

E-Mail Marketing Checklist by InboxMafia.com

[Book a FREE E-Mail Account Audit with us!](#)

FREE 12-Month E-Mail Campaign Calendar:

[LINK TO FILE](#) ← Over 180 Ideas!

Account Setup:

- ☐ Choose the right Platform (Klaviyo, Omnisend, Sendlane...)
- ☐ Connect with Shopify or other CMS
- ☐ Optional: Import Existing Email Subscriber List (e.g. Shopify Export)
- ☐ Setup Sender Domain
- ☐ Use default Settings send.domain.com
- ☐ Add DMARC Records to your DNS Settings with your Domain Provider
- ☐ Turn ON or OFF Single OR Double Opt-In
- ☐ Warm up the domain by gradually increasing email volume over 2-4 weeks.

Warm Up:

- ☐ Just setup your Welcome Flow first, Mail by Mail & set live directly
- ☐ Then the next Flow
- ☐ Then the next Flow
- ☐ Warm Up Done
- ☐ Then start sending to Last 7 days engaged segment
- ☐ Optional: You can send to this list 2-3 campaigns, no matter what open rate
- ☐ Over 40% open rate? Increase the list → 14, 30, 60, 90 days
- ☐ Under 40% open rate? Decrease the list
- ☐ **Note:** You don't get the exact open rates after 5 or 24 hours, wait 2-3 days.

Segmentation:

- ☐ These are list for the beginning
- ☐ EMail List ← Default, where you collect email from all your signup forms
- ☐ **7 Days Engaged List**
- ☐ Can receive email marketing AND
- ☐ Has done: Opened email at least once in last 7 days OR
- ☐ Has done: Clicked email at least once in last 7 days
- ☐ **14 Days Engaged List**
- ☐ Can receive email marketing AND
- ☐ Has done: Opened email at least once in last 14 days OR
- ☐ Has done: Clicked email at least once in last 14 days
- ☐ **30 Days Engaged List**
- ☐ Can receive email marketing AND
- ☐ Has done: Opened email at least once in last 30 days OR

- ☐ Has done: Clicked email at least once in last 30 days
- ☐ **Same for 60, 90 & 120 days** (Just duplicate it & edit days)
- ☐ **Unengaged (List Cleaning / Suppress them)**
- ☐ Can receive email marketing AND
- ☐ Has done: Placed Order zero times over all time AND
- ☐ Has done: Opened email at least once over all time
- ☐ Has done: Opened email zero times in the past 90 days
- ☐ Has done: Clicked email zero times in the past 90 days
- ☐ **Soft & Hard Bounces (Exclude these people while sending campaigns)**
- ☐ Can receive email marketing AND
- ☐ Has done: Bounced Email at least once overall time
- ☐ Bounce Type equal to Soft AND
- ☐ Has done: Received an email at least once in last 90 days

PopUp's:

- ☐ Create one JUST for Desktop → Easier Tracking, Different Targeting
- ☐ Create one JUST for Mobile → Easier Tracking, Different Targeting
- ☐ Create one JUST for the Footer
- ☐ Time delay: Start with 4-30 seconds (Some perform very good at 20-30 sec)
- ☐ PopUp should cover 75% of the screen for mobile
- ☐ PopUp should cover 50-70% of the screen for desktop
- ☐ Check Exit-intent pop-ups for desktop
- ☐ Only ask for one input per step → Don't overwhelm
- ☐ Less than 10 words → Fast to read
- ☐ Logo → Not always needed
- ☐ Image → Not always needed, if show results, Visualization
- ☐ Clear Offer → 10% OFF, Free Shipping, Save \$50
- ☐ Pro Tip: Remove the "X" & create a trigger button
- ☐ Trigger Button → No, I pay full price, No, I don't want to save money
- ☐ After done with everything → Create A/B Test right away
- ☐ Try A/B Test Idea #1: Time delay 4 sec. vs. 6 sec.
- ☐ Try A/B Test Idea #2: Different CTA Button
- ☐ Try A/B Test Idea #3: Different Copy
- ☐ Try different PopUp Ideas: Classic, Micro Commitment, Quiz, Spin the Wheel

Flows:

- ☐ **Setup Welcome Flow**
- ☐ Trigger: When someone joins email list (same as main popup)
- ☐ Filter: Made 0 purchase over time
- ☐ Mail 1 (Instant): Thanks + Offer
- ☐ Time Delay: 24 hours
- ☐ Mail 2: Brand Story + Bestsellers.

