DHM Email Check List

Creation Process

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

Test Process

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

Approval Request Process

- [ ] Test email sent to client
- [ ] Client changes made
- [ ] Client approval received

Personalisation Process

- [ ] Personalisation lists created (where necessary)
- [ ] Personalisation email variations created (where necessary)

Scheduling Process

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

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