

The email marketer's summer vacation checklist

Before your vacation

1. Plan future campaigns:

- Set goals for your upcoming campaigns.
- Determine topics, themes, and content.

2. Prepare everything you need:

- Identify and gather required assets.
- Find out and align with team holiday schedule.

3. Create your campaigns:

- Use an existing template or adapt one from a template gallery.
- Understand how your audience's needs, behavior, and interests might change during the summer.

4. Test emails ahead of time:

- Look out for mobile and email rendering issues.
- Review the content for spelling mistakes, malfunctioning links, and broken personalization.
- Check inbox placement and potential deliverability issues.

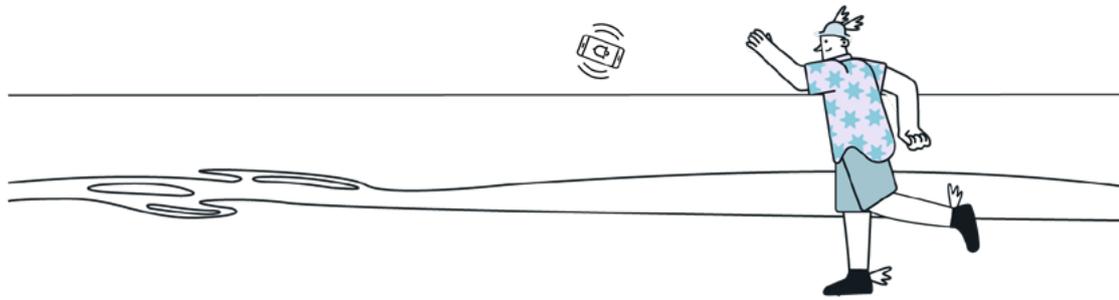


5. Set and forget:

- Configure any A/B tests you have planned for your campaigns.
- Segment and schedule your audience based on location and time zone.
- Double check that you have scheduled your campaign correctly, then forget about it.

6. Notify the team:

- Make the team aware of your scheduled emails.
- Give team access to the files, logins, and ESP accounts.



During your vacation

1. Get off the grid:

- Write your (hilarious) out-of-office autoreply and status.
- Switch off work phone app notifications.
- Forward calls straight to voicemail.
- Put phone work apps in a “do-not-open” folder.
- Throw phone into sea.

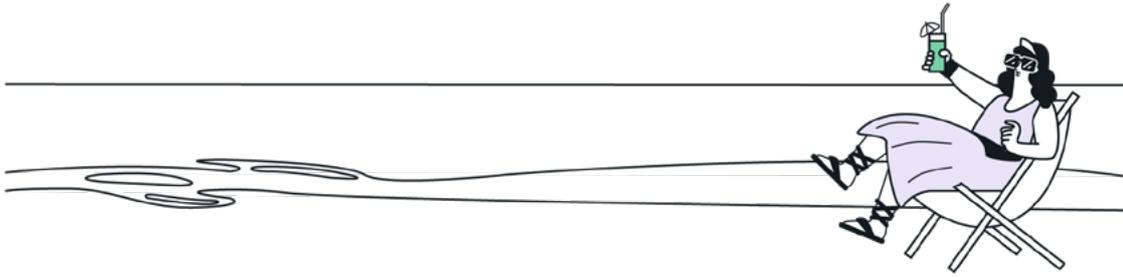
2. Beach listening and reading:

- Check out some of the best summer reads for non-email topics.
- If you just need more email, listen to the [Email's Not Dead](#) podcast.

3. Enjoy!

- Savor the moment – you earned it!





After your vacation

1. Monitor performance and metrics:

- Check campaign performance: open rates, click rates, unsubscribes, spam complaints...
- Look for any anomalies in your data.
- If you see anything odd, create hypothesis for why there are anomalies.
- Test your hypothesis through trial and error and further A/B testing.

2. Clean bounces, blocks, and unsubscribes:

- Remove any undeliverable addresses from your email lists.
- Ensure spam complaints and unsubscribes have been excluded from your lists.

3. Plan re-engagement campaign:

- Plan a special email for subscribers who missed your vacation email.
- Run a sunset campaign for unengaged subscribers.

4. Analyze KPIs, goals, and attribution to prepare for Q4:

- Review your goals and attribution model to align with your Q4 priorities.
- Kickstart email campaign planning for the upcoming Holiday season.

Learn more: <https://www.mailjet.com/blog/email-marketers-vacation>

