EMAIL MARKETING

Checklist

MILLENNIAL MEDIA

Introduction

A VALUABLE RESOURCE FOR YOU

During the creative process, there will be a constant stream of communication and information flowing back and forth between you and the production team. Things can become even more complex if you're working on multiple branding or content marketing projects simultaneously!

To help you maintain organization over the various components involved in this exciting endeavor, we've created this handy interactive checklist to be used as a reference guide over the course of your creative timeline.

While every item may not be needed for your particular project, we recommend keeping a copy of this list in an accessible location so it can be referred to easily during the various stages of the production process.

Checklist

- [ ] MailChimp login credentials (email, username, and password)

- [ ] Domain email (We do not recommend using a personal yahoo or gmail email)

- [ ] Website and social media links

- [ ] Contact info to be listed in the footer of your email including email, phone number, and/or business address.

- [ ] The desired number of templates, headers, and types of each

- [ ] Names and emails for your mailing list subscribers

- [ ] Segmented lists for your subscribers

- [ ] Logo and any branded content including preferred colors and fonts

- [ ] MailChimp plugins or app integrations with your website

Checklist

- Edited content for each email

- Raw content for each email (optional for copywriting or editing packages)

- Preferred photos, images, or graphics

- Call to Action

- Any links to be used in text

- Landing page or host page for long-form email content (Ex: donate page, blog page)

EMAIL STRATEGY ELEMENTS

- Email content strategy

- Email subscriber strategy (This may include an opt-in, sign-up, or pop-up on your website or offline sign-ups.)

- Email publishing strategy (once a week, bi-monthly, once a month, etc.)

- Editorial calendar