

Campaign Checklist

Before you hit the “Launch” button, be sure you’ve tested, proofed and checked the details. We’ve created this handy checklist to help ensure you’re ready to go.

Recipient Details

Item		Completed
From Name	This should be your company/organisation name. Avoid personal names unless it is someone recognisable to all recipients.	<input type="checkbox"/>
From Address	Ensure you use an email address with the domain your account is set up with and that you have an alias set up to redirect replies to an email address you monitor. If you have a sub domain on your Campaign Master account, use this after the “@” symbol (e.g. marketing@info.campaignmaster.com.au).	<input type="checkbox"/>
Subject Line	Write this last and make it informative and interesting to encourage your recipients to open your email.	<input type="checkbox"/>

Campaign Actions

Item		Completed
Recipient list uploaded	If uploading a list, check it for accuracy first and ensure you have a field(s) to identify it for your campaign and all the details you need for personalisation, etc.	<input type="checkbox"/>
Apply selection criteria	Select your recipients for the campaign using a specific field or fields in your database. Be sure to do a count to check for accuracy.	<input type="checkbox"/>
Send date & time	Set the date and time for the send. Campaign Master uses 24hr format, so ensure you have the right time if scheduling for the afternoon (e.g 1pm = 13:00).	<input type="checkbox"/>

Content

Item		Completed
Text & HTML	Ensure you have both a text and HTML version of your campaign.	<input type="checkbox"/>
Proof	Check your copy for spelling and grammar. It’s a good idea to get someone else to do this as well.	<input type="checkbox"/>
Track links	Ensure all your links are accurate and that you have tracked them for reporting purposes. Give each link a unique tracking name (even if it’s going to the same place) so that you can track where people clicked in your campaign (e.g. do they click more on images vs text).	<input type="checkbox"/>
Online version	Ensure you have a link to the online version at the top of your email (both HTML and text versions) to ensure your recipients can see the full email if it doesn’t display properly in their email application.	<input type="checkbox"/>

Item		Completed
Unsubscribe	You MUST have an unsubscribe link in both your HTML and text versions as part of the Spam Act. Don't bury this link...make it easy to see.	<input type="checkbox"/>
Personalisation	If using personalisation, ensure you have accurate data on all your recipients or a default value, and that it's formatted to display properly (e.g if using first name, ensure a default value, such as 'customer' is included in records where no first name exists).	<input type="checkbox"/>
Images	Keep images to a minimum and ensure they are cropped and sized correctly. Ensure you have size attributes and alternative text set for those recipients that have images turned off.	<input type="checkbox"/>

Testing

Item		Completed
Test in different applications	Test your campaign across various email applications and browsers, including Outlook 2003/2007, Hotmail, Gmail, Yahoo!, in Internet Explorer, Firefox and both MAC and PC. Campaign Master's Optimiser module can help you do this in one step.	<input type="checkbox"/>

Launching

Item		Completed
Approval	Have you got all the necessary approvals prior to launching?	<input type="checkbox"/>
Schedule	Have you double-checked the scheduled date and time? Scheduling 15-30 minutes ahead gives you some room for last minute changes.	<input type="checkbox"/>
Launch	You're ready to go. Hit the launch button!	<input type="checkbox"/>

