Checklist for Email Newsletter

Sr#	Task	☑
1	Identify the type of newsletter you want to write [Blog emails, Event Roundups, Customer emails, Lead nurturing emails, product launch emails, etc.]	☐
2	Gather your newsletter content.	☐
3	Determine a tone that works best for your audience [check your buyer's persona].	☐
4	Choose your email tools or software [customizable and standalone tool]	☐
5	Design your template.	☐
6	Set your email newsletter style [600px universal width sizing is preferable]	☐
7	Support your newsletter with alt text [in images or designs that will show if no image loads]	☐
8	Make sure you're legally compliant [allow unsubscribe and send to only those who have opted for it]	☐
9	Test your browsers [whether your newsletter is supported]	☐
10	Send your newsletter [check the intended recipients have subscribed and send]	☐
11	Evaluate the response [check analytics for traffic through newsletter]	☐