



# Marketo Email Builds

## Checklist

### 1. File structure

- a. Program is located in the correct **campaign folder**.
- b. Folders for Assets, Reports and Smart Campaigns are nested in Program.
- c. All program components (emails, reports, etc.) are organized within the correct program folder, i.e. the email Asset is located within Assets folder.

### 2. Program Name

- a. Program name is **unique** and follows the prescribed naming convention (i.e. CAS-FY20-SCN-EM-54578-ScandNewsMay)
  - i. [Marketo Program Name Generator](#)
- b. Program **ID** is updated and matches the **URL** of the program.

### 3. Setup Tab

- a. Channel, purpose, and target audience appropriately reflect the email content and audience
  - i. The defined **channel** correlates to the correct type of communication.
  - ii. The **program owner** has been updated to your netID.
  - iii. The program **purpose** correlates to the correct message(s) type.
  - iv. The **subscription name** tag is populated and reflects the correct subscription preference for this communication. [More about subscription preferences.](#)
  - v. The **target audience** reflects the intended audience to which your message(s) will be sent.

### 4. Control Panel

- a. Audience is attached and count matches your list or estimated count.
- b. Your block list does not include folks that shouldn't be there.
- c. Email is scheduled for a date and time (*at least three business days in the future to allow for review*)

### 5. Email Asset

- a. Email Settings
  - i. The **preheader** is enabled and populated with meaningful text.
  - ii. **"Include View as web page"** is enabled.
- b. From, reply-to and subject line
  - i. The **"from" name** matches the content of the email.
    1. *Remember, the 'from' email address receives only automatic replies from recipients*
  - ii. The **subject line** is clear, concise, and catchy
  - iii. **Reply-to email** is correct.

### 6. Message Content

- a. Images
  - i. [Alternative text](#) is included for all images.
  - ii. **No URLs are attached** unless they serve a specific purpose.



- iii. Size according to the module – no more than 600px wide. **Avoid oversized images.**
  - iv. Any **text over header images** is brief, legible, and has the appropriate level of contrast
  - v. If attached to text, the image is right-aligned or centered.
  - b. **H tags** for heading designation and message structure
    - i. **One H1 tag** per email (title)
    - ii. H2, H3 and so on, are used according to email structure.
  - c. **Descriptive Links** are used where appropriate
    - i. **Informative links** that make it easy to predict where the link leads to from display text alone.
    - ii. Links direct to **correct URLs** and begin with http:// or https://
    - iii. **Email addresses** in the body are linked with the prefix mailto:
  - d. **Limit the number of story** modules (for newsletters) - 6 - 8 suggested.
  - e. Only **one CTA button** near the end of the message and text is limited to 15 characters or less
- 7. Footer**
- a. **Contact us** email is populated.
  - b. **Social media** icons direct to the correct sites
  - c. **Copyright year and address** are correct and complete with UW Box number or physical address per FTC regulations.
  - d. Privacy, Terms, and Unsubscribe link is included.
- 8. Text-Only**
- a. The **Plain Text version** of the email has been reviewed and formatted for readability.
  - b. Links are formatted correctly.
    - i. *In long emails with lots of links, you may need to organize your text only email for accessibility. Email [mktohelp@uw.edu](mailto:mktohelp@uw.edu) if you have concerns about the text only version.*
- 9. Send a sample to yourself**
- a. Are all **links** working properly?
  - b. Are **images** displayed properly?
  - c. Does the **Webpage link** appear at the top and work properly?