Ashford Business Services Ltd

Email Campaign Checklist

Work through this checklist for sarah.mitchell@ashford-business-services.co.uk in order, and do not send until every item is checked or deliberately marked as not applicable with a reason. The checklist covers the audience and list, content and design, deliverability, testing, send settings, and the review after sending. Record the owner and the date completed for each item so any gap can be traced afterwards.

Campaign details

Campaign name: sarah.mitchell@ashford-business-services.co.uk

Campaign purpose: sarah.mitchell@ashford-business-services.co.uk

Audience or list: sarah.mitchell@ashford-business-services.co.uk

Planned send date and time: 9 November 2026

Campaign owner: James Patel

A. Audience and list

Done	Check	Owner	Date completed
	Permission confirmed: every recipient has given permission to receive this type of email, and the list was not purchased or rented.	James Patel	9 November 2026
	Suppression lists applied: unsubscribed addresses, hard bounces, and complaints from previous sends are excluded.	James Patel	9 November 2026
	Segments checked: the segment matches the campaign purpose, and a count of recipients has been reviewed for plausibility.	James Patel	9 November 2026
	Duplicates removed: the list contains no duplicate addresses that would send the same person the email twice.	James Patel	9 November 2026
	Exclusions applied: internal test addresses,	James Patel	9 November 2026

	staff addresses not on the list, and any excluded groups are removed.		

B. Content and design

Done	Check	Owner	Date completed
	Subject line checked: clear, honest about the contents, within the planned length, and free of misleading claims.	James Patel	9 November 2026
	Preview text checked: supports the subject line and does not repeat it word for word.	James Patel	9 November 2026
	Sender name checked: recognisable to recipients and consistent with previous sends.	James Patel	9 November 2026
	Body copy proofread: spelling, dates, prices, names, and the offer all match the landing page.	James Patel	9 November 2026
	Personalisation tested: every merged field has a fallback value so no recipient sees a blank or a field name.	James Patel	9 November 2026
	Call to action checked: one primary action is obvious, and its wording matches the landing page.	James Patel	9 November 2026
	Images checked: every image has descriptive alternative text and the message still makes sense with images switched off.	James Patel	9 November 2026
	Footer checked: unsubscribe link, preference centre link, and sender postal address are present and working.	James Patel	9 November 2026

C. Deliverability and authentication

Done	Check	Owner	Date completed
	Sender authentication verified: sender policy, signing key, and domain policy records are published and aligned for the sending domain.	James Patel	9 November 2026
	Sending domain reputation reviewed: recent complaint and bounce indicators for the sending domain have been checked.	James Patel	9 November 2026
	Spam score checked: the message has been tested against spam filters and any flagged issue has been fixed.	James Patel	9 November 2026
	List hygiene confirmed: inactive addresses have been handled under the agreed rule rather than mailed regardless.	James Patel	9 November 2026
	Sending volume planned: the send size and rate fit the warming state of the sending domain or address pool.	James Patel	9 November 2026

D. Testing before sending

Done	Check	Owner	Date completed
	Test send completed to addresses across several mailbox providers and device types.	James Patel	9 November 2026
	Rendering checked in the major mailbox applications on desktop and on mobile.	James Patel	9 November 2026
	Mobile layout reviewed on a real mobile device, not only by resizing a	James Patel	9 November 2026

	desktop window.		
	Dark mode rendering checked, and text remains readable where dark mode inverts colours.	James Patel	9 November 2026
	Every link clicked in the test send and confirmed to reach the intended page with correct tracking parameters.	James Patel	9 November 2026
	Landing page reviewed for consistency with the email offer, price, and dates.	James Patel	9 November 2026
	Reply-to address checked: it is monitored, and replies will be answered.	James Patel	9 November 2026

E. Send settings and schedule

Done	Check	Owner	Date completed
	Send date, time, and time zone confirmed against the audience location and the campaign plan.	James Patel	9 November 2026
	Send to the correct segment confirmed in the sending tool, not only in the plan.	James Patel	9 November 2026
	Scheduled automation and triggers checked so no other message fires by mistake at the same time.	James Patel	9 November 2026
	Send approval recorded: the named approver has signed off the final test version.	James Patel	9 November 2026
	Fallback plan agreed: what happens if the send fails part-way or a serious error is spotted after sending.	James Patel	9 November 2026

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F. After sending

Done	Check	Owner	Date completed
	Delivery, bounces, and complaints reviewed within one working day of the send.	James Patel	9 November 2026
	Opens, clicks, and conversions recorded against the targets set for this campaign.	James Patel	9 November 2026
	Unsubscribes processed and suppression lists updated from this send.	James Patel	9 November 2026
	Errors logged: any broken link, wrong detail, or complaint is recorded with its cause.	James Patel	9 November 2026
	Follow-up action decided: the next step for engaged recipients and for non-responders is recorded.	James Patel	9 November 2026

Send decision

Ready to send: Send decision: ready to send, or not ready, with the reason as agreed at the meeting.

Approved for sending by: Sarah Mitchell

Date of approval: 9 November 2026

Sign-off

Prepared by: Sarah Mitchell

Date prepared: 9 November 2026

Approved by: Sarah Mitchell

Date approved: 9 November 2026