

EMAIL PRE-SEND CHECKLIST

Whether you're a novice or an expert, it's perfectly normal to feel some level of anxiety towards sending an email to your customers. That's why we've created this pre-send checklist to help you send emails with confidence.



Before Sending

- Get the necessary approvals
- Schedule social media updates
- Conduct email client testing (we use Litmus)
- Send test email to myself and colleague for final QA



During the Send Process

- Select the correct database and use advanced search for segmenting
- Add additional lists if applicable



Final Checks Before Sending

- Check all links work and go to the correct place
- Check the unsubscribe message is relevant & functioning
- Check images aren't broken and include useful alt text
- Check i) Subject Line, ii) From Name, iii) From Address
- View the plain text version of email
- Conduct a spam check
- Check dynamic content and personalisation are functioning and have a fallback



Final Tip

Schedule your email for a time that suits your customers. Alternatively if you're ready to send now, schedule the email for ten minutes time. This takes the edge off pressing the send button.

Hit send, get a cup of tea, and watch the magic happen!