

Pre-Send Checklist

Ensure Your Communications
Are Mistake Free!

eFOCUS
Marketing

You've spent all that time crafting your email and putting it together, why would you not spend an extra 5-10 minutes running through and checking all the elements are correct?

To make things easy, we've put together this quick checklist to use each time you send an email to ensure you communications are mistake free!



Check for spelling and grammar mistakes

All your links work and go to a relevant landing page that allows for easy conversion

Includes links to connect with you through your social media channels

Creative renders well, and as it should do, in different email clients

Includes a working unsubscribe link

Postal address is displayed in the footer section (*legal requirement*)

All personalisation is working correctly

The information added to your email is correct (*e.g. pricing and contact details*)

Three (or more) clear call-to-action's included



About eFocus Marketing

eFocus Marketing is a leading specialist email marketing agency.

The eFocus Marketing team provides a dedicated email marketing resource to ecommerce companies looking to optimise, automate and grow their email marketing programme.

From strategic consulting, to full service management and training, we address every aspect of an email programme to produce successful email marketing campaigns. If you want to boost your conversions, fix deliverability problems or increase response rates, you need to ensure you are communicating with subscribers at every stage of the email marketing lifecycle.

Our team of experts will work out the best options for your business and offer solutions in bite-size pieces so that you can focus on quick wins that will increase your success as well as longer term changes to become a better sender and increase your results.

eFocus Marketing can assist you in making the most of your campaigns through the following services:

- **Email Marketing Consultancy**
- **Implementation & Management**
- **Bespoke In-house Training**
- **Online Training Courses**



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Attract.
Convert.
Grow.