

## Higher Education Marketing

DATA-DRIVEN STUDENT RECRUITMENT SOLUTIONS

EMAIL MARKETING CHECKLIST





Your Campaign 🏲	Completed?	
1. Define your email marketing goals versus education benchmarks (Delivered 98%, opened 26% click-through 5%)*	Yes	No
2. Segment your audience by persona and objective	Yes	No
3. Send in the middle of the week	Yes	No
4. Integrate your email marketing with other marketing channel activities	Yes	No

Your List	Completed?	
5. Verify the quality of your email list	Yes	No
6. Use double opt in to maintain a high quality list	Yes	No
7. Remove unsubscribes from your list regularly	Yes	No

Your Creative *	Comple	ted?
8. Be human, not corporate in your message and voice	Yes	No
9. Incorporate your key branding elements	Yes	No
10. Include your core messaging	Yes	No
11. Is your subject line great i.e., under 50 characters, actionable, and relates to content	Yes	No
12. Design your email with scanable body copy i.e., use bullet points	Yes	No
13. Incorporate urgency in your message and CTAs	Yes	No
14. Check design and copy for effective eye flow, use the squint test.	Yes	No
15. Include social media icons i.e., sharing, follow, forward, read more on blog	Yes	No
16. Include a primary Call To Action above the fold	Yes	No
17. Always include an Unsubscribe	Yes	No
18. Write your copy to a grade 8 level	Yes	No
19. Don't use spammy words like free or bonus or \$\$\$	Yes	No
20. Include a "You have received this because" statement	Yes	No
21. Include a link to a privacy statement	Yes	No
22. Meet all legal requirements i.e., new Canadian antispam legislation , CASL	Yes	No
23. Link to customized landing pages	Yes	No



**CONTENT STRATEGY & DEVELOPMENT** 

Email Formatting =	Completed?	
24. Make it really obvious who you are	Yes	No
25. Use a valid From email address	Yes	No
26. Use the same address for From and Reply	Yes	No
27. Ensure email is personalized, with proper capitalization	Yes	No
28. Make the email responsive, so it will format to desktop or mobile	Yes	No
29. Confirm your design on desktop and on mobile	Yes	No
30. Have a plain text version	Yes	No
31. Include a view as a web page option	Yes	No
32. All images have alt tags	Yes	No
33. View the email without images	Yes	No
34. File size should be 40-50 k	Yes	No
<b>35.</b> Page width 500 -560 pixels	Yes	No
<b>36.</b> Use standard fonts, 10 pt.	Yes	No
37. Avoid rich media	Yes	No
38. Do not use CSS	Yes	No

Testing (A+)	Completed?	
39. Always carefully check your grammar and spelling	Yes	No
40. Check every link works	Yes	No
41. Test the email on multiple platforms	Yes	No
42. A/B test your creative and designs	Yes	No
43. Ensure that the email is quick loading	Yes	No
44. Do all images load properly	Yes	No
<b>45.</b> Are all images sized correctly	Yes	No
46. Check how the email looks in the email browser preview pane	Yes	No

Tracking Results 💍	Completed?	
47. Tag all your links in Google Analytics (GA)	Yes	No
48. Assign appropriate goals in GA	Yes	No
49. Track received, opened, and click-throughs	Yes	No
50. Track bounce backs	Yes	No
<b>51.</b> Track unsubscribes	Yes	No
52. Track who responded to the campaign	Yes	No

Analyzing Results 📶	Comple	Completed?	
53. What content, design, and layouts converted at highest rates	Yes	No	
54. Determine when emails were opened	Yes	No	
<b>55.</b> Determine click through rates for CTAs and links	Yes	No	
<b>56.</b> Determine your most effective landing pages	Yes	No	
57. What was your Return on Investment on your campaign	Yes	No	



## **OUR PROCESS**



Define specific goals for your marketing campaigns and social media presence to ensure that strategy, design, content and conversions are finely tuned to deliver your institution's strategic objectives.



Configure your tracking and analytics to measure the impact of your online and offline marketing and communications initiatives and collect key performance indicator data.



REPOR

Produce regular and easy-to-understand reports that track the key performance indicators of your recruitment and communications strategies against goals and previous history.



Study key performance indicators, such as goal conversion rates, for each individual marketing tactic, including search engine optimization, pay per click and social media.



Drive continuous performance improvement and increase the ROI of your recruitment and communications strategies by refining and testing new variations of your goals, content, website layout and calls to action.

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For more information, contact HEM



