Email Marketing Best Practices Checklist

If you're doing any kind of marketing on behalf of your venue, you know that email marketing is still a relevant and effective marketing tool. To grab attention and encourage action from your audience, we've put together a list of **10 email best practices** that will get you better results.

[Read the full blog here!](#)

1. Create a compelling subject line and preview text

Send emails from a real person, with their name as the sender. If the email's coming from Tom Jones, the email should be something like TomJones@venuename.com.

- Keep it short, simple, and to the point. If the text is too long, it's going to get cut off
- Include numbers, questions, or emojis to get readers' attention
- Use verbs to help readers picture the action you want them to take
- Create a sense of urgency by including deadlines or phrases like "limited time offer"

2. Include a value proposition

Your value proposition, why you are sending the email, should be located at the top of the email. It should be short and to the point.

3. Pay attention to visual design

- **Brand Colors:** Create branded emails that use your company logo and color, and be consistent with the design
- **Images:** Include visually interesting, relevant images that represent your topic and catch your reader's eye
- **White Space:** Use white space wisely. White space is a great way to separate different sections of your email
- **Bullet Points:** Break up your information with bullet points; always use an odd number
- **Personalization:** Connect with your readers on a personal level when you can

4. Maintain a clean database

Get rid of the following contacts that aren't going to open your emails and will do nothing to increase your open rates:

- Contacts with fake or false data
- **Unengaged contacts:** people who never open your emails
- **Unsubscribed contacts:** this is actually a mandate of the federal CAN-SPAM Act

5. Create segmented email lists

Organize contacts into commonalities. Some basic segments can include customers, prospects, geography, and interests.

6. Build a content calendar

A calendar is a great way to organize your topics and frequency.

7. Analyze your data

Pay attention to your email reports for every email that you send. Look for peaks and valleys in your data to guide you on how to make improvements in your next email.

8. Test, test, test!

Trends evolve and change, and you need to stay up to date on what your unique audience resonates and connects with. Test, test, test, and analyze the results.

9. Do your research

Don't market in a bubble. Inspiration is all around you.

10. Know the legal guidelines

Regulations set by the CAN-SPAM Act, as well as GDPR. This list only covers some things, and it is always best to consult your legal team for compliance guidelines for your specific situation.

- Your business' physical address must be present in the footer of the email
- A link to manage email
- Your business should gain consent from contacts prior to sending them an email
- Requests from recipients to delete personal data must be completed within 30 days

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