

The revenue-driven email marketing checklist

Could your email marketing campaigns do more to impact your bottom line? Here's a handy checklist on what to switch on and off when you're working on your next campaign.

SWITCH ON

- + Segment your lists
- + Add relevant value
- + Keep your emails short
- + Use a friendly, conversational tone
- + Personalise your emails by using merge fields
- + Make it all about the outcome prospects want
- + Make your CTAs clear
- + Use short, clever subject lines
- + Use text-only emails for outbound sequences
- + Embed links over words like 'Our website' or 'here'
- + A/B test and document learnings
- + Provide exit routes in nurture programs for the unengaged
- + Proofread. Does it sound like you're a human talking to another human?
- + Include an unsubscribe button (ESSENTIAL)
- + Set targets and track key metrics against benchmarks

SWITCH OFF

- Send the same email to everyone
- Push a sale on your prospect from email one
- Send confusing essays
- Use confusing jargon, formal language or write like a robot
- Make your email too generic
- Make it all about who you are and how great your product is
- Include too many CTAs
- Use long subject lines that include numbers or spammy words
- Overload your prospect with multiple images, GIFS and videos
- Include open links and tell a prospect to click on it
- Stop testing and bin your campaign
- Send your recipients content they don't want over and over
- Overuse exclamation marks and spammy words
- Trap prospects in never-ending nurture campaigns
- Continue doing the same thing without optimising your campaigns

