



Campaign Checklist

We have made this checklist to assist you in the set up your email newsletter campaign. We suggest you look at each of the following areas of your campaign, fill in the appropriate information and check them off as you go.

Check	Detail
<input type="checkbox"/> From	Who and what email address would you like the campaign to come from? Does the message look like it's coming from the correct place? From name: _____ From address: _____
<input type="checkbox"/> Reply address	When someone replies to the message does it reply to the correct place? Reply address: _____
<input type="checkbox"/> Subject line	Is it meaningful and will it grab attention? Subject: _____
<input type="checkbox"/> Message copy	Has it been proof read and checked by someone other than the author?

If you need any further assistance, please don't hesitate to contact us through the website or the details below.



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