Checklist
Marketing Cloud Email

1. 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. 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. 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. 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?