

Campaign being assessed: _____

Date: _____

Email Marketing Success Checklist

Do you currently have a list? Yes | No

Is the list officially yours? Yes | No

(Or is it somewhere like Facebook—i.e. if the specific site went down, would you lose access?)

Who's on the list?

Total number of people on the list:	#: _____
<input type="checkbox"/> Current customers/clients	%: _____
<input type="checkbox"/> Prospects	%: _____
<input type="checkbox"/> People who support us (<i>donors, volunteers</i>)	%: _____
<input type="checkbox"/> Employees	%: _____
<input type="checkbox"/> The media	%: _____
<input type="checkbox"/> Competitors	%: _____

Are there people who aren't yet on the list but could/should be? Yes | No

(On the back, jot down who these people are—by category, perhaps.)

What do people want to read about? *(From your business, of course!)*

Is the frequency right?

Are all readers hearing from you as often as they **need** to? Yes | No

Are all readers hearing from you as often as they would **like** to? Yes | No

What would be the ideal frequency? Daily | Weekly | Bi-Weekly | Monthly | _____

As a result of receiving our emails...

(Underline those that are true.)

- People respond | People forward the emails | People buy | People send referrals
- People share on social media | Media coverage | Employees are informed
- Information is shared between departments | Customers see "behind the scenes"

What other results are you getting from the campaign?

(If you don't have a campaign yet, what results do you want?)

What goals would you like to reach?

What's preventing you from reaching those goals?

Last email marketing audit?	Date of: _____	Last delivery frequency evaluation?	Date of: _____
Last test of sub/unsub systems?	_____	Last delivery method evaluation?	_____

Email Marketing Checklist compliments of <http://www.jessicaalbon.com>
 For one-on-one help with your email marketing, please contact jcalbon@gmail.com
 Want your checklist reviewed? Email jcalbon@gmail.com or call (336) 793-4732