

CLICK COST FORCE CHECKLIST

*Minimizing perceived cost for
the Email Click*

MINIMIZING CONFLATION

- Does the call to action match the customer's stage in the thought sequence?
- Does the copy focus match the customer's stage in the thought sequence?
- Are there unnecessary, redundant calls to action?

ELIMINATING CONTENT

- Upon opening the email, can a customer immediately understand what they can do and why they should do it?
- Does the copy amount match the customer's stage in the thought sequence?
- Is the content conversational in tone?
- Are there too many competing, unrelated calls to action?
- Is the primary call to action made to soon?
- Do unrelated calls to action come after the primary message?

