

DHM Email Check List

Creation Process

- ☐ Choose appropriate template
- ☐ Main text font type and colour is correct to template
- ☐ Hyperlinks added into all images on email
- ☐ New header image is appropriate to content and different for each email
- ☐ Big text and call-to-action font type and colour is correct to template
- ☐ Hyperlinks added into all relevant text

Test Process

- ☐ Subject line is correct
- ☐ From email is correct
- ☐ Spam Check is 'passed'
- ☐ telephone number checked and called
- ☐ No spelling mistakes found
- ☐ All links working correctly
- ☐ Email presents well on desktop
- ☐ From name is correct
- ☐ Reply email is correct
- ☐ Send Test Email to yourself
- ☐ No unnecessary spacing gaps between sentences
- ☐ No grammatical errors found
- ☐ Email presents well on mobile device
- ☐ Test email sent to another member of Wow Guest Team and approval received

Approval Request Process

- ☐ Test email sent to client
- ☐ Client approval received
- ☐ Client changes made

Personalisation Process

- ☐ Personalisation lists created (where necessary)
- ☐ Personalisation email variations created (where necessary)

Scheduling Process

- ☐ Email being sent to correct list
- ☐ EMAIL SUCCESFULLY SCHEDULED
- ☐ Email scheduled at time and date specified in brief
- ☐ Checklist PDF completed and posted on Trello