



☑️ Pardot e-mail preflight checklist

E-mail is one of the best working marketing tools.

Make sure that your e-mail is relevant and optimized to get your message read by your audience.

But even more important: Make sure that your e-mail is delivered!

Even a perfectly crafted e-mail is worthless if it never reaches the recipient.

Use this checklist to ensure that your e-mail is perfect before you hit send!

Before crafting your e-mail, make sure

- You have a clear message and a unique selling proposition (USP).
- The content is relevant to your audience.
- You have a clear goal for this e-mail.

The preheader and header of your e-mail

- Preheader message:** Is it short and informative with a call-to-action (CTA)?
- Header:** Avoid important information in images, since they might not appear.
- Logo:** Is it linked (eg, to your homepage)?
- Title:** Is it short, and compelling?
- Subtitle or CTA (yellow):** Is it correctly linked?
- Check for typos.**

The body of your e-mail

- Have you eliminated unnecessary information? (If additional content is needed, link to a document or webpage.)
- Have you explained the USP and offered value?
- Have you placed visible CTAs?

Readability:

- Are the paragraphs short?
State only one or two points per paragraph.
- Are subheads used to structure the text?
- Are your sentences short and clear?
- Have you structured the information in bulleted lists?
- If you need a response, is the deadline visible?
- Read your e-mail again and shorten your text.
- Have you adapted the plain text version?

Prospect lists

- Does your list have all the fields you need?
- Is it dynamic if possible?
- Have your prospects subscribed to your newsletter?
- List "send to":** Have you chosen the correct list?
Double-check that the e-mail is going to the right people and only to your own clinical division/unit (CD/U).
- Suppression lists:** Have you excluded all necessary lists (eg, other CDs)?

Who is sending the e-mail?

- Sender:** Have you put the correct sender with a recognizable and consistent "from" name?
- Reply-to address:** Is it correct and makes sense? (Who can answer questions?)



Creating your e-mail

The beginning of your e-mail

- Salutation:** Is the "merge field" correct? (Avoid "Dear," as it may be perceived as spam.)
- Key message:** Is it stated in the first couple of lines?
- CTA:** Does it appear at **the very top of the e-mail**; it can be used several times. Is it clear, visible, and standing out?

The footer of your e-mail

- Clinical division/unit:** Is it the right one?
- Social media icons:** Are they linked to the correct social network?
- Contact information:** Is a physical mailing address included?
- Subscription preferences link:** Is it included?
- Unsubscribe link:** Is it included?



Sending your e-mail

The subject line of your e-mail

An attention-grabbing subject line can make the difference whether your e-mail is read, skimmed, or deleted.

- Does the subject line clearly describe what the e-mail's about?
- Is it short and to the point?
- Has it the most important words at the beginning?
- Has it a CTA?
- Does it use logical keywords for search and filtering?
- It may contain a "Merge field".

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Testing



- ❑ **In-box preview:** Have you sent yourself a test e-mail? Is it responsive? Check on your mobile phone!
- ❑ **Render:** Ensure the e-mail displays well on mobile, tablet, desktop, etc.
- ❑ **Content:** Are all names, dates, times/time zones and other details correct?
- ❑ **CTAs:** Are they visible and linked?
- ❑ **Links:** Do they work correctly and lead to the correct place? Are they placed where it's logical and necessary? Are analytics codes added where necessary?
- ❑ **Images:** Do they have an optimized size for web-use? Are they correctly linked? Is ALT text added?
- ❑ **Attachments:** Is the correct document linked and downloadable?

- ❑ **Send-to lists and suppression lists:** Are they adapted and correct?
- ❑ **Sender's e-mail and reply-to address:** Are they correct?
- ❑ **Subject line, preheader message, and titles:** Are they correct?
- ❑ **Plain text version:** Is it adapted, visually attractive, and links work?
- ❑ **Spam and data protection laws:** Are you compliant?
- ❑ **Have you checked everything for typos and readability?**
- ❑ **Test again.**



Pardot: Sending

To Choose who gets your email.

Lists (Send To)

Select a list to add... Choose

AO_TORP_Switzerland (805)

Suppression Lists (Don't Send To)

Select a list to suppress... Choose

From Choose who your email is sent from.

We'll set the From address using your first option below. If it's not available for a given prospect, we'll send from the next option.

Sender

General User

Name: AO Trauma Europe and Souther

Email: courses@aotrauma.org

If the recipient does not have a value for the reply-to variables chosen below, replies will go to the address the email is sent from.

Custom Reply-To Address

General Address

Email: courses@aotrauma.org

Subject Adjust