

Getting Started with Email Marketing Checklist

New to email marketing? This checklist will help you get started with confidence.

Use it to stay organised, cover all the important steps, and run campaigns that actually get results.

Managing Subscribers

Build and grow a quality database

☐ Permission-based

Ensure you have received permission to send emails to each subscriber on your list.

☐ Segmentation

Segment based on relevant criteria such as demographics, behaviours, interests, and customer journeys.

☐ Forms & landing pages

Develop dedicated forms and landing pages and integrate to your preferred applications.

☐ List hygiene

Regularly clean your email list by removing inactive and bounced email addresses as well as individuals who have opted out.



Enginemailer's AI Card Scanner lets you digitise business cards and add them directly into your subscriber list.

Designing Campaigns

Create campaigns that drive customer engagement

☐ Content and messaging

Craft compelling subject lines and body content with AI assistance and ensure your content is tailored to your target audience.

☐ Personalisation

Personalise the newsletter with recipient names, promo codes, subject lines, call-to-actions, and more.

☐ Mobile-responsive

Use modern drag-and-drop editors to ensure mobile responsiveness for better user experience.

☐ Call-to-actions

Include clear CTAs to guide recipients on the desired action.



Enginemailer provides hundreds of free ready-made templates for every occasion.

Delivering Emails

Getting emails into the inbox

☐ Domain Reputation

Use a professional email address (e.g. marketing@yourcompany.com) to signify legitimacy and build trust with your audience.

☐ Newsletter Opt-outs

Ensure there's a clear and easy-to-find unsubscribe link in every email to avoid spam complaints.

☐ APIs & Autoresponders

Submit emails via REST APIs (reminders, notifications, etc.) or build an email sequence to deliver information in a systematic manner.

☐ IP Reputation

Maintain a good domain and IP reputation to ensure your emails reach your recipients' inboxes instead of spam folders.



Enginemailer enforces unsubscribe links and processes real-time opt-out requests.

Tracking Performance

Monitor performance for continuous improvement

☐ A/B testing

Conduct split testing to compare variations of sender name, subject line, and content effectiveness to find out what your readers prefer.

☐ Delivery reports

Track delivery, open, click, device, time, and demographics to improve your email marketing conversions.

☐ Reporting Notifications

Enable reporting notifications to have campaign snapshots sent straight to your inbox.

☐ Bounces and complaints

Monitor email delivery issues and subscriber feedback to ensure a healthy email list.



Enginemailer's AI Insights highlight what's working and what to improve, based on your campaign and audience behaviour.