B Testing

- All links in the email are clicked, including linked images. They lead to the right pages The entire flow is tested.
- The email displays well across different email clients.
- All personalization and dynamic content works as expected.
- The email is optimized for mobile devices like smartphones and tablets.

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Let's Get Started..

We look forward to hearing from you.

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Click the calendar below to
schedule a Zoom Meeting



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