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Email Marketing Newsletter
cheat sheet

Welcome to your go-to cheat sheet for crafting effective email marketing newsletters!

This guide is designed to ensure that every element of your newsletter—from the subject line to the follow-up—works harmoniously to engage your audience, drive conversions, and foster lasting relationships.

Whether you're a seasoned marketer or just getting started, these carefully curated checklists will help you create compelling content that resonates with your audience, looks great on any device, and complies with legal standards.

Get ready to transform your email strategy with insights and best practices that lead to measurable success.

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BEFORE you send:

STRONG SUBJECT LINE

- ◯ Is it compelling and curiosity-driven?
- ◯ Does it include power words (e.g., Discover, Secrets, Exclusive)?
- ◯ Is it clear and concise?

SIGNUP INCENTIVE

- ◯ Is the incentive clearly highlighted?
- ◯ Is it appropriate for the target audience (PDF for B2B, discount for B2C)?

CONTENT STRUCTURE

- ◯ Does the email start with a personal or relatable story?
- ◯ Is there a knowledge gap that encourages continued reading?
- ◯ Is there a clear offer or resolution by the end?

VISUAL APPEAL

- ◯ Are there relevant and attractive visuals included?
- ◯ Is the email layout clean and easy to navigate?

TONE AND LANGUAGE

- ◯ Does the email sound like a conversation with a friend?
- ◯ Is the language free of jargon and easy to understand?

ENGAGEMENT FEATURES

- ◯ Are there elements of surprise or urgency (e.g., limited-time offers)?
- ◯ Is there a clear call to action?

TESTING AND ANALYTICS

- ◯ Have you tested the email for different devices and email clients?
- ◯ Are tracking analytics in place to measure performance?

LEGAL COMPLIANCE

- ◯ Is there an unsubscribe option clearly available?
- ◯ Are you compliant with email marketing laws (e.g., GDPR, CAN-SPAM)?

Email Marketing Newsletter
follow up

AFTER you send:

○ Check open rates and click-through rates.

○ Analyze which parts of the email performed best.

○ Gather user feedback through surveys or direct responses.

○ Make adjustments based on what you've learned.

○ Use insights from analytics to inform future emails.

○ Test different elements (subject lines, visuals, calls to action) to see what improves engagement.

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VITALITY VENTURES