

EMAIL MARKETING CHECKLIST

SET A CLEAR OBJECTIVE

Decide what you want to achieve with your e-mail, such as generating leads, promoting offers or informing customers.

USE A CATCHY TITLE

Use powerful words such as free, new, now, popular, exclusive, important, special...

PERSONALISE YOUR E-MAIL

Use the recipient's name and customise content based on their previous interactions or preferences.

USE A CALL-TO-ACTION

Is it immediately clear to the reader what action you expect them to take, such as 'Book now' or 'Check out our travel offers'?

IS THE CONTENT RELEVANT TO THE RECIPIENT?

Think critically about whether the content is of interest to your target audience, for example by making offers that match their previous bookings.

KEEP THE TONE INFORMAL BUT PROFESSIONAL

Make sure your writing style is accessible and friendly, but remain professional. This helps build a rapport with your customer.



EMAIL MARKETING CHECKLIST

ARE THERE STRIKING IMAGES OR VISUALS?

Add attractive, relevant images that reinforce the text. Images with people on them always work better!

IS THE EMAIL MOBILE-FRIENDLY?

Check that the email looks good and works well on mobile devices.

DO THE LINKS AND BUTTONS WORK?

Send yourself a test e-mail and click on the links and buttons yourself to check that everything works as it should.

AVOID TOO MUCH PROMOTIONAL LANGUAGE

Too many sales-oriented words such as 'free' or 'exclusive' can land your e-mail in the spam folder.

DON'T FORGET THE UNSUBSCRIBE OPTION

Make sure you always have a clear option for customers to unsubscribe.

