

Email Campaign Checklist for B2B Tech Startups

1

Subject Line

Make sure the subject line is catchy and doesn't have any typos

Use first letter capitalization

2

Body

Personalize the email with your recipient's first name

Write emails people want to read

Have a strong and visual call-to-action (CTA) button

Make unsubscribing easy

Make the content mobile-friendly

3

Links

Check that all links work and that they point to the right destination

Make sure the links are easy to identify and clearly labeled

4

Scheduling

Schedule your campaign at a time convenient to your audience

Select the proper database and use advanced search for segmenting

5

Testing

Send yourself a test email before you send the mail

A/B test the campaign to see what works best

6

Analysis

Check analytics to see the performance of your campaign and adjust accordingly