secondstreet

Preflight Checklist

Overall

☐ **Content Goals and Materials Ready**
Questions to ask: Call-to-Action and goals set.
Questions to ask: What's the goal of the email? Do the images and copy clearly reflect the goal?

☐ **Testing and Metrics Defined**
Questions to ask: How have previous campaigns done? Do you have a way to track after clicks (Google Analytics, etc.)? Are you going to set up an A/B Test? Are you unsure about your subject line or content? Do you have time to test?

☐ **Time, Schedule and Conditions for Sending**
Questions to ask: One-time send, recurring, or triggered? When is it appropriate to send? Are there conflicts with other campaigns? If it's recurring, when is a good time to send? If it's triggered, Is the trigger appropriate to the audience?

Inbox View Appearance

☐ **Subject Line Written and Checked**
Questions to ask: Does it work with the From Label and Preheader? Look for typos. Is the Subject Line aligned with the main content of the email?

☐ **Preheader Written and Checked**
Questions to ask: Is it updated? Does it work with the subject line? Check for Typos.

☐ **From Label**
Questions to ask: Is it appropriate to the content? Does it work with the subject line (e.g. "News Herald Breaking News" allows you to keep your subject line shorter)?

Message View Appearance

☐ **Mobile First Design**
Questions to ask: How does it look on a mobile phone? How does it look on desktop?

☐ **Body Copy**
Questions to ask: is it concise? Is it clear and action-oriented? Is there a clear hierarchy? Any typos? Is the Body copy actual text and not just an image?

☐ **Images**
Questions to ask: Are you including ALT text that describes the image content? Does it link to a landing page?

☐ **Call-to-Action Buttons**
Questions to ask: Does it link to the right place? Is the language clear? Are there typos?

☐ **Footer**
Questions to ask: Does it include your physical address? Does it include Unsubscribe Links? Does it have the appropriate disclaimer or compliance language? Are there typos?

☐ **Spam Filters**
Questions to ask: any trigger phrases? Image to text ratio?

☐ **Test Message**
Questions to ask: Did you send a test message? Did it work / appear as expected? Can you check appearance in multiple email clients?

Preflight Checklist

Sending

☐ **Audience Chosen**
Questions to ask: Are you sending to people who want this email? Do you need to seed or suppress people or groups?

☐ **Scheduling**
Questions to ask: Have you set a date and confirmed everything is approved and ready?

☐ **Coordination and Communication**
Questions to ask: Does your boss know it's going out? Does your client know? Is there an approval workflow?

☐ **Message Sent**

Follow-Up

☐ **Reporting: Engagement**
Questions to ask: What's the open rate? What's the unsubscribe rate? How many complaints did you get?

☐ **Reporting: Actions**
Questions to ask: How many clicks did you get? What's the Click-to-open rate?

☐ **Reporting: Conversions**
Questions to ask: How many people completed the desired steps (purchase, content view, form submission)?

☐ **Analysis**
How did it perform to your goals? What would you do differently next time? What would you add to this list?