

Use this pre-send checklist as a guide to help you avoid making email marketing mistakes. For the full breakdown of common mistakes and how to avoid them, [watch our webcast!](#)

Email Components

- Subject line
- Pre-header text
- Headline/greeting
- Addresses
 - From
 - Reply-to
- Substitution tags
- Image formatting
 - Alt text
- A/B testing opportunities
- Link parameters/UTM tags
- Plain text version

Recipient List

- CAN-SPAM/CASL compliant
- Unsubscribe/suppression group
 - Stale contacts
- List criteria/filters
- A/B testing segmentation

Before You Press Send...

- Experience testing
 - Responsiveness
- Internal communication
- Final copy approval from content team and project owner
- Heads up to impacted teams (support, sales, etc.)
- Scheduling
- Link verification