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10 Litmus Power-User Tips to Make You a Better Email Marketer [1]

December 8, 2017 by Kate O'Connell [2]

With luck, the holidays will be a slower time for you and your team. Consider using some of this extra time to review your communications and look at how you might implement industry best practices for email marketing. A good place to start may be with this blog post [3] from Litmus [4], outlining ten best practices.

The best practices listed on this blog post include:

- Ensuring your email design is accessible
- Compare campaign (email send) engagement
- Utilize a checklist
- Test across email clients

You can read the full blog post here [3].

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