Email Pre-Flight Checklist

BE CREATIVE, CATCHY AND CREDIBLE IN YOUR EMAIL COPY

- ☐ Run a spelling/grammar check
    - ☐ Spell check body
    - ☐ Spell check email header
- ☐ Check that the date in the email matches the send-out date
- ☐ Check your links:
    - ☐ Each link points to the proper location
    - ☐ Social media buttons have relevant links for that particular post (if applicable)
- ☐ Critique your subject line:
    - ☐ Is it to the point?
    - ☐ Does it contain any curvy quotes? Substitute for straight quotes.
    - ☐ Does it beg to be opened?

AVOID LOOKING SPAMMY IN YOUR EMAIL DESIGN

- ☐ Add content in a table that is 600px or less (for ease of reading on a mobile device)
- ☐ Remove any bolding or highlighting
- ☐ Remove any redirects or URL shorteners (such as Bit.ly)
- ☐ Click "copy from HTML" to create a plain text version
- ☐ Check that your merge fields are correctly formatted
- ☐ Check the format of your images:
    - ☐ Visually, 80% of the email is text (with no more than 20% as images)
    - ☐ Images are neatly arranged around the text
- ☐ Check the format of the email:
    - ☐ There are no extra tables or odd line breaks that need to be removed
    - ☐ The font is consistent in type, color and size
    - ☐ The email is formatted to encourage your call to action (such as clicking through the email for more information)

SAFETY ANNOUNCEMENTS BEFORE TAKEOFF

- ☐ Make sure no content was copy pasted over from MS Word
- ☐ The send-date and send-time reflect your desired date and time for "takeoff"
- ☐ Check recipients of the email:
    - ☐ Proper group is selected for this send
    - ☐ If sending from a sequence, proper group is subscribed to this sequence
- ☐ Check sender info:
    - ☐ The "Mail from" name reflects the right person or role
    - ☐ The "Send from" address reflects the correct address
    - ☐ The "Reply to" address reflects who should receive responses
- ☐ Check the plain text version of the email:
    - ☐ Plain text looks as close to html version as possible
    - ☐ Left-aligned and neatly arranged
    - ☐ Reformat or remove oddly spaced content at the bottom (such as links, privacy policy, etc.) as it tends to get jumbled up when you copy it over from the html version
- ☐ Takeoff! Err...Send the email!