


Slide - Mozilla Firefox  
http://event.on24.com/clients/default/presentation/slide.html?slideurl=http%3A//event.on24.com/event/14/66/56/rt/9/slide/slide/21\_F3DA3AA34B05590BD97E590F4116CA07.p



## Email Content Checklist

Ask yourself as you create content...

- ✓ Are you trying to promote, inform, or relate?
- ✓ What is your audience interested in?
- ✓ Is your email format branded and supportive of your message?
- ✓ Is your email concise and does it include a strong call to action?
- ✓ Does your content match your frequency and timing?

41

Done Manual Digg Reddit StumbleUpon del.icio.us Mix Sphinn