



# E-Newsletter Planning CHECKLIST



To get your newsletter out on time, work backwards from your publication date to calculate when you need to complete each step

1

## PRE-PLANNING

- **Determine goals** What do you want to accomplish in sending this e-newsletter? (promotion, selling, informing, etc.)
- **Brainstorm content** Get ideas, topics, and writing resources together.
- **Create mailing list** Who will be receiving this email? Is the list ready, in electronic format?
- **Assign duties** Assign tasks to your team. Make it clear who is responsible and when it is due.

ONGOING

DUE:

2

## PLANNING

- **Choose topics** Pick your topics or theme for the mailing.
- **Research topics** Collect necessary information about your topics or theme in order to create content.
- **Create or locate related web pages** If you plan to link viewers back to your website, ensure that related web pages are ready.

4 WEEKS TO PUBLICATION

DUE:

3

## CONTENT CREATION

- **Write content** Write each section of the newsletter.
- **Create images or graphics** Find stock images, search your company photography library, or create graphics.

### TIP

Bring traffic back to your site with related content.

3 WEEKS TO PUBLICATION

DUE:

4

## EMAIL SETUP

- **Add content to newsletter service** Add to your newsletter software.
- **Add links** Add web links to your content. Make sure the content to link to is in place.
- **Proof read** Check and double check text for typos or broken links, send to other reviewers.
- **Edit content** Make changes, edit, and finalize layout changes.

2 WEEKS TO PUBLICATION

DUE:

5

## TESTING

- **Send test email** Send to yourself and to others for review. Check in multiple mail clients.
- **Check links** Verify links are all working and are going to the correct URL.
- **Edits to final version** Make final changes and prepare to send.

1 WEEK TO PUBLICATION

DUE:

6

## SENDING

- **Schedule campaign for delivery** Send right away or schedule at a specific time of day.

### TIP

Begin here to find a due date, then determine timing of steps #1-5.

PUBLICATION DATE

PUBLICATION DATE

DUE:

7

## FOLLOW UP

- **Read reports** Check your open, click, and share stats to learn what was successful.

1 WEEK AFTER PUBLICATION

DUE:



visible LOGIC INC

www.visiblelogic.com Portland, Maine