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eComm Checklists [1]

Be Strategic. Don't Panic. Get results.

Use our eComm Checklists to make sure you're covering your bases when it comes to delivering a high quality email campaign that follows email marketing best practices and increases engagement with your target audience. These checklists are designed for the eComm user who has been introduced to eComm, completed Skillsoft courses and eComm training [2]. If you are not an eComm user and/or want your campus eComm specialist to build an entire campaign, visit our *Build for Me* [3] page.

Email

Email Checklist [4]

This checklist covers... all the steps for you to build and send an email in Marketing Cloud. This checklist does NOT cover the steps for a campaign that includes a Cvent event (see event checklists below). Your campus eComm specialist will provide an audience report/list upon advance (at least two weeks prior to email delivery) request.

eNewsletter

eNewsletter Checklist [5]

This checklist covers... all the steps for you to build and send an eNewsletter in Marketing Cloud. This checklist does NOT cover the steps for a campaign that includes a Cvent event (see event checklists below). Your campus eComm specialist will provide an audience report/list upon advance (at least two weeks prior to email delivery) request.

Evite

[button url="https://www.cu.edu/ecomm/event-checklist [6]" color="blue" target="_blank"]Evite Checklist

This checklist covers... all the steps for you to build and send an eComm Marketing Cloud Evite (event invitation) AND a Cvent event registration form. Your campus eComm specialist will provide an audience report (or list) and review, integrate and activate your Cvent event.

Groups audience:

eComm

Source URL:https://www.cu.edu/ecomm/ecomm-checklists

Links
[1] https://www.cu.edu/ecomm/ecomm-checklists [2] https://www.cu.edu/ecomm/ecomm-users/training
[3] https://www.cu.edu/ecomm/build [4] https://www.cu.edu/ecomm/simple-email-checklist-you-build
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