KickoffLabs

Getting More Email Opens: A Checklist

This is an extra resource to go along with the original article:
[The Definitive Guide to Getting More Email Opens](#)

Send at the Right Time

Are the majority of your subscribers:

- ❏ Mobile Users - Send in the late afternoon (4 PM is ideal)

- ❏ Desktop Users - Send in mid morning (10 AM is best)

Send on the Right Day

What type of campaign are you sending?

- ❏ Call to action that directs traffic away from the inbox - Send on Friday

- ❏ Informational/ educational material that can be entirely consumed within the inbox - Send on the weekend (Saturday and Sunday)

Focus on the Sender Name & Email

What sender name have you choosen? *List options below.*

1. _____

2. _____

3. _____
Split test the names to find out which one gets the most clicks.

Use the Perfect Subject Line

Is your subject line as short as humanly possible while still making sense?
- ❏ Yes
- ❏ No

Is it 10 characters or less?
- ❏ Yes
- ❏ No

Can you cut anything else away?
- ❏ Yes
- ❏ No

Optimize the Preheader

Have you maximized your preheader space?
- ❏ Yes
- ❏ No

Is your preheader short and to the point?
- ❏ Yes
- ❏ No

Optimize for Mobile Opens

Have you made mobile optimization a priority?
- ❏ Yes
- ❏ No

Are you using plain text with any HTML versions of your emails?
- ❏ Yes
- ❏ No

Are your messages short and targeted?
- ❏ Yes
- ❏ No

Is your email service work-mobile friendly?
- ❏ Yes
- ❏ No

Optimize for the Email Client

Have you optimized for the email client(s) your subscribers use?

- ❏ Yes
- ❏ No

Have you tested your campaigns to make sure that they look good on these clients?

- ❏ Yes
- ❏ No

Segment for the Win

Have you segmented your email list?

- ❏ Yes
- ❏ No

Are you crafting targeted emails for each group?

- ❏ Yes
- ❏ No