

# Email marketing checklist

Your pre-send check to sending the perfect email

## Define your goals and audience

- Define the goal of the campaign: education, sign ups, referrals, purchases, registrations, etc.
- Determine how the success of your campaign will be measured.
- Segment your audience to maximize results.
- Ensure all suppression or exclusion lists have been applied.



Ensure your email's goal, messaging, audience, and timing are clear. Keep your team on track with our [free email brief template](#).

## Optimize your inbox view

- Use a recognizable and consistent "from" name and address.
- Set up [Brand Indicators for Message Identification](#) (BIMI).
- Verify that your reply-to address is friendly and active (i.e., not donotreply@brand.com).
- [Optimize your subject line](#) and [preview text](#) to encourage subscribers to open.

## Craft your content

- [Personalize your emails](#) with content relevant to your subscribers.
- Use clear calls-to-action that relate to your content.
- Include company contact information, including a physical mailing address, to avoid spam filters.
- Check for spelling and grammar errors.
- Include a working [unsubscribe link](#).

## Optimize your design

- Check that your message [renders correctly](#) across mobile, desktop, and webmail environments.
- Make sure your [plain-text version](#) is visually attractive and has working links.
- Ensure images load and are not blurry (use [retina images](#)).
- Test [dynamic content](#) and personalization.
- Confirm that no images are broken and [ALT text](#) is in place.
- Test in [Dark Mode](#) to make sure your colors aren't inverted.
- Confirm merge tags work as intended and have fallbacks.
- Check load time (try to keep under 2-3 seconds).
- Make sure email file size is less than 102KB (this is the size at which Gmail will clip your email).
- Ensure your [email is accessible](#) to screen readers and those with visual impairments.

## Gather insights

- Check your links to ensure they're working and being tracked appropriately.
- Add an [analytics code](#) to your campaign and ensure it's activated.

## Get your email delivered

- Verify your subscribers have explicit opt-in.
- Follow all applicable spam laws for the countries where your subscribers reside.
- Run a [Spam Filter Test](#) to ensure email authentication records are in place.
- Get a reputation check of your IP addresses and domain names.



Join the 700,000+ users that rely on Litmus to create on-brand and error-free emails, fast.

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