



Email Marketing Planner

A planning tool for structuring email campaigns, segmenting audiences, and tracking performance to maximize open and click-through rates.

Campaign Overview

Campaign name:

—

Objective:

—

Primary KPI (open/click/revenue):

—

Segments (e.g., prospects, customers, VIP):

—

Offer/incentive:

—

Cadence (send days/times):

—

Compliance notes (CAN-SPAM/GDPR):

—

Owner / PM:

—

Sequence Planner

Step	Send offset	Subject	Preview text	Goal/CTA	Segment	A/B test	Owner
E1							
E2							
E3							

E4							
E5							
E6							
E7							
E8							
E9							
E10							

QA & Deliverability Checklist

- ☐ No typos; links correct; UTMs present.
- ☐ From name/address set; reply-to correct.
- ☐ Subject and preview text set; check spam triggers.
- ☐ Images compressed; alt text present; no image-only emails.
- ☐ Templates responsive; test mobile/desktop clients.
- ☐ Dark mode checks for text/logo visibility.
- ☐ Unsubscribe and physical address present.
- ☐ Test sends to seed list; inbox placement checked.
- ☐ List hygiene (remove bounces/complainers); segment suppression.
- ☐ DMARC, DKIM, SPF passing.

Performance Tracker

Email	Send date	Sends	Delivered	Opens	Open rate	Clicks	CTR	Unsubs	Spam comp.	Revenue