

Email 2.0 Checklist

Want to make sure you've dotted all your i's and crossed all your t's in your latest email? Use this checklist to make sure you got the job done right!

- Create a new local asset in either **Design Studio** or **Marketing Activities**
- Select an email from either the "**Template Picker**" or Your own templates in the toggles at the top of the template picker.
- Add a **name** and **description** to your email then click "**create**" to take you to your new email
- Now that you're in the 2.0 editor, ensure this was the right email for the job, by viewing the content and modules on the right side to see all your options.
- Make sure all **modules**, **variables** and **content** are edited and added in based on your email request
- Update all the placeholder images, links and buttons to the right display
- Add applicable *alt text* to images
- Make sure no lorem ipsum or filler text is present in your send
- View "Text" mode in email and ensure all HTML is automatically copied over
- Enable "**Pre-header**" text and write an 80 characters or less preview text
- Update the **From**, **From Address**, and **Reply to** fields in the top area
- Add a *Subject Line*
- Send a sample email to yourself (*using all available platforms*) and check rendering/links in:
 - Outlook Desktop
 - iOS
 - Gmail
- Click View as Webpage text (if applicable)
- Click all links in the email samples to ensure they go to the right location
- Send a sample test to **Litmus** to ensure accurate rendering is applicable in all relevant environments
- Check email client compatibility across all clients in Litmus
- Ensure email, preview text, sender, reply to and subject line meets all the necessary stake-holder's expectations before you schedule the send!

For more *bite-sized best practices*, visit us at leadmd.com/marketplace