Simple Email - eComm Checklist | You Build and Send

STEPS	TIME FRAME	TO DO LIST/TASKS	DONE	NOTES
1 STRATEGIZE	5 weeks	**IDENTIFY GOAL, MESSAGE, AUDIENCE & DESIRED ACTION** **GOAL:** description_____ MESSAGE: description_____ AUDIENCE: description_____ ACTION: description_____ **SET IMPORTANT DATES** Dates often drive communications. Identifying dates and working backwards from there and building in plenty of time for your readers to take action is the best strategy. MILESTONE DATE 1_____: description_____ MILESTONE DATE 2_____: description_____ MILESTONE DATE 3_____: description_____ MILESTONE DATE 4_____: description_____	GOAL ETC.. DATES	

		NOTE: It's important to plan for reminder emails at this stage as well. Plan for them and engage the right people so you are not making your emergency theirs.		
2 EXISTING CHANNELS	5 weeks	**CAPITALIZE ON EXISTING CHANNELS** No need to reinvent the wheel,. Check out existing campus communication channels (eg; CU Boulder Today) at http://www.cu.edu/ecomm/campus-stuff. If any are being sent to your desired audience, request to have your topic included in their next issue. This will broaden your reach and increase engagement.	CHANNELS	
3 AUDIENCE	3 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. a. Who would be most interested in your message? **OTHER AUDIENCE DETAILS** a. 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.	AUDIENCE OTHER AUD	
4 CONTENT	4 weeks	**WRITE THE MESSAGE** *1. Write email message and ensure it meets email marketing best practices:* • Is it short, easy-to-read and compelling? • Identify the "actionable component." This may be "read more," "Register" for an event, "donate," etc.	MESSAGE	

		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, links, graphics, subject line, pre-header, etc. **2. Write a compelling subject line** **3. Write a preheader (for mobile devices).** Learn more at https://help.exacttarget.com/en/documentation/distributed _sending/email/preheader/ **DEVELOP LANDING PAGE** Most, if not all, email communications should send reader somewhere else, such as a website, registration form, etc. This must be ready in advance. **1. 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.	LANDING PAGE	
			ASSETS	
			BUILD EMAIL	

		COLLECT ASSETS eComm already has CU branded headers and buttons (eg; register, donate, etc.), but if you would like to include additional or other assets, such as a photo or special graphic, you'll need to acquire these assets. All images should be no larger than 600 px wide. Visit https://www.cu.edu/blog/ecomm-wiki/image-sizes for additional info about graphics. **BUILD EMAIL IN MARKETING CLOUD** Check out our training page at https://www.cu.edu/ecomm/ecomm-users/training if you're new to eComm or if you want to browse our eComm Wiki for details on specific topics.		
5 **SUBMIT**	2 weeks out (or sooner if information is available)	**SUBMIT REQUEST** **Your campus eComm specialist will develop your audience list(s). Don't forget about reminder and follow-up email lists. Put your request in now!** **Submit request at** **https://www.cu.edu/ecomm/forms/request-new-report**	SUBMIT	
6 **REVIEW**	1 week	REVIEW a. Review audience and send classification (if relevant) with your campus eComm specialist. Ask other questions as needed. b. Review content with your internal stakeholders and/or approvers (eg; your boss). Have your team check spelling, links, graphics, subject line and pre-header. c. Obtain approval from internal team	REVIEW	
7 **SEND**	Day of	*Send your email and celebrate!*	SEND!	

			ANALYZE	
8 ANALYZE	Day after - 1 week after send	**ANALYZE DATA** • review open, click-through and unsubscribe rates • modify future communications (eg; reminders) accordingly • Are you planning to send a reminder? Make sure you submitted a list request at https://www.cu.edu/ecomm/forms/request-new-report		