



Email Checklist

- Label your links & add alt-text to images
- Preview your email. Check grammar, links & images
- Run email client test
- Send test email to yourself & a colleague
- Check plain-text version of your message
- Check email on both desktop & mobile devices
- Schedule social posts around campaign
- Final check of subject line & preview text
- Ensure unsubscribe link & form work
- Schedule email for chosen date & time

TOP TIP: Schedule your emails for a day ahead at an optimal time for your audience. If you need to send asap, schedule 30 minutes in advance to give yourself time to repeat the checklist.