- ☐ Time Delay: 24 hours
- ☐ Mail 3: Social Proof (Reviews/UGC).
- ☐ Time Delay: 24 hours
- ☐ Mail 4: Us vs. them
- ☐ See how Email 4 performs, if it still makes good money add another email
- ☐ Repeat last step
- ☐ Idea for next mails: Discount, Reminder, Founder Mail
- ☐ Setup a/b testing for time delays, SL's, Plain vs. design mail
- ☐ **Next 2 flows are actually the same, just different triggers.**
- ☐ Finish one, duplicate the other & make small adjustments.
- ☐ **Setup Cart Abandonment Flow**
- ☐ Trigger: Added to Cart
- ☐ Filter: Someone starts checkout zero times since starting this flow AND
- ☐ Filter: Someone placed order zero times since starting this flow AND
- ☐ Filter: Someone hasn't been in this flow in the past 30 days
- ☐ **Setup Checkout Abandonment Flow**
- ☐ Trigger: Started Checkout
- ☐ Filter: Someone placed order zero times since starting this flow
- ☐ Filter: Someone hasn't been in this flow in the past 30 days
- ☐ **Right for both flows:** Dynamic sections > Static sections
- ☐ Time Delay: 30 minutes
- ☐ Mail 1: Reminder of Product + USP's
- ☐ Time Delay: 24 hours
- ☐ Mail 2: Plain text from founder about brand story + Reminder of Product
- ☐ Time Delay: 24 hours
- ☐ Mail 3: Discount + Urgency + Reminder of Product, Testimonials
- ☐ Time Delay: 24 hours
- ☐ Mail 4: Last Chance Discount + Reminder of Product + Deep Dive USPs
- ☐ See how Email 4 performs, if it still makes good money add another email
- ☐ Repeat last step
- ☐ Idea for more mails: Discount, Reminder, Founder Mail
- ☐ Setup a/b testing for time delays, SL's, Plain vs. design mail
- ☐ **Site Abandonment Flow**
- ☐ Trigger: Active on Site
- ☐ Filter: Someone views product at zero times since starting this flow.
- ☐ Filter: Someone adds to cart at zero times since starting this flow.
- ☐ Filter: Someone starts checkout zero times since starting this flow.
- ☐ Filter: Someone places order zero times since starting this flow.
- ☐ Filter: Someone has been in this flow zero times in the past 30 days.
- ☐ Time Delay: 60 minutes
- ☐ Mail 1: Need some help? Show Bestseller!
- ☐ Setup a/b testing for time delays, SL's, Plain vs. design mail
- ☐ **Browse Abandonment Flow**

