



Email Marketing Checklist

Getting ready to send your latest email marketing masterpiece? Here are five quick points to review before you do:

- Does my subject line entice readers to open?**
They're the most important 8-10 words in your campaign.
Make sure yours is a clear, concise introduction that entices your readers to take a look inside.
- Am I making the most of the preview pane?**
At first glance, many of your recipients will see just the first few inches of your campaign, so make your point – and your brand – stand out there.
- Is my email easy on the eyes?**
With simple, intentional font and style choices, you'll help grab and keep your readers' attention.
- Does the message come through, even if the images don't?**
Since many email clients don't automatically display images, balancing yours with text will help you make your point in any display possibility.
- Does this email have a personal touch?**
Whether it's with a personalized greeting, warm tone, or specialized content, make sure your email feels like a conversation with people who know you, not a "blast" to a list.

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