Email Marketing Self-Audit

Introduction

This self-audit will help you:

- Evaluate the effectiveness of your email campaigns
- Identify gaps in your strategy and automation
- Optimize for higher open rates, clicks, and conversions

- **Skill level:** Beginner to Intermediate
- **Time to complete:** 15-20 minutes
- **Best used:** Quarterly or before launching a new email campaign

List Health & Segmentation

Email List & Segmentation	✓ / ✗ / Fix
Email list is permission-based (opted in)?	
List is regularly cleaned (removes inactive contacts)?	
Audience is segmented (new leads vs existing clients)?	
Email tags or custom fields used for personalization?	
Automations based on client behaviour (e.g., bookings, downloads)?	

Pro Tip: Sending the same email to everyone hurts engagement. Segmentation allows you to speak directly to where someone is in their journey.

Email Content & Performance

Ad + Funnel	✓ / ✗ / Fix
Subject lines are attention-grabbing and personalized?	
Emails have a clear purpose and single CTA?	
Content is visually appealing and mobile-optimized?	
Emails include client-focused language and outcomes?	
You A/B test subject lines or calls to action?	
Open and click rates are being tracked regularly?	
You resend emails to non-openers when appropriate?	

Pro Tip: The best emails don't just inform — they invite. Your CTA should make the next step feel easy and valuable.

Your Score + What to Do Next

How many boxes did you check?	What to do Next?
✅ 11-12	You're doing great — just refine and repeat.
⚠️ 6-10	You're close — optimize messaging and automation.
🚨 0–5	Time to revisit your email strategy and rebuild your flows.

📲 Want a Feedback on your Email Strategy?

We offer **Comprehensive Email Marketing Audits** for local businesses that want to increase revenue, build stronger client relationships and boost bookings.

👉 Click here to book your free strategy call https://pgleadsagency.salesmate.io/meetings/#/pgleadsagency/scheduler/initial-consultation