

## Quick checklist before sending out your email campaign

Apart from sales and response rates, that are the major indicators to how well your program is performing, there are other critical areas where you can rate your program's effectiveness.

- Content**  
Does your subject line explain the email's purpose and the offer? Does your subject line have less than or equal to 50 characters including spaces? Is the content readable under all e-mail circumstances – browsers, mailboxes, operating systems, hand-held devices, etc.? Does your content provide requisite information about the offer/info? Is your content personalized? Does your content have a call-to-action message? Do all images have descriptive alt tags?
- Design**  
Is the message visually optimized? Are images strategically placed to move the eye toward the call to action? Does the email's layout support the brand? Does it carry a consistent brand message through the entire user flow? Does the template fit correctly in the preview pane?
- CAN SPAM compliance**  
Does your message contain a link to the web version? Does it have a working opt-out/unsubscribe link? Have you provided company name and physical address? Have you mentioned recipient's e-mail address? Does it have a link to preference-update page? Does the message have working "contact us" link or phone number?
- Spam checking**  
Is your content spam-checked? Is your HTML coding tested? Have you checked your domain name and IP address in the major blacklists?
- List and usage**  
Do you have correct and updated email addresses in your list? Does your list have correct contact details and names for personalized messages? If you have a third-party list rental strategy, then have you meticulously defined your target profile to get most suitable prospects? Do you have opt-in lists? After checking your message for all these parameters, do a test run on a sample target audience and tweak your message further based on your findings. In today's clutter and spam-flooded mailboxes, it is imperative for you to follow all the above-mentioned processes to reach effectively to your customers and prospects. All the best!

## About the Author

[EmailAppenders](#) provides targeted [Email Marketing Lists](#) to boost your company's business and get top email marketing services, Email append service and Data append and many more ....

Source: <http://articles.seostudio.com.au>