eNewsletter - eComm Checklist [1]

eNewsletter - eComm Checklist

Download this checklist (scroll to bottom) if you are building and sending an eComm Marketing Cloud eNewsletter. Your campus eComm specialist's role is to provide an audience report (or list).

STEPS	TIME FRAME	TASK
STEP 1: *STRATEGIZE*	4 weeks	IDENTIFY GOAL, MESSAGE, AUDIENCE & DESIRED ACTION *This is a fictitious example* **GOAL:** To share news and events with CU employees systemwide **MESSAGE:** Connections **AUDIENCE(S):** CU employees employees **ACTION:** Read email and visit landing pages for more info

STEPS	TIME FRAME	TASK
STEP 2: *AUDIENCE*	4 weeks	**IDENTIFY YOUR AUDIENCE** Sending everything to everyone is not the best way to increase engagement and overall goodwill with CU constituents. This practice could lead to global unsubscribe activities, which affect all CU communications, including any future communications you send. ***Who would be most interested in your message?*** **OTHER AUDIENCE DETAILS** If you have a list of individuals who need to receive your communication and who are not in a CU source system, prepare a spreadsheet and include as many details as possible. *At a minimum, we need the following data points to process your list (each in a column):* ID number (eg; Employee ID, Student ID, Salesforce Contact ID, etc.) First name Last name Email

STEPS	TIME FRAME	TASK
STEP 3: *SEND RANGE*	4 weeks	**SET DELIVERY RANGE** Identify a time frame for when you will send your eNewsletter. This might be "the 2nd week of the month." Whatever it is, identify it, stick to it and get buy-in and support from your team members. We recommend you find a range. Things happen and sometimes sending on a certain day is difficult. Give yourself some wiggle room identify a week or even a few days. Once you've set a range, email your campus eComm specialist so we can add it to our Calendar so others will know not to send a communication to the same audience during that range.
? STEP 4: *TEMPLATE*	4 weeks	**BUILD TEMPLATE IN MARKETING CLOUD** Login to Marketing Cloud and select a CU Template. If you need additional content blocks or can't find a template that works with your design, contact your campus eComm specialist for help.

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<tr><th>STEPS</th><th>TIME FRAME</th><th>TASK</th></tr>
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STEP 5:
CONTENT</td><td>4 weeks</td><td>

WRITE OR ACQUIRE CONTENT FOR ENEWSLETTER

1. Newsletter should include short teasers that inspire the reader to do something. You can many items to cover in your eNewsletter, just remember to keep it relevant and as short as possible, otherwise you'll lose 'em.

- Is it short, easy to read and compelling?
- Identify the "actionable component." This may be "read more," "Register" for an event, "donate," etc. Identify this item in a prominent way within content. You might do this with a button, large font or a use a Marketing Cloud Content Block.
- Identify contact information. This is not only a best practice, but is required under CAN-SPAM legislation (address, phone and email)
- Get message edited or at least reviewed by a second set of eyes to check for spelling, grammar, etc.

2. Write a compelling subject line

3. Write a pre-header (for mobile devices). Learn more about pre-headers [2].

DEVELOP LANDING PAGE

Each of your teasers should send your reader somewhere else, like a registration page, an article on a website, etc. This must be ready in advance. Create a clear and easy-to-follow landing page so your reader can quickly accomplish your desired task.

- Is it obvious to the reader what you want them to read or take action on?
- Ensure the reader does not have to click somewhere else or at least keep the number of clicks to a minimum
- Ensure easy-to-find contact information is available on the landing page

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STEPS	TIME FRAME	TASK
? STEP 5: *SUBMIT*	2 WEEKS (at least)	**SUBMIT REQUEST** Your campus eComm specialist [5] will develop your audience list(s). Submit List Request [6]
? STEP 6: *REVIEW*	1 week	**REVIEW** • Review audience and send classification with your campus eComm specialist [7]. Ask other questions as needed. • Review content with your internal stakeholders and/or approvers (eg; your boss). Have your team check spelling, links, graphics, subject line and pre-header. • Obtain approval from internal team
? STEP 7: *SEND*	Day of	***Send your eNewsletter and celebrate!***
? STEP 8: *ANALYZE*	Day after - 1 week after send	**ANALYZE DATA** • Review open, click-through and unsubscribe rates in Marketing Cloud • Modify future communications (eg; reminders) accordingly • Are you planning to send a reminder? Make sure you submitted a list request [7].

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Download the Checklist [8]

Do you have something to add?

Send a note to Kim at kim.egan@cu.edu. [9]

Groups audience:
eComm

Source URL:https://www.cu.edu/ecomm/enewsletter-ecomm-checklist

Links

[1] https://www.cu.edu/ecomm/enewsletter-ecomm-checklist
[2] https://help.salesforce.com/articleView?id=mc_es_preheader.htm&type=5
[3] https://www.cu.edu/blog/ecomm-training/image-sizes [4] https://www.cu.edu/ecomm/ecomm-users/training [5] https://www.cu.edu/ecomm/contact-us/ecomm-specialists
[6] https://www.cu.edu/ecomm/forms/request-new-report%22%20target%3D%22_blank [8] https://www.cu.edu/sites/default/files/pages/80892-enewsletter-ecomm-checklist-you-build-and-send/docs/enewsletter_0.pdf
[9] mailto:kim.egan@cu.edu?subject=About%20an%20eComm%20checklist...