

How to Recover From Poor Engagement and Declining Open Rates in Your Email Marketing

Everyone needs to freshen up now and again. Use this checklist to clean up your email marketing strategy.

- I'm sending content my subscribers want to see.
- I test every email for content accuracy, functionality and email client and browser compatibility before sending.
- A clear, single-step Unsubscribe option is included in every email.
- Every subject line is clear, concise, accurate and enticing.
- Each action I want users to perform is clear and simple.
- Every email I send is optimized for mobile.
- My email serves the needs of users first.
- I'm sending emails at the right time and at the right frequency.
- I'm sending from a real email address.
- I'm cleaning up my lists every 6-12 months.