

# Email marketing pre-deployment checklist



## Email campaign details



- ☐ The email has a set of goals
- ☐ The email complies with applicable data privacy laws and regulations
- ☐ The email sender ("from") name has been set
- ☐ The email "reply to" address has been added
- ☐ All required approvals have been collected
- ☐ Time to review and analyze the email campaign is scheduled



## Content




- ☐ The subject line has no typos, it is catchy and not misleading
- ☐ The preheader text is updated
- ☐ There is no placeholder text or dummy content left in the email
- ☐ The email contains a clear call-to-action
- ☐ The images support the key message of the email
- ☐ All images have alt-tags
- ☐ Images supporting the call-to-action have hyperlinks
- ☐ The email maintains a recommended image-to-text ratio



- ☐ Subscribers with email images turned off can still understand the email message
- ☐ The spelling, grammar, punctuation, and styling have been checked
- ☐ The sentences are short and easily scannable, and the paragraphs are not long
- ☐ All hyperlinks are working correctly ✨
- ☐ Email recipients can easily identify all the links in the email
- ☐ The email contains all the necessary disclaimers
- ☐ The email contains the physical address of the business and a contact method
- ☐ The email contains a working unsubscribe or preference center link
- ☐ The email is consistent with your branding
- ☐ A plain-text version of the email is checked/amended
- ☐ The information in the email is accurate
- ☐ Optional: the social media bar has been added to the email template, and it is correct

## Mailing list ~~~~~

- ☐ A correct mailing list has been selected
  - ☐ The selected subscribers' list contains only opted-in email recipients
  - ☐ Required suppression lists are in place
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## Flow

- ☐ A test email has been sent to see it live in the inbox
- ☐ The entire email flow has been tested
- ☐ All involved processes (e.g., registration) are working
- ☐ The email render test is done, and the email is displaying well across different email clients and devices
- ☐ All personalization and dynamic content is displaying correctly, and fallback options are set



## Scheduling

- ☐ The email deployment time is well-calculated and planned
- ☐ The correct email deployment time is used to schedule the email
- ☐ The email is not conflicting with any other email deployments

