



### CHAPTER THREE CHECKLIST – TEMPLATES AND IMAGES

- ☐ Is your website mobile-friendly? View it on a mobile phone if you are unsure. Your email messages will be geared toward mobile, and your site should be ready to receive those visitors too.
- ☐ Go through available template on your chosen ESP. Choose several in a single-column format to try.
- ☐ Review your ESP's video or written tutorial on how to create an email.
- ☐ Upload your logo into the ESP library.
- ☐ Upload a header (branded to match you art website) into the ESP library.
- ☐ Choose font style and size to match branding.
- ☐ Upload art images, studio images and others to be used in emails into your ESP library.
- ☐ Make sure all photos have been labeled with Alt-tags.
- ☐ Create a sample email, with heading, title, images and content blocks.
- ☐ Experiment with colors to create a branded look, and optimized for easy reading on mobile phones.
- ☐ Send a sample email to yourself, and view on a mobile phone with images "turned off". Make any needed adjustments
- ☐ Create a sample email using a caption under photos. Send sample to yourself on mobile with images "turned off" to view what readers will see.
- ☐ Experiment with various templates to find one that you like and feel you can work with given the variety of emails that you will be sending to your list.
- ☐ If you do not feel your website is properly branded, you will need to work on putting together signature colors, a logo and header that portray a recognizable brand for your art business.
- ☐ If you work with a webmaster or graphic designer on your art website, ask them for font names, sizes, and specific colors.
- ☐ Having difficulties? Call your ESP provider tech support to go through every step where you need help.

***This is foundational work on your email marketing program. Once set in place, you can use your templates over and over. This helps to make subsequent email creation effortless.***