

EMAIL SENDER'S PREFLIGHT CHECKLIST

QUALITY CONTROL



- Does this email provide value?
- Would you want to open up this email?
- Does your message include your logo and clear branding so that it is immediately recognizable as coming from your business/organization?
- Have you used colors and themes that are consistent with your brand?
- Is the email content to the point? (Is the message clear? Can extraneous text or images be edited out?)
- Does it have a clear CTA to encourage your subscribers to click?
- Have you included one CTA per story/article/message?
- Does your subject line get my attention?
- Have you included a preheader?
- Are you using a font that is easy to read — even on mobile?
- Have you included large, mobile-friendly CTA buttons?
- Checked grammar and spelling?
- Included contact information?
- Included social share buttons?
- Included brand social media links?
- Included images that add visual interest?
- Avoided using too many images?

PASSENGER (SUBSCRIBER) LIST



- Are you sending to subscribers who have opted-in to your email marketing?
- Have you updated your list with any new subscribers acquired since your last send?
- Have you segmented your list for optimized targeting?
- Have you cleared out bounces/bad emails from your last send?
- Have you segmented your list for A/B testing?

TECHNICAL CONTROL



- Does your From Name and From Email Address match your branding and will it be recognized by your subscribers?
- Are you sending from your business domain? (Using free, public "From" addresses like Gmail, makes your email seem amateurish and can negatively impact deliverability.)
- Can you receive replies to this email address?
- Have you sent a test message to ensure all images and links work?
- Have you tested your email for mobile rendering?
- Have you tested your email against different major email programs/browsers?
- Did you make sure that ALT text is in place for every image?
- Have you ensured that your links don't seem suspicious?
- Checked that any promotions you included are still valid or in stock?
- Have you tested every CTA button?
- Have you tested your social share buttons?
- Have you included an unsubscribe link in your email?
- Have you run a spam filter test?
- Have you included analytics tags on content you want to track in Google Analytics?

CONGRATULATIONS!

If you've checked off the items on your preflight checklist, your email is ready for a successful takeoff.