

### PREPARATION

1	Our campaign has a clear goal.	
2	Our campaign has measurable objectives to determine success.	
3	Our campaign has A/B Tests established to identify ways to improve future results	
4	Our campaign is delivering unique value.	
5	Our campaign is targeting an opt-in list so we have permission to email these people	
6	Our contact list is segmented so we can send appropriate/relevant information to everyone	
7	Our contact list is clean removing all unsubscribed contacts and deduping to prevent sending multiple emails to the same person	

### SETTINGS

8	The subject line(s) clearly convey the value of the email to the recipient	
9	Email and sender names are easily identifiable	
10	Return email address has been set (if necessary)	
11	Personalization has been used in the email	

### CONTENT

12	Our newsletter is designed for both HTML and Plain Text	
13	Our campaign is designed to allow the reader to quickly share the email directly with colleagues and friends as well as through social media	
14	Alt text for images has been set	
15	Links have been added to buttons, images, logos	
16	Call to Action (CTA) is easily identifiable and aligns with the campaign's goal	
17	Text has been proofread and approved by appropriate personnel	
18	Writing is in the brand's voice and in words the audience understands	
19	Preview text has been utilized	
20	Personalization and merge codes have been used correctly	

### REVIEW

21	Preview has been performed for desktop, mobile, tablet	
22	Preview has been performed for different email clients	
23	Inbox test has been completed	
24	Test email(s) sent to test list with various email clients	
25	All links checked and working properly	
26	Dynamic text/merge codes all working properly	
27	Campaign is scheduled for strategic days/times	

### IN MARKET

28	Campaign performance is monitored, analyzed	
29	Modifications based on performance are agreed upon for next campaign	

For assistance with your email marketing, contact me  
at [info@pat-mcgraw.com](mailto:info@pat-mcgraw.com) or call +1 443.470.5911