

PRE-LAUNCH CHEAT SHEET

OUR HANDY CHECKLIST FOR ERROR-FREE EMAIL

Ask how WhatCounts' full-service agency can do all this for you.

CAMPAIGN DETAILS

Campaign Name _____
List Name _____
Subject Line _____
Send Date _____

COMPLETION CHECKLIST

EMAIL DESIGN & CODING

- Does the email design adhere to brand guidelines?
- Does the email use valid code according to W3C standards? (<https://validator.w3.org/>)
- Does the email render well across desktop/webmail clients? (*Outlook, Gmail, etc.*)
- Does the email render well on mobile devices?
- Has a text version been created?
- Have you setup appropriate fallbacks for any personalization tags used?
- Have all special characters been encoded?
- Are all links prepended with http://?
- Has Google Analytics integration been enabled or are your links tagged?

COMPLETION CHECKLIST

EMAIL COPY

- Has the subject line been tested and spell-checked?
- Does the email include relevant preheader copy?
- Has the email copy been spell-checked?
- Have you read through the copy? Confirmed dates/times?

CAN-SPAM REQUIREMENTS

- Verify physical mailing address is visible
- Verify unsubscribe link is included and working

TESTING/PRE-DEPLOYMENT

- Are all images/headlines/buttons clickable?
- Have all links been tested and redirect to the correct landing page?
- Do all images have relevant alt text?
- Have you sent a live test to your internal test list?
- Has a co-worker previewed the test email in their inbox?
- Is the personalization/dynamic content displaying correctly?

CAMPAIGN SETUP

- Is the email being sent to the correct list (confirm record count)?
- Is the email being sent to the correct segment of the list?
- Has the from name and address been confirmed?
- Have any seed addresses been included?
- Have any suppression lists been added (if applicable)?
- Does the campaign need to be throttled?

