PREFLIGHT CHECKLIST
FOR OHIO STATE EMAILS

Use this checklist as a guide before sending out your next email campaign!

- **DETAILS**
  - 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, social icon links and be sure the preferences/unsubscribe links are going to the appropriate pages. Be sure to include a physical address.

- **LISTS**
  - Previous list: If you copied a previous email, make sure to remove any lists that were used for the last email (they will still be in the recipient lists field if you copy a message).
  - 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 requesting your query, be sure to request the appropriate no contact codes so constituents who have asked not to receive your emails or any university emails do not receive them. At a minimum, this should include all university no contact email, and your unit no contact email.
  - 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 send after date and time. Check to make sure a.m./p.m. is set correctly.

- **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 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 merge fields added where you want personalization? Are they the correct fields?

- **TESTING**
  - Inbox preview: Have you sent yourself a test email? Have you checked both mobile and desktop? If using Email on Acid, does your email render properly in all major clients/browsers/devices?
  - 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**
  - Analytics: If using Email on Acid or Google Analytics, be sure to add tracking to your email before sending.
  - Send: Send your email or schedule it to send at a later date/time.