Email Marketing Checklist

STREAMLINE YOUR CAMPAIGNS WITH THESE ESSENTIALS!

GEEKS for GROWTH

Preparation & Compliance

- [ ] Define clear goals (sales, traffic, or leads).
- [ ] Use opt-in forms, privacy policy links, and easy unsubscribe options.
- [ ] Follow GDPR, CAN-SPAM, and other regulations.

Build Your List

- [ ] **Pop-ups:** Time effectively (e.g., 10 seconds in or exit intent).
- [ ] **Landing Pages:** Clear offer, no distractions, engaging headlines.
- [ ] **Lead Magnets:** Short, relevant, and valuable (e.g., free guides).

Segmentation Basics

- [ ] **Initial:** Organize by interests, location, or industry.
- [ ] **Behavioral:** Tag active, inactive, or repeat subscribers.

Content That Converts

- [ ] **Subject Lines:** Personalize, spark curiosity, and keep it brief.
- [ ] **Body:** Short paragraphs, conversational tone, bullet points.
- [ ] **Visuals:** Relevant, lightweight, and branded.

Automate Smartly

- [ ] **Welcome Series:** Introduce your brand and value.
- [ ] **Abandoned Cart:** Follow up with reminders or incentives.
- [ ] **Nurture Campaigns:** Provide educational content, testimonials, and soft sales.

Optimize Design

- [ ] Mobile-friendly layouts and readable font sizes.
- [ ] Bold, clear CTA buttons (e.g., "Get the Guide").
- [ ] Consistent branding with logos and colors.

Test & Improve

- [ ] A/B test subject lines, times, or formats.
- [ ] Check all links and email previews.
- [ ] Analyze metrics (open rate, CTR, conversions) to refine strategies.

Engage Consistently

- [ ] Send regularly (weekly, bi-weekly, or monthly).
- [ ] Balance promotional and educational content.
- [ ] Run re-engagement campaigns for inactive subscribers.

Maintain Your List

- [ ] Remove bounces and inactive emails.
- [ ] Refresh templates quarterly for visual appeal.

Plan Next Steps

- [ ] Review goals and adjust strategies.
- [ ] Explore advanced tactics like predictive analytics or dynamic content.

Ready to take your email marketing to the next level?