



# Email Marketing Essentials Checklist

## Brand Identity & Design

- ☐ Header, colors, and typography are consistent and recognizable
- ☐ Layout flows cleanly and guides the reader's eye
- ☐ Images are on-brand and optimized for quick loading
- ☐ CTAs are visually distinct and easy to identify

## Messaging & Copywriting

- ☐ Headline is clear, relevant, and attention-grabbing
- ☐ Email communicates one main idea or purpose
- ☐ Tone reflects your brand voice and feels conversational
- ☐ CTA is specific, confident, and action-oriented

## Mobile Optimization

- ☐ Layout stacks cleanly and reads well on mobile devices
- ☐ Text is legible without zooming or excessive scrolling
- ☐ Buttons are large enough to tap comfortably
- ☐ Images load quickly and scale properly on smaller screens

## Audience Targeting & Segmentation


- ☐ Email is sent to the correct segment for the message
- ☐ Email is sent to the correct segment for the message
- ☐ Unengaged or irrelevant contacts are excluded
- ☐ Segmentation supports your larger marketing funnel

## Testing, Sending & Follow-Through

- ☐ Subject line, preview text, or layout has been A/B tested
- ☐ All links, buttons, and images have been quality checked
- ☐ Send time is chosen based on past engagement data
- ☐ Email connects to a larger sequence or campaign flow

### Want stronger, smarter marketing?

Let us help with branding, design, SEO, and full-service creative support. Reach out today and let's make your brand *shine*.

 (888) 575-4891

 [hello@luminoscreative.com](mailto:hello@luminoscreative.com)