



Ready, Check, Launch

The Complete Email Newsletter
Deployment Checklist



DEPLOYMENT CHECKLIST

Newsletter Details

Newsletter Name:

Campaign Group:

Subject Line:

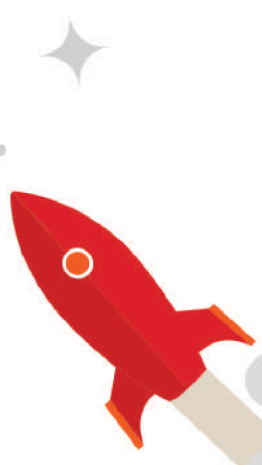
Preheader Text:

Social Share Heading:

Social Share Message:

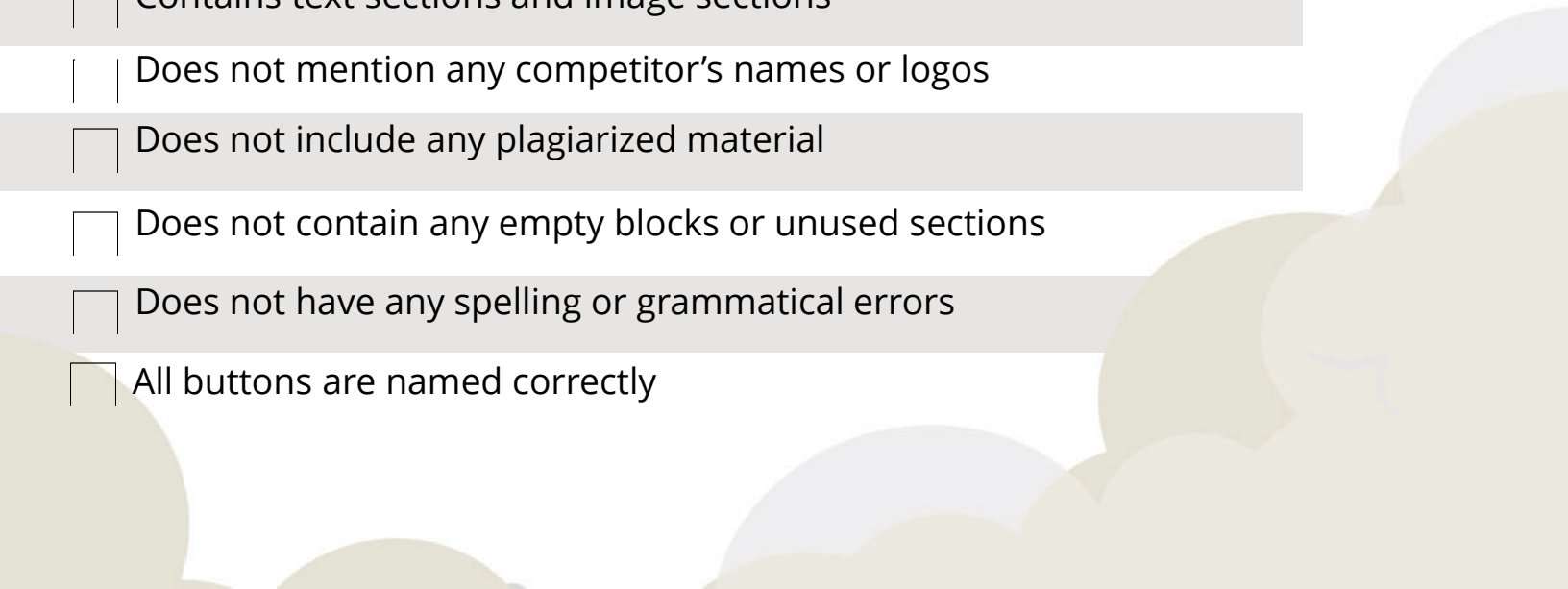
Deployment Date:

Auto Resend Date:



Design Details

- Matches company brand colors
- Includes company logo
- Includes social share and/or social follow links/icons
- Contains one or more call to action buttons and images are linked
- Contains meta tags (custom name fields for personal effect)
- Contains text sections and image sections
- Does not mention any competitor's names or logos
- Does not include any plagiarized material
- Does not contain any empty blocks or unused sections
- Does not have any spelling or grammatical errors
- All buttons are named correctly





DEPLOYMENT CHECKLIST CONTINUED

Inbox Preview Assistant Test

- Email was tested in FireDrum's Inbox Preview Assistant tool
- Email newsletter appears correctly on mobile previews
- Email newsletter appears correctly on tablet previews
- Email newsletter appears correctly on desktop previews
- Text is large enough to see on mobile and tablet previews
- Broken links found in FireDrum's preview test is fixed

Test Draft and Spam Check

Test draft was sent to various email address

Content Spam Checker test was conducted and scores below a 5.0

All buttons and hyperlinked images are clickable

All links are tested (buttons, images, etc.)

Images have alternative text



DEPLOYMENT CHECKLIST CONTINUED

Email Deployment

- Email "from" address is a company domain (not a freemail address)
- Email "from" address is not a no-reply@domain.com address
- Email is being set to the correct list category
- Email is scheduled to send at a reasonable time
- Email automated social share option is configured
- Auto resend to non-opens is scheduled (FireDrum's OpenBoost™ tool)

