

feedblitz

From the FeedBlitz Support Desk:

Spring Cleaning for Your Email Marketing Checklist

Deliverability + Branding

- Is the mailing CAN-SPAM Compliant?
 - Is there a visible unsubscribe link?
 - A physical address?
- Does the brand appear as the sender's name?
- Is the logo highly visible and clear?
- Is the subject line appropriate for the intent of the publisher
- Does the sending time match your audience?
- Does the content in the mailing match publisher goals?
- Are there multiple calls to the same action in the mailing?
- Do you have links to and content from your social channels?

Metrics and Reporting

The Average Open rate is approximately 20% for non-deal focused sites, 13% for deal sites.

- Do you notice any recurring bumps in subscriptions, open rates or clicks?
 - Examine content sent at that time as well as frequency. Consider incorporating these results for future content creation.
- What are the most common unsubscription reasons?
 - Does your mailing frequency match what was promised in the offer?
 - Offer a reduced frequency option (weekly digest) if you are a frequent mailer
 - Has your content type changed

Conversion

- In your mailing, is the Call to Action clear and well placed?
- Have you tested different subject lines, templates and call to action placements?
- Are the social links in your mailing correct, live and active?
- Do you have correct, active subscription forms in the three main places?
 - Sidebar - Pop up - Post Footer
- Do subscribers complete the subscription process?
 - Example, if there is there a more than 50% drop between submission and activation, your incentive offer may be too aggressive, leading subscribers to give email with no intent to confirm.

Should you have any questions, our Support Desk is available via email at support@feedblitz.com, chat or phone 877.692.5489, Monday - Friday, 9 am - 5 pm EST.
