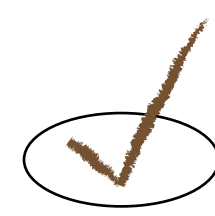


# PWR's Email Checklist

Always start with content. Every email should share content that is valuable to subscribers.



Design your email to render beautifully. Which means pay attention to details including image to text ratio, how your email will look with images on and off, and how your email looks through the preview pane.

Make sure your email represents your brand clearly (not your sender's).

Select and incorporate images that are visually appealing to boost your message.

Include a headline, and subhead if pertinent, that is truthful and captivating.

Include, and highlight, a call-to-action.

Incorporate social – invite subscribers to follow your brand on social and make your email sharable across platforms.

Make sure your email is easy to read and understand. Consider making your email easy to skim.

Include contact information so subscribers can communicate directly with your team.

Write a concise, honest subject line that will pique interest.

Add a preheader, approximately 70 characters, to highlight your org.

Make your email mobile friendly (bigger buttons, larger text, clear C-T-A).

Test, test, test your email before sending for rendering, function, and deliverability issues.

Ensure your list is tidy, legit and well-targeted.

Think about best sending times for your audience. (A/B split testing can shed light on what time works best for you.)



*Want more info?*  
We're always happy to make new friends and work with new people.

Get in touch with us anytime.

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