

SMB Email Marketing Checklist



DON'T LEAVE YOUR EMAIL MARKETING TO CHANCE: GET NOTICED, ENCOURAGE RECIPIENTS TO TAKE ACTION & GENERATE MORE LEADS!

Canadian Anti-Spam Legislation (CASL) REGULATIONS

- RECEIVED EXPRESS OR IMPLIED CONSENT
- PROVIDE CLEAR UNSUBSCRIBE OPTION
- NAME OF SENDER & COMPANY PRESENT IN EMAIL
- COMPANY CONTACT INFO PRESENT IN EMAIL
- CLEAR PRIVACY POLICY
- OPT-IN/OUT OPTION
- PROOF OF CONSENT FOR EACH CONTACT

DESIGN ASPECTS

- CLEAR, FOCUSED MESSAGING
- CALL TO ACTION FEATURES
- VISUAL: ANIMATIONS/IMAGES/VIDEOS
- PERSONALIZATION: ADDRESS EACH CONTACT UNIQUELY
- ATTENTION GRABBING HEADLINE
- CONCISE, TO THE POINT EMAIL BODY CONTENT

TECHNICAL FEATURES

- RESPONSIVE DESIGN FOR MOBILE DEVICES
- HTML5 CODE FOR QUICK LOADING
- TOUCH-SCREEN OPTIMIZED
- COMPATIBLE ON ALL EMAIL CLIENTS (OUTLOOK, GMAIL, ETC.)
- SMALL IMAGE SIZES FOR FASTER LOADING
- CUSTOM TRACKING CODES

LANDING PAGE

- PERSUASIVE TITLE & SUB TITLE
- ACTION ORIENTED VISUALS
- OFFER EXPLANATION OR SERVICE DEMO
- TRUSTWORTHY TESTIMONIALS (IF POSSIBLE)
- CLEARLY INDICATED CONTACT OPTIONS
- VARIATIONS OF PAGE FOR A/B TESTING