- ☐ Trigger: Active on Site
- ☐ Filter: Someone views product at zero times since starting this flow.
- ☐ Filter: Someone adds to cart at zero times since starting this flow.
- ☐ Filter: Someone starts checkout zero times since starting this flow.
- ☐ Filter: Someone places order zero times since starting this flow.
- ☐ Filter: Someone has been in this flow zero times in the past 30 days.
- ☐ **Mail 1** → Header (1. Logo 2. Headline 3. Text 4. CTA) + Image
- ☐ **Content:** Header, Text, Reminder of Dynamic Products, Text, CTA, Footer
- ☐ **Delay:** 1 Day
- ☐ **Mail 2** → Header (1. Logo 2. Headline 3. Text 4. CTA) + Image
- ☐ **Content:** Header, More Text + Discount 72 hours, Dynamic Products, Risk Reversal, UPS's, CTA, Footer
- ☐ **Delay:** 1 Day
- ☐ **Mail 3** → Header (1. Logo 2. Headline 3. Text 4. CTA) + Image
- ☐ **Content:** Header, More Text + Discount 72 hours, Dynamic Products, Testimonial, CTA, Footer
- ☐ **Optional:** Timer for Discount
- ☐ Setup a/b testing for time delays, SL's, Plain vs. design mail
- ☐ **Setup Post Purchase Flow**
- ☐ Trigger: Placed Order
- ☐ Filter: None
- ☐ Time Delay: Instant
- ☐ Mail 1: Thank you from Founder (Plain Text) Upsell as P.S.
- ☐ Time Delay: 2 days
- ☐ Mail 2: How to use our product / Get the best out of it
- ☐ Time Delay: 2 days
- ☐ Mail 3: Follow Us on Social Media
- ☐ Setup a/b testing for time delays, SL's, Plain vs. design mail
- ☐ **Setup Winback Flow**
- ☐ Trigger: Placed Order
- ☐ Filter: None
- ☐ Find out when customer comes back on average (Data)
- ☐ Time Delay: Send 2-3 days before this Data ↑
- ☐ Mail 1: It's been awhile
- ☐ Time Delay: 2 days
- ☐ Mail 2: Discount Opener
- ☐ Time Delay: 2 days
- ☐ Mail 3: Last Chance (Plain Text from Founder)
- ☐ Setup a/b testing for time delays, SL's, Plain vs. design mail
- ☐ **Setup Sunset Flow or manually suppress regularly**

Campaigns:

- ☐ Get my 12-Month Campaign Calendar for Ideas: [LINK TO FILE](#)
- ☐ ALWAYS send to Engaged last 90 days when open rate over 40%
- ☐ Over 50% you can increase to 120 days
- ☐ Under 40% you can decrease to 60 days
- ☐ Exclude List: Soft Bounces
- ☐ Every campaign killer subject line & preview text
- ☐ Send 3-4 per week
- ☐ Send regularly so your subscriber get used to it & expect it
- ☐ 20% Sales Emails, 80% Learn, Teach, Show, Explain ...
- ☐ Look out for holidays & send specific campaigns (Easter, Halloween etc.)
- ☐ See campaigns as you testing area
- ☐ One of your campaigns overperforms? Implement it into your flows
- ☐ A/B test, SL's, PT's, CTA Naming, Plain vs design mails ...
- ☐ A/B Testing doesn't make sense when you only sent to 500 people, grow first

General Tips:

- ☐ Post Purchase Flows is always data driven
- ☐ Like Winback, Average time people buy again → send mails 2-3 days before
- ☐ Sending Text Founder Mails? Change Sender name to "Frank from xxx"

Copywriting:

- ☐ Keep it simple & easy
- ☐ Less is most of the time more
- ☐ 2010 = long copy, very depth, take customer on a journey
- ☐ 2025 = You have 1-3 seconds, make them buy or not, that's it
- ☐ Check this email: [LINK TO EMAIL](#)
- ☐ Short, Short, Short
- ☐ Clear
- ☐ Give value
- ☐ Think about the painpoints from your customer & deliver the solution
- ☐ Remove Unnecessary Information
- ☐ Avoid Too Many Bulletpoints, nobody is remember these
- ☐ Don't be boring
- ☐ Make it easy to skim & engaging

A/B Testing:

- ☐ There should always be and a/b test running on:
- ☐ Popup's
- ☐ Campaigns
- ☐ Flows
- ☐ Subject Line & Preview Text for open rates
- ☐ CTA for Click Rate

- ☐ Copy for Purchase Rate
- ☐ Time delay for open rate, click rate & purchase rate
- ☐ Plain text vs. design mail for open rate, click rate & purchase rate
- ☐ Personalisation - use firstname & without
- ☐ CTA Wording (Shop now, Get healthier, Remove Acne now ...)
- ☐ CTA Placement (top or bottom of the email)

Don't have the time or skill to do all of this?

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