EMAIL CAMPAIGN DEPLOYMENT CHECKLIST

DETAILS

- **Subject Line**. Check for typos, personalization and character length. Make sure it won't get cut off. Desktop shows 60 characters and mobile shows 25-30.

- **Preheader and Footer**. Have you updated them? Check for typos and all the fine print.

- **Business Address**. The physical address of your business **must** be included.

- **Unsubscribe Webform**. You **must** include the Web form URL.

- **Social Icons**. Are they linked to the correct network?

CONTENT

- **Body Copy**. Check for typos and readability through all devices. Do you have a text version of your email?

- **Images**. Are they linked? Have you added ALT text?

- **Background Images**. Have you added a fallback color?

- **Check Links**. Are your headlines, CTA buttons, and images linked?

- **Dynamic Personalization**. Does your dynamic content have a fallback? Did you test each version?

SCHEDULING

- **Send Date and Time**. Choose the date and time for your send and schedule it on your marketing calendar.

- **Recipients**. Which lists or segments should receive this campaign?

- **Exclusions**. Do you need to suppress any lists or segments to avoid fatigue?

- **Remail**. Are you going to Remail this campaign at a later date? Are you going to change the subject line or content?

- **Notify Team**. Notify appropriate teams like Support or Sales. Send a link to the campaign, tell who the audience is, and give them a heads-up.

TESTING

- **Inbox Preview**. Have you sent yourself a test email?

- **Full Inbox Test of All Email Clients**. Have you completed a full and thorough test?

- **A/B Testing**. Are you split-testing your campaign?

POST-SEND

- **Analytics**. See how your campaign performed. View deliverability and engagement results.

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