Email Marketing Checklist

- **Business requirements**
  - **Newsletter recipient Goal:** REGISTER  READ  SHARE  CONNECT  OTHER
  - Call to action __________________
  - What is “success”? __________________
  - How will I measure that success? __________________

- **Is this a “Regular” or A/B Test campaign?** Replicate a previous Regular or A/B Test campaign (test different subject lines and content!) campaign.

- **Any list segmenting?** Send to entire list or a segment (a Group, Subscriber Activity like opened/didn’t open, etc.)

- **Change name of campaign & link tracking** Name of campaign is for internal use. Tracking>Google Analytics: Change to unique text so trackable to this campaign only (eg. 2016Nov)

- **Change subject line** Write out 3-5 subject line ideas, pick two for A/B test.

- **Any template changes needed?**

- **Change snippet text in header** Keep short. This displays next to the subject line in most email and mobile clients.

- **Change body content & images**
  - **Content:** Strong intro? Short sentences? Spell checked?
  - **Images:** Awesome images? All images have ALT text?
  - **Style:** Some formatting used? **bold**, underline, *italics*, bullet points etc.

- **Preview & Test email**
  - **Preview:** For desktop and mobile. Preview header info and any live merge info.
  - **Test:** Send a test email – proof subject line, content, test all links, send a 2nd test to a friend.
  - **Verify:** Subject line matches content? Landing page matches content? Any time-sensitive info updated? Images ALT text (what displays when images are turned off) matches.

- **Plain-text version of email**
  - Click “Copy Text from HTML Email” button.

- **Schedule email & Add marketing/stats**
  - **Marketing:** Post social media reminder about newsletter (link to newsletter signup page).
  - **Reporting:** Add relevant data to your Marketing/Stats/KPI document.