



Email Marketing Checklist

I. Setup

1. Create a new domain (or subdomain) and new email address exclusively for sending marketing emails
2. Find an email marketing platform, e.g. [ours](#), Mailchimp, Vertical Response, Get Response, Campaign Monitor, iContact, etc.

II. Contact list

1. Compile your target audience from your existing connections
2. Compile your target audience from scientific publications, grants, and LinkedIn ([We can help](#))
3. Clean your list if your list is too old, or you are unsure about the quality
4. Remove contacts who will likely complain (e.g. Yahoo emails)
5. Split large lists with 10K+ contacts to smaller lists

III. Email template

1. Have an “unsubscribe” link
2. Add physical address (PO Box is OK)
3. Include a big “Call-to-action” button or link
4. Avoid toxic words such as “cheap”
5. Personalize the subject line and the greeting
6. Make the email mobile friendly

IV. After sending

1. [Monitor results](#) (open rate, click rate, bounce rate)
2. Remove complaints from your lists
3. Check your spam folder
4. Send follow-ups