Checklist
Marketing Cloud Email

1 PURPOSE

WHAT IS THE PURPOSE OF YOUR COMMUNICATION?

- Is this to promote an event?
- Is this an informative announcement?
- Do you want readers to take a specific action?

2 CONTENT

WHAT CONTENT NEEDS TO BE INCLUDED?

- Copy/Message
- Graphics/Images
    - Alt-text for accessibility
- Subject line
- Preheader
- Call to Action
    - Hyperlink to click
- CU Branding (Colors/Fonts)
- Departmental Information in the Footer
    - Unit/Department name, campus address, phone number, email address and/or website address

3 SEND DETAILS

WHO IS THIS MESSAGE FROM AND TO?

- What "from name" is the message coming from? (i.e. department, faculty member etc)
- What reply-to email address is connected to the from name? (department general inbox or individual email)
- Who is the audience? Internal or external, and what criteria do they need to meet?
    - Is there an audience group that needs to be excluded from the send?
- Is the communication CAN-SPAM compliant?

4 TEST AND FINALIZE

WHAT IS THE MESSAGE LIKE IN YOUR INBOX?

- Send tests of the email to yourself and colleagues/approvers
- Are graphics/images rendering correctly?
- Are hyperlinks/buttons going to the correct place as expected?
- One testing is complete, send your email or schedule for a later time!
- Don't forget to check your Send Reports 24 hours later for final metrics!
    - How was the engagement?
    - Did the audience take the expected action?
    - Were all emails delivered?
    - Were there any unsubscribes?