

# Email Success Checklist

## Maximize the Chances Your Email is Read and Acted Upon

### Answer the following questions:

#### Permission:

- Are you using a good permission policy? Make sure you have a preexisting business relationship and/or affirmative consent.
  - a. Preexisting business relationship - The recipient of your email has purchased services from your center, requested information, responded to a questionnaire or a survey, or had offline contact with you.
  - b. Affirmative consent - The recipient of your email has been clearly and fully notified of the collection and use of his/her email address and has consented prior to such collection and use.

#### Your "From" and "Subject" Lines:

- Does your "From" line include your organization's name?
- Is your "Subject" line the right length? (5-8 words, 40 characters including spaces)
- Does your "Subject" line incorporate a specific benefit?
- Does your "Subject" line include your center's name (if for some reason your "From" line does not)?
- Does your "Subject" line create a sense of urgency?

#### Your Email Copy:

- Is your email targeted, relevant and timely?
- Is your email personalized with the recipient's first name, last name or both, if appropriate?
- Is your email copy clear and concise?
- Does it contain a strong call-to-action?
- Does it focus on benefits?

#### Important Details:

- Are you prepared to handle inbound email responses and questions resulting from your outbound email campaigns? Follow-through is as important as the first contact. Do not miss the opportunity to open a two-way dialogue with these interested recipients.
- Have you used appropriate graphics while also making good use of white space?
- Have you proofread the "From" line, "Subject" line and email

copy thoroughly?

- Have you checked all links to be sure they work properly?
- Have you previewed and sent yourself a test in both HTML, and text?

#### Spam Compliance:

- Does your email include a way for recipients to unsubscribe, e.g. an unsubscribe/opt-out link and/or instructions?
- Are you prepared to handle all unsubscribe requests within 10 days of the request?
- If you use multiple email products, or have multiple databases from which you send emails, are you prepared to process all unsubscribe requests across all lists?
- Are you using good mailing practices? Have you been honest and truthful?
- Have you used a legitimate header?
- Have you used a valid "From" address?
- Is your "Subject" line straightforward and not misleading?
- Is your physical address included in your email campaign?

***When you can answer "yes" to these questions, you are ready to hit the send button and maximize your success.***

Checklist courtesy of

**EZ-CARE<sup>2</sup>**

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