Make it Clear
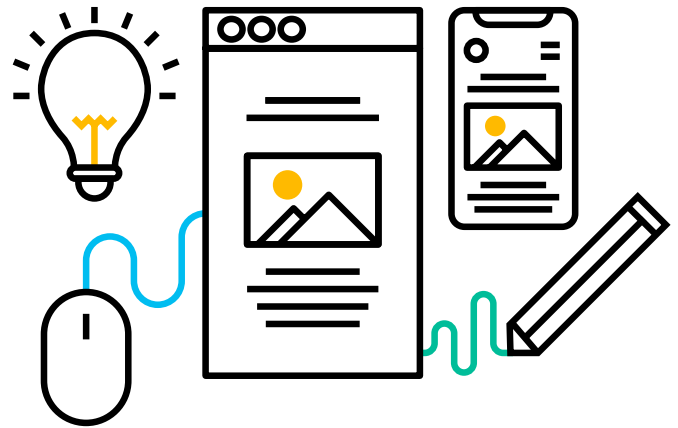
Understanding email

Email checklist

Gathering requirements

(See understanding email part 1 for more details)

Who will be handling the mailout and what system is being used? E.g. Mail Chimp or Salesforce

Is the content and its structure outlined?

Who will be handling the content population?

Have you got any existing email or brand guidelines?

Have you defined and compiled your recipients?

Early considerations

(See understanding email part 1 for more details)

Subject line

Is it descriptive? Does it communicate a benefit or call to attention a specific deal?

Is it short? (Ideally no more than 9 words or 65 characters)

Is it personalised?

Does it use no more than 3 punctuation marks and special characters?

Have you considered adding one emoji?

Pre header

Is it short (between 40-70 characters) to the point and does it work with your subject line?

The design

(See understanding email part 2 for more details)

Is your content grouped into relevant & digestible chunks?

Have you positioned CTA's clearly and after the right amount of convincing copy?

Have you decided on a layout that fits your content and can be implemented within the system you're using to put the design together?

Have you picked fonts that can be implemented and work for most of your recipients?

Have you picked the right images and image formats for your email?

Have you considered the ratio of image to text? 60-80% text is optimal to avoid spam filters.

Have your images been run through image optimisation software like ImageOptim and JPEGmini to remove unnecessary data?

Have you added alt text to your images and considered how your email design will work with images turned off?

Have you considered how your email works and looks on mobile?

Have you avoided generic link shorteners and used ones that enable you to brand the links instead?

Have you included an opt out message at the bottom of your email?

Have you included a "view in browser" message at the top?

Is there a way for your recipients to unsubscribe?

Does your footer include links to your social?

If you would like to discuss how Make it Clear can help your organisation create engaging emails, please contact **hello@makeitclear.co.uk**