

Email Marketing Checklist

- Audit Your Current Email Marketing
- Functioning Integrations
 - Integrate with CRM
 - Integrate with website
 - Integrate with social media
- Set Up Automations
 - Welcome Series (upon subscribing)
 - Customer/client follow up
 - Post-purchase (for services or products)
 - Repurchase (for services or products)
 - Customer winback (after x amount of weeks/months)
- Use a Consistent Sender Email
- Track the Best Times to Send Emails
- A/B Test
 - Subject Lines
 - Preview Text
 - Images
 - Messaging
 - Times'dates to send
- Track Analytics by Syncing with GA4
- Images that Improve Engagement