

Email Pre-Send Checklist!

Complete this checklist, and hit send with confidence

01) The Details

Subject Line

- Spelling and grammar is correct.
- Personalisation displaying correctly.

Pre-header Text

- Updated and relevant to message.
- Spelling and grammar is correct.

Sender Details

- 'From' name is correct.
- 'From' address is correct.
- 'Reply to' address is correct.
- Company name and physical address is accurate.

Footer

- Correct unsubscribe/preference function is linked.
- Footer spelling and grammar is correct.

02) The Emails

Content

- Spelling and grammar is correct.
- Personalisation displaying correctly.
- There is adequate & consistent spacing.
- All hyperlinked text linked to correct URLs.
- All links are UTM tagged as required.
- Signoff have been updated.
- Social icon linked to correct pages.

Images

- All images have alt text.
- Linked images direct to correct URLs.

Buttons

- Correct button style used.
- Button label is correct.
- Button is linking to the correct URLs.

03) The Test

- Test email has been sent to colleague.
- Test email has been sent to own inbox.
- Email has been tested in Text-only format.
- Email displays correctly on: Mobile, Desktop, and Webmail.
- Full email client test has been conducted
spam filter test has been conducted.

04) The Recipients

- Correct list is selected.
- Correct filer is applied, if any.
- Necessary opt-in/consent has been confirmed

05) The Send

- Appropriate team member is aware of send.
- Time and date of send is selected correctly.
- Send has been scheduled.