

Element	Considerations	✓
<b>Subject Line</b>	Have you included a sense of urgency?	<input type="checkbox"/>
	Have you conveyed exclusivity to your recipients?	<input type="checkbox"/>
	Is your character count under 30 (the threshold for mobile devices)	<input type="checkbox"/>
	Have you tried personalising your subject line?	<input type="checkbox"/>
	Have you tried exclusivity in your subject line?	<input type="checkbox"/>
	Have you tried using uneven numbers in your subject line? (e.g. Just 34 in stock!)	<input type="checkbox"/>
<b>Body Copy</b>	Have you customised your pre-header and is it related to your email content?	<input type="checkbox"/>
	Do you have a mixture of image links and clickable text links (to combat any 'default no images' issues)?	<input type="checkbox"/>
	Do you have 15 pixel spacing around all key links (to avoid tap error issues on mobile devices)	<input type="checkbox"/>
	Is your email content/offer clearly related to your subject line?	<input type="checkbox"/>
	Is your word count below 250 words for prospecting email campaigns?	<input type="checkbox"/>
	Have you implemented Alt-Tags for all images (to combat the default no images issue)	<input type="checkbox"/>
	Have you tested a subtle, offer related animated gif in your email marketing yet?	<input type="checkbox"/>
	Is your content digestible?	<input type="checkbox"/>
	Have you tested the calls to action on the buttons in your emails?	<input type="checkbox"/>
	Have you used a single, easy to read font throughout your entire email body?	<input type="checkbox"/>
Have you tried removing social sharing options from your email marketing?	<input type="checkbox"/>	
<b>Landing Page</b>	Is your key imagery and offer from your email replicated on your landing page?	<input type="checkbox"/>
	Have you removed all links to areas outside of the landing page?	<input type="checkbox"/>
	Are all of your form fields or key offers above the fold? Have you tried removing irrelevant fields?	<input type="checkbox"/>
	Do you have a strategy for your landing page once your offer expires?	<input type="checkbox"/>
	Do you have analytics and remarketing code installed?	<input type="checkbox"/>
<b>Send Testing</b>	Have you tried A/B split testing your subject lines, body copy, landing pages and 'from' fields?	<input type="checkbox"/>
	Have you tested different times of the day and days of the week?	<input type="checkbox"/>
	Have you 'spam tested' your email for a broad range of inboxes?	<input type="checkbox"/>
	Have you tried resending a variation of your email?	<input type="checkbox"/>