

# Email Marketing Review Checklist

## How To Use This Checklist

Use this checklist to regularly review and refine your email marketing activity. Each section highlights key areas to check, helping you identify what's working well, where there's room to improve and where to take action to keep your campaigns performing at their best.

### Open Rates & Subject Lines – Your subject line is your first impression. How is it performing?

- ☐ Are open rates improving or declining?
- ☐ Which subject lines have prompted the most opens? Any patterns emerging?
- ☐ Have you tried different approaches, eg personalisation or emojis?

Notes:

Ideas for improvements/actions:

### Engagement & Click-Through Rates – Once opened, your emails need to encourage action

- ☐ Are recipients clicking through to your website, offers or content? What's the average %?
- ☐ Which email content has driven the most engagement?
- ☐ Are your calls-to-action clear and appealing?

Notes:

Ideas for improvements/actions:

### Email Design & Readability – A polished design helps with engagement

- ☐ Is your email layout clear, on-brand, visually appealing and consistent?
- ☐ How does it perform on mobile devices?
- ☐ Is text concise with clear headings?
- ☐ Are calls-to-action well placed, using tailored wording (not 'Click Here' or 'Read More')?

Notes:

Ideas for improvements/actions:



### Frequency & Timing – Are you sending at the right times?

- ☐ Are you emailing too often, too rarely or just right?
- ☐ Which send times and days generate the strongest response?
- ☐ Are you keeping to a consistent schedule?

Notes:

Ideas for improvements/actions:

### Relevance & Targeting – Relevant content leads to stronger engagement

- ☐ Is your content tailored to recipients?
- ☐ Have you tested segmented campaigns for different audience groups?
- ☐ Are you personalising content to improve relevance?

Notes:

Ideas for improvements/actions:

### Additional Notes



**SmartMessenger**

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