

Email Marketing Checklist

✓ Segment your audience

Narrow your list to the unique audience that benefits most from your offering. Focus your message on relevant, useful, and specific talking points for that audience.

- Less than 50,000 is the sweet spot in email campaign size. Segment until you get there.

✓ Personalize to stand out

Personalizing email and inserting dynamic content shows recipients you know who they are and what they're interested in.

- Personalize To and From address fields to improve email open and click rates.
- Customize emails with dynamic content to show the relevance of your offering.

✓ Make every word count

Each element of email copy must work together to sell the click-through.

- 90% of your message should be conveyed through the subject line, headline, and pre-header so the reader can quickly scan the message for relevance.

✓ Smart email design

Designing for mobile ensures that everyone has the best experience across multiple devices.

- Simplify! Use pre-headers, skip the navigation, and shrink headers.
- Use a single column and reduce the width of your emails to 320-550 pixels.
- Use larger font sizes, 14-16 pixels or higher for body text.
- Move CTAs “above the fold” and make buttons at least 44 x 44 pixels.



Reinvigorate your email marketing when you follow these best practices.

✓ Be a welcome sender

Pay attention to how you deploy emails and how your deployment behavior is interpreted by ESPs to improve deliverability of your emails.

- Monitor your Sender Score, reply-to emails, and hard bounce-backs to maintain good deployment behaviors.

✓ Testing to make email better

Learn what your audience does and does not react to by testing and fine-tuning campaigns for the best results. Some common variables to test are:

- Messaging: Are you saying the right things in the right way?
- Design: Does the look of the email support the objective?
- Targeting: Are you reaching the right people?
- Scheduling: Does the day or time you send your email matter?

✓ Integrate campaigns to improve customer experience

Educators seek information from multiple channels before making decisions. Be sure to reach your audience in the right place at the right time.

- Email is more effective when multi-channel touch points are included.
- Channel touches need to work together to create a unified customer experience.
- Keep brand, message, and design consistent.

Learn more about MDR's email best practices at schooldata.com/landing_page/email-is-alive/