

EMAIL CAMPAIGN CHECKLIST

Campaign Name	
Client	
Subject Line	
From Name	
From Email	

PRODUCTION CHECKLIST:

Lists

- Conducted list hygiene
- Segmentation completed
- Field integrity checked: this is especially important when using dynamic fields in the email
- If testing, A/B split or other random group lists have been created

Message Details

- Subject Line: is correct, all words spelled right
- Subject line does not contain words that will land email in spam/junk box
- Subject line length does not exceed 50 characters
- "From Name" correct
- "From Email" correct and valid
- Pre-header text correct and spelled correctly

Function/Sharing Links

- Forward to a Friend
- Links to your social channels
- Social Sharing link accuracy and copy for shared content
- View Online
- View Mobile Version
- Add to Address Book
- Edit Profile
- Privacy Policy
- Unsubscribe

Message Versions

- HTML
- Plain Text
- Mobile

HTML Content Check

- Renders correctly in all email clients (You can use a tool like [Litmus](#) to check this)
- Links and anchor tags all work, all links resolve properly
- If table of contents is included, the order matches body of email
- No images are broken
- Images include ALT tags
- Spelling is correct (tip: copy your email content into Word for an easy spell-check option.)

Text Content Check

- Copy from ALT tags is removed or edited
- Text layout is visually attractive
- All links converted to URLs (w/http://)
- No punctuation immediately following URLs
- No centered or indented text
- Check accuracy of special characters- quotes, dashes, apostrophes, etc.
- Spelling is correct

Mobile Content Check

- Mobile version coded for the device that your primary audience uses (Blackberry, Smartphone, iPhone)
- Contains simplified HTML
- Text layout is visually attractive
- All links converted to URLs (w/http://)
- No punctuation immediately following URLs
- No centered or indented text
- Check accuracy of special characters- quotes, dashes, apostrophes, etc.
- Spelling is correct

Last Steps Before Sending

- Take a final look at all versions
- Make sure “test” is not clicked prior to scheduling distribution
- Re-check the lists you have chosen for the send
- Re-check your send date and delivery time

Post-Distribution Monitoring

- Review campaign metrics
- Manage bounces and unsubscribes as necessary
- Review opens, clicks, conversions, web analytics, etc.

Metric Analysis

- Analyze results with regards to target goals
- Compare campaign against previous campaigns
- Make note of spikes in bouncebacks, click-through's, unsubscribes, conversions
- Apply learning to strategies for new campaigns and list actions

Follow-Up - Options

- Create new campaign or sub-campaign based on campaign results
- Respond to any campaign feedback
- Clean house lists of unsubscribes and bounces