



Did you ever face a situation where your marketing team scrambled at the last minute before releasing an email campaign about the latest product release?

If you said yes to the above question, here's an exhaustive email launch checklist we created. This will make life easier for you and ensure that you send out successful emails with proper targeting, and with NO goof-ups.

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.

Need help launching your ready email campaigns and don't know where to start?

Fractional CMO can assist you to launch pre-built email campaigns and save dozens of hours per month, to focus on strategic initiatives and scale up your business.

Here's a client story for whom we launched a perfect email campaign through the above exhaustive email launch checklist.

[READ HERE](#)

Get in touch with us, Today!

[SCHEDULE CALL](#)