Email Preflight Check List

Timing
• Choose the best time for your send and put it on the calendar.
• Is your email conflicting with other emails?
• Did you know MailChimp studies your audience and recommends the best time to send?
• Did you request a fresh list from I.T.?

Details
• Check the subject line spelling and punctuation.
• Update your preheader text.
• Did you update the footer text as needed?
• Did you link to the correct social networks?

Content
• Proofread as many times as possible.
• Are the images properly linked and do they have alt tags?
• Be sure to add background colors to the images.

Lists
• Is your send list updated?
• Does your send list look right?

Testing
• Be sure to send yourself tests.
• Did you check the tests in other email clients?
• When the tests are perfect, send them to your team; include the Comms team if needed.
• Are you aware of the A/B testing features of MailChimp?

Other
• Do other groups need to know about the sends? Should they be prepared for questions?
• Did you update the tracking tag?

Send
• Send immediately or schedule for the future.

After the Send
• Check the data and see how your campaign performed.