**Email Marketing Checklist**

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| --- | --- |
| Internal Details | Enter as Appropriate |
| Campaign Name |  |
| Campaign Description |  |
| Test Addresses |  |
| Seed List |  |
| Inbox for out of office/ Direct Replies |  |
| List Name |  |

|  |  |
| --- | --- |
| External Details | Enter as Appropriate |
| Campaign From Name |  |
| Campaign From Address |  |
| Campaign Subject Line |  |

|  |  |
| --- | --- |
| Content | Yes/No |
| Pre header text |  |
| View online link |  |
| Forward to a friend link |  |
| Add to safe sender link |  |
| Plain text version |  |
| Unsubscribe link |  |
| Opt down link |  |
| Preference centre link |  |
| Check all text and image links work and are tracked |  |
| Check all images display correctly |  |
| Conduct AB split test |  |
| Include social media button/ links |  |
| Alt text on all images |  |
| Spell check |  |

|  |  |
| --- | --- |
| Before you hit send | Yes/No |
| Spam analysis |  |
| Render test |  |
| Mobile optimised |  |
| Google Analytics enabled |  |
| Apply resend to non-opens with new subject line |  |
| Apply advanced analytics |  |
| Auto-post to social media sites |  |