

# Newsletter Checklist

## Formal requirements

Before you send your next newsletter, check it according to the following points.

### 1. Company clearly recognisable as sender

**The reader should immediately recognise which company is sending her/him an e-mail.**

The company name is recognisable within the first 15 characters

One fix e-mail address (e.g. newsletter@company.com or info@company.com) is used

Or a personal name (e.g. Jane Greenfield) is used as sender

### 2. Subject with current information

**The subject line should reveal why it is worthwhile opening this newsletter.**

The subject line refers specifically to the contents of the current newsletter („Meiko invites you to virtual expo IDX“)

And/or it is personalised („Meiko invites you to virtual expo IDX, Ms Greenfield“)

Benefits are pointed out, thus encouraging people to open the newsletter

Icons are included to attract attention (Use them modestly) ( → | • | @ | 📧 | ✓ | 📧 )

Important words are placed at the beginning, length: 40-50 character (mobile 35)

No spam words, words in capital letters and too many punctuation marks (“Meiko”)

### 3. Header with recognition value

**The header should create brand awareness and provide functionality.**

Paid attention to recognition value: company logo displayed and linked to website

Link to web version included

### 4. The intro with personal salutation

**Newsletter marketing is relationship marketing - many readers want to be addressed by their name.**

There is a personal salutation („Dear Ms Greenfield“, „Dear Jane“)

And there is a fallback salutation for users without name (“Dear ladies and gentlemen”, “Dear partner”, “Dear customer”)

Person addressed has given his/her consent to be contacted by us by agreeing to GDPR data usage via the website or he/she is a current customer

Editorial with brief overview

If newsletter is long: table of content with anchor links to jump to the subjects of interest

### 5. Main section

**One main goal per newsletter (main topic) that is easy to grasp, accompanied by a few well-structured sub-topics.**

Less is more: ideally three to five articles

Multipart format used (mailing software sends newsletters in HTML format as well as in text format)

Layout used according to corporate identity

Appropriate fonts/sizes/colours used and attention paid to contrasts and legibility

The most important information placed within the top 600 pixels

Set up a layout with a maximum width of 600 pixels

Files linked and not embedded (mailing size is under 150 KB)

Deep links to specific landing page if it is a specific offer/topic or directly to the product page etc., rather than links to the main home page on the website

Key features/key benefits easily recognisable having used sub headlines, bullet points, bold

Meaningful images used

### 6. Footer with imprint and unsubscribe option

**Newsletter must be labelled with all contact details and contain a convenient unsubscribe function.**

The imprint includes the postal address, telephone number and the sender e-mail address

The imprint is stated in full in the newsletter and not via a link to the website

The newsletter can be easily unsubscribed via an unsubscribe link and a reply e-mail

Or at minimum the newsletter can be unsubscribed by either of the two options or by sending a specific keyword to a specific e-mail address

### 7. Final check

Newsletter test mailing was sent to myself and at least one more colleague

Improvements are all made

Second newsletter test mailing was error-free