

Email Marketing Assessment Checklist

1) Have opt-in on any page	yes/no	3.33 pts	_____
2) Opt-in on all pages	yes/no	3.33 pts	_____
3) Opt-in top section of page	yes/no	3.33 pts	_____
4) Opt-in top and bottom of pages	yes/no	3.33 pts	_____
5) Opt-in form, not link	yes/no	3.33 pts	_____
6) Use pop-up	yes/no	3.33 pts	_____
7) Incentive for subscribing	yes/no	3.33 pts	_____
8) Double opt-in	yes/no	3.33 pts	_____
9) Two-stage signup	yes/no	3.33 pts	_____
10) Ask for 2-6 selects	yes/no	3.33 pts	_____
11) Ask for frequency preferences	yes/no	3.33 pts	_____
12) Engaging email confirmation page	yes/no	3.33 pts	_____
13) Send a welcome email	yes/no	3.33 pts	_____
14) Send a welcome email promptly	yes/no	3.33 pts	_____
15) 14 point type in emails	yes/no	3.33 pts	_____
16) Social sharing buttons in emails	yes/no	3.33 pts	_____
17) Links in emails spaced for mobile clicks	yes/no	3.33 pts	_____
18) Use a preheader	yes/no	3.33 pts	_____
19) Use a consistent sender name	yes/no	3.33 pts	_____
20) Johnson box optimized	yes/no	3.33 pts	_____
21) Limited use of reverse type in emails	yes/no	3.33 pts	_____
22) Emails are usable with images off	yes/no	3.33 pts	_____
23) Email content beyond sales & promotions	yes/no	3.33 pts	_____
24) Send email at least every 2 weeks	yes/no	3.33 pts	_____
25) Offer frequency change before unsubscribe	yes/no	3.33 pts	_____
26) Re-engagement effort after unsubscribe	yes/no	3.33 pts	_____
27) No processing delay for unsubscribes	yes/no	3.33 pts	_____
28) Ability to change delivery address	yes/no	3.33 pts	_____
29) Send to friend on product pages	yes/no	3.33 pts	_____
30) Emails never go to bulk folder	yes/no	3.33 pts	_____

TOTAL _____