



## Checklist 8 - Creating Your Email Content

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

Yes No

*Once you have developed your customers' personas, mapped their purchasing journey, created customer segments and defined your goals and objectives, what follows is the creation of compelling content for your email to match the phases of your clients and the created segments. Determine the best approaches to optimize your email for higher conversion and click-through rates. Here is a guide for creating content for your email.*

1 Set measurable goals for your email.

2 Build an email template or use templates provided by your ESP.

### Creating A Header

3 Include the senders name (personalize).

4 Write your AB tested subject line.

*Notes*



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5 Use the whitespace effectively and include a pre-header.

### Creating The Email Body

6 Create content that resonates with your audience.

7 Include visuals and images in your email.

8 Avoid long and monotonous emails.

9 Include a preview that highlights the main points of your email.

10 Format your email (where applicable) for readability.

11 Include a clear and unique CTA.

*Notes*



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- 12  
Ensure your email's design is consistent.
- 13  
Include your contact information in the footer.
- 14  
Add links to your company's social media accounts.
- 15  
Proofread your email for any spelling or grammatical errors.
- 16  
Ensure your email is GDR compliant.
- 17  
Check that there is a visible unsubscribe link for your audience.
- 18  
Review, test and send your email campaign.

*Notes*



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Monitor the performance of your campaign.

 

*Notes*