The Ultimate Email Launch Checklist.

Setting up an email campaign can be tricky, with small errors leading to big setbacks.

This ultimate Email launch checklist highlights key steps to avoid common mistakes— like broken links, missed personalization, or incorrect tracking setups. It ensures your email goes out flawlessly, helping you prevent issues that could impact your campaign's success.

By following this checklist, you'll sidestep errors that can hurt open rates, engagement, and deliverability. Download the checklist now to safeguard your email campaigns and ensure they reach their full potential.

Recipients Segmentation
Is your email list divided into smaller segments based on set criteria (Demographic, Psychographic, Behavioural, and Geographic)?
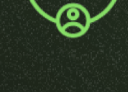
Suppression Lists - Segmentation & Updated List
Do you have a ready list of contacts to be suppressed from receiving any further emails?

Is the master email list updated after removing the suppressed contacts from it?

Email Content Document
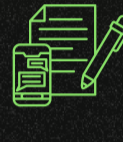Do you have the document containing the email content ready to use?

Subject Line
Are you ready with a compelling, relevant, and crisp email subject line?

Preview Text
Are you ready with a short text (5-7 words) that appears in the inbox and the subject line, which helps the reader quickly scan the emails and attract them to open your email?

Email Preview
Have you previewed the email thoroughly, on testing and preview tools like Mailchimp, to ensure all the elements are clear and appear properly on different email clients and different devices?

Email Sending Day
Are you clear about the day you want the email to be sent out and have you scheduled the email for that same day?
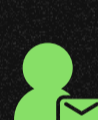
Email Sending Time
Are you clear about the time of the day you want the email to be sent out and have you scheduled the email for that same time?

Sender Name
Have you correctly mentioned the intended sender's name sending out the email?

Sender Email
Have you correctly mentioned the intended email address of the sender sending out the email?

MailChimp Template
Do you have an email template built (on Mailchimp or any other email marketing platform) and ready to be launched?

Logo/Header Image/ Banner Image
Is the intended email banner/header image logo in place?

Approved Sponsor Logo Lockup (If any)
Is the intended and approved event sponsor logo (if any) in place?

CTA Button Inclusion, Text and Link
Is the CTA button in place, along with the correct text and the landing page link?

Footer Links
Are the links in the footer of the email correctly in place?

Footer Text
Is the text in the footer of the email correctly in place?

Litmus Test
Has the email been tested on the Litmus testing tool to appear properly on different email clients such as mobile clients, web-based clients, cross browsers, etc, and to ensure it is on-brand and error-free?
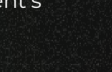
Plain Text Test
Is the email plain text copy correct and set up properly to be shown up if the recipient's browser is slow?
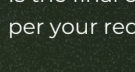
Final Email Copy Edit
Is the final email copy edited and refined as per your requirements?

Ensuring No Changes are Made in The Running Setup
Ensure that there are no changes being made while in the process of setting up and scheduling the email.