PREFLIGHT CHECKLIST
FOR OHIO STATE EMAILS

Use this checklist as a guide before sending your next email campaign out of Salesforce Marketing Cloud (SFMC)

□ DETAILS
  - Email name: Make sure your email name in SFMC follows the email campaign naming guidelines to insure your data is displayed properly in the email channel dashboard.
  - Subject line: Check for typos and remove any special characters (styled apostrophes/quote marks, em/en-dashes etc.).
  - Preheader: Have you updated it? Check for typos, personalization.
  - Footer: Check your copyright date AMP Script %x%txyear%%, social icon links and be sure the preferences/unsubscribe links are going to the appropriate SFMC specific pages. Be sure to include a physical address.

□ CONTENT
  - Body copy: Check for typos, readability, length and important information. Is there enough color contrast between text and background and/or links and background color to meet accessibility requirements?
  - Images: Are those you want to be linked correctly? Has appropriate "alt" text been added? Are images sized correctly for the template? If using background images, have you added a fallback color? If using an animated gif, does the first frame contain all necessary information?
  - Header text: Are headlines styled with header tags rather than paragraph tags?
  - CTAs: Are your buttons linked appropriately?
  - Personalization: Are AMP Script fields added where you want personalization? Are they the correct fields?

□ DATA EXTENSIONS
  - Data: Is your list dynamic? If not, was it recently pulled? If this is a reminder, have you removed those who’ve already responded?
  - No contacts: When setting up your final send, be sure to be compliant with CAN-SPAM in terms of preferences.
  - Seedlist(s): If you use a seedlist, add before sending.

□ TIMING
  - Scheduling: Choose the date and time for your send and make sure it doesn’t conflict with any big sends that may overlap with your audience. If customer service or another contact needs to be available for registration/questions, choose a time that the contact(s) will be available. If you want to schedule the final message ahead of time, make sure it is ready to go, then set the schedule date and time. Check to make sure a.m./p.m. is set correctly.

□ TESTING
  - Inbox preview: Have you sent yourself a test email? Have you checked both mobile and desktop?
  - A/B testing: Are you A/B testing the email? If so, check to make sure your sample size is large enough. If it’s an inbox test like subject line, from name or preheader text, sample size should be based on list size. If it’s a test on internal email content like image, text or CTA, sample size should be based on estimated number of unique opens).

□ SEND
  - Send: Send your email or schedule it to send at a later date/time.