

# CRISIS EMAIL CHECKLIST

Everything you need to check before sending a crisis communication email to your customers

## THE MESSAGE

- There's a clear 'why' behind the email
- The **WIIFM** (*what's in it for me?*) is addressed in the subject line and opening paragraph
- The **WIIFM** is aligned to what the customer needs right now
- Addresses customer concerns
- Gives details of any contingency plan
- Tells customers something they don't already know or expect of you

## EMAIL CONTENT

- Formatting allows for skim reading
- Any default text and images have been replaced/removed
- Clear, simple language (no jargon)
- Proofread for spelling & grammar
- Links added to buttons, images, & logos
- Preview text has been optimized
- Personalization applied where possible
- Contact information highlighted
- Includes an unsubscribe link
- Signed off by the right person

## CAMPAIGN SETTINGS

- Email sender name and address are clearly identifiable
- An active reply address has been set (avoid no-reply addresses)
- Scheduled for the best time and day

## TARGETING

- Only the relevant segmented contact lists have been selected as recipients
- The contact lists are clean (unengaged contacts have been removed)
- Verify your subscribers have opted-in

## TESTING

- The email renders correctly on desktop, mobile, and tablet
- Tested on various email clients
- All email links working & target landing pages updated with the correct information

Want more marketing tips?

[Visit the Sendinblue Blog](#)