

Email Marketing Golden Rules Checklist

When creating a successful email marketing strategy there are Golden Rules to follow. We've broken the rules down into their constituent parts. Tick those you feel you've already got a handle on and take another look at those you haven't.

Rule 1

Email marketing is different from those important informational emails about changes to a service agreement or contract, purchase confirmation, e-invoicing etc. Do not confuse the two. The first is used to build relationships with existing clients and new prospects with an ultimate view to increase sales. The second is used in the process of selling a product/service.

Do you ensure that you keep the information you want to share in your emails specific and on point?

Do you use email to build relationships rather than just to inform or try to sell?

Do you clearly state your intention for each email?

Rule 2

Comply with all anti-spam regulations.

Do you gain explicit permission from each individual on your customer/prospect list prior to sending them email?

If the prospect comes to you from a website or social media sign-up source, have you implemented a double-opt-in process?

Do you provide an unsubscribe option on every marketing email sent out?

Do you act promptly on every unsubscribe request received?

Do you know the anti-spam regulations that apply to your region?

If you sell online to the European Union, do you know your responsibilities for GDPR?

Rule 3

Don't send "spontaneous" emails to your list without thinking carefully about them first. Every email you send is an opportunity for them to decide whether or not to stay on your list. The list is fragile - treat it carefully. Plan the email content and frequency of key campaigns up front.

Do you plan the content of each and every email you send?

For a specific campaign, do you plan how many emails you will send and what they will contain?

Rule 4

Not every email should be about "selling". Pushing constant promotions on your clients (potential or existing) can be very annoying to a full inbox even if you believe you are offering them something of value.

Do you send regular or semi-regular informational emails to your List which do not promote selling?

Do you offer an email-newsletter?

Do you feel your List subscribers/clients trust you?

Rule 5

Consider welcoming new subscribers with something useful and free. If someone has made the bold move to join your list, a nice welcome and a gift is always nice.

Do you have a free welcome gift for your subscribers or new clients that you send them via email?

Rule 6

Do not share your list with anyone. Treat it like gold and respect the privacy of those who have or may do business with you.

Do you share your email or customer list with any other businesses?

If so, do you have your customers'/subscribers' permission?

Rule 7

Keep emails short. You can always add a link to a fuller version on your website or maybe a longer video within the email. People have low attention spans, if they open up an email full of text, they are bound to click delete.

Typically, can your emails be read when opened without too much scrolling?

Do you emails contain lots of graphics?

Rule 8

Finally, use an email marketing system to fully leverage both the power of creating a professional looking email and managing your list. It'll save you time in the long run and make managing unsubscribes and double opt-ins a breeze.

Do you use an email marketing system like MailChimp or AWeber?

If you have a website, did you know you can easily set up a subscription form to collect email addresses right there, and automatically create a list back at your email marketing system provider?