

Email Marketing Campaign Audit

The analysis focuses on your most recent campaign. I will evaluate the following:

- The name of the campaign
- List selection criteria and any additional filters
- Goal/objective
- When the campaign was kicked off with writers/designers/other staff
- Campaign Development Process
 - Presentation of initial concepts (how long, what was presented, what was the outcome of this step)
 - Presentation of 2nd round review (how long, what was presented, what was the outcome)
- When the campaign started
- Time of any follow-up emails in the campaign
- What triggered subsequent emails
- Results at each email (Open Rate, Clicks, Conversions, Other)
- A preview link to each email
- Key messaging points (what is the purpose of the email?)
- Target Call to Action (where does this link to?)

Additionally, this service includes the analysis and assessment of the following:

- From Line
 - Personal, professional name
 - Company domain included
- Subject line length between 60-70 characters
 - Personalization included and checked for accuracy
 - No 'spammy' words
- Preheader
 - Preheader text exists
 - Provides additional context about the email's purpose
- Headline
 - A headline exists in the email
 - Is the headline is in a large, bold, readable font
 - The headline gives subscribers an idea of what the email is about
- Body
 - Short, clear text
 - Bulleted lists used when necessary for clarity
 - The color schedule is appealing and brand-appropriate

- Text talks to the subscriber, not at them
- The text focuses on benefits not features
- Call to Action
 - The call to action is a button
 - The email has 1 call to action
 - Text inside the call to action is urgent
- Images
 - Clear, relevant images used
 - Alt text included
 - Images are compressed for quick load time
- Branding
 - Logo and company name included
 - Clicking logo takes subscribers to company home page
 - Messaging is consistent with brand and vision
- Footer
 - Unsubscribe button is obvious to find
 - Contact information included
 - Social icons are clickable

Topics to be explored:

- Who is your email service provider?
- What training has the email marketing team received?
- What are the strengths of the email service provider?
- What are the weaknesses of the email service provider?

And I also will analyze your email service provider on the following issues:

- Mobile-friendly templates
- A free image library
- SPAM scoring
- Email previews that show specific devices
- Personalization techniques
- Drip campaign capabilities
- Behavioral targeting
- Email preference centers
- Integrations
- Customized, comprehensive analytics