



Checklist for Email Marketing Success in 2025: 7 Areas to Optimize for Impact

- Establish 2024 Benchmarks
 - For your program overall
 - For manual vs. automated sends
 - For different types of email
 - For each campaign
- Deliverability
 - Confirm your authentication is in place
 - Required: SPF, DKIM, DMARC
 - Nice to have: BIMI
 - Check major blacklists to confirm you aren't on them
 - Inbox Placement Testing
- Data
 - Confirm you have what you need – if not, create a plan to get it
 - Get rid of what you don't need
 - Security Checks
 - Technology
 - Human
- Journeys
 - Check that links and images still work
 - Check that entry and exit points are correct
 - Benchmark 2024 performance
 - Each individual journey

- Each email in each individual journey
- Create a test plan to optimize performance
 - What’s working – do more of it
 - What’s not – test into fixes
 - What you’re not doing – test to see if you should
- Technology
 - New technologies, new tools – stuff you need but don’t have
 - AI – its role in your email marketing in 2025
 - CDPs
 - Vendor Management
 - Utilization
 - What you contracts say, when they expire
- Competitive Analysis
 - Qualitative
 - ChatGPT analysis

Source:

**Checklist for Email Marketing Success in 2025:
7 Areas to Optimize for Impact**

Free Webinar | Tuesday, January 21, 2025 | 12:00 Noon to 1:00 PM ET

 **Paul Christmann**
rasa.io

 **Luke Glasner**
Glasner Consulting

 **Elizabeth Jacobi**
MochaBear Marketing

 **Jeanne Jennings**
Email Optimization Shop

 **Tony Wagner**
Strategic America

Presented by:




Webinar available on-demand at <https://onlyinfluencers.com/oi-webinars-and-special-reports>