



Winery Email Campaign Checklist

Every Campaign Should Include

Strategy

- ☐ Defined audience segment
- ☐ Clear goal
- ☐ Relevant CTA
- ☐ Mobile-friendly layout

Content

- ☐ Strong subject line
- ☐ Story or context
- ☐ Product or experience focus
- ☐ Clear visuals

Technical

- ☐ Test links before sending
- ☐ Verify product availability
- ☐ Review timing
- ☐ Confirm sender information

Reporting

- ☐ Monitor opens and clicks
- ☐ Track conversions
- ☐ Compare segment performance
- ☐ Document lessons for future campaigns