

Recurring eNewsletter - eComm Checklist / *You Build and Send*

Steps 1-4 are one-time tasks. We encourage you to do steps 1-3 with your team so everyone supports the tasks and are on the same page. Step 4 is on you.

Steps 5-8 are repeatable for each eNewsletter send.

STEPS	TIME FRAME	TASKS	DONE	NOTES
1 STRATEGIZE	4 weeks	<p>IDENTIFY GOAL, MESSAGE, AUDIENCE & DESIRED ACTION</p> <p>GOAL: description _____</p> <p>–</p> <p>MESSAGE: description _____</p> <p>–</p> <p>AUDIENCE: description _____</p> <p>–</p> <p>ACTION: description _____</p> <p>–</p> <p><i>NOTE: See more on audiences below...</i></p>	GOAL ETC..	
2 AUDIENCE	4 weeks	<p>IDENTIFY YOUR AUDIENCE</p> <p>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.</p> <p>--> <i>Who would be most interested in your message?</i></p> <p>OTHER AUDIENCE DETAILS</p> <p>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.</p>	AUDIENCE	

<p>3 SEND RANGE</p>	<p>4 weeks</p>	<p>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.</p> <p>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.</p> <p>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.</p>	<p>SEND RANGE</p>	
<p>4 TEMPLATE</p>	<p>4 weeks</p>	<p>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.</p>	<p>TEMPLATE</p>	
<p>5 CONTENT</p>	<p>4 weeks</p>	<p>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.</p> <ul style="list-style-type: none"> • Is it short, easy-to-read and compelling? • Identify any actionable components. 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. • Include contact information in your footer content block. This is not only a best practice, but is 	<p>MESSAGE</p>	

		<p>required under CAN-SPAM legislation (address, phone and email)</p> <ul style="list-style-type: none"> • 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. <p>2. Write a compelling subject line</p> <p>3. Write a preheader (for mobile devices). Learn more at https://help.exacttarget.com/en/documentation/distributed_sending/email/preheader/</p>		
		<p>DEVELOP LANDING PAGE(S) 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.</p> <p>1. Create a clear and easy-to-follow landing pages so your reader can quickly accomplish your desired task.</p> <ul style="list-style-type: none"> • 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 	<p>LANDING PAGE</p>	

		<p>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/ecom-wiki/image-sizes for additional info about graphics.</p> <p>BUILD NEWSLETTER IN MARKETING CLOUD Using the new template that you created in step 4, copy it and build your eNewsletter. Check out our training page at https://www.cu.edu/ecom/ecom-users/training if you're new to eComm or if you want to browse our eComm Wiki for details on specific topics.</p>	ASSETS	
			BUILD EMAIL	
6 SUBMIT	2 weeks out (or sooner if information is available)	<p>SUBMIT REQUEST Your campus eComm specialist will develop your audience list(s).</p> <p>Submit request at https://www.cu.edu/ecom/forms/request-new-report</p>	SUBMIT	
7 REVIEW	1 week	<p>REVIEW</p> <ul style="list-style-type: none"> Review audience and send classification (if relevant) with your campus eComm specialist. 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 	REVIEW	

<p>8 SEND</p>	<p>Day of</p>	<p><i>Send your eNewsletter and celebrate!</i></p>	<p>SEND!</p>	
<p>9 ANALYZE</p>	<p>Day after - 1 week after send</p>	<p>ANALYZE DATA</p> <ul style="list-style-type: none"> • 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/ecom/forms/request-new-report 	<p>ANALYZE</p>	