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.

✓ **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/