



# 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**

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