

IR Email Checklist Template

Update description of email being checked off

- ☐ Copy this template, rename it and update description to reflect specific email details
- ☐ Design - Copy IR - Template message in Ontraport.
- ☐ Design - Replace content with finalized content approved by Jeannie Swindle
- ☐ Design - Make Sure link color is on
- ☐ Design - In Settings - Copy text from HTML to update text email.
- ☐ Design - In Settings - Update subject line
- ☐ Send test emails to - sstrong@viveve.com, stephanie.s.strong@gmail.com, jswindle@viveve.com, abigail.granner@gmail.com, and jeannie@jasandassociates.com
- ☐ -----Design Phase Complete ----- Send Checklist share for testing
- ☐ -----Jeanie's Checklist-----
- ☐ Verify Subject line is correct
- ☐ Verify content of the email is correct
- ☐ Verify the displays as it should (No weird color blocks, etc.)
- ☐ Verify link colors are on brand (not orange or generic blue)
- ☐ Email is correct and ready for send
- ☐ -----Abigail's Checklist-----
- ☐ Verify Subject line is correct
- ☐ Verify content of the email is correct
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- ☐ Verify link colors are on brand (not orange or generic blue)
- ☐ Email is correct and ready for send
- ☐ -----Steph's Checklist-----
- ☐ Verify Subject line is correct
- ☐ Verify content of the email is correct
- ☐ Verify the displays as it should (No weird color blocks, etc.)
- ☐ Verify link colors are on brand (not orange or generic blue)
- ☐ Email is correct and ready for send
- ☐ Schedule to send in Ontraport to Investor Relations List
- ☐ Schedule to send in Ontraport to Viveve Contacts List
- ☐ Schedule to send in Ontraport to Viveve Board List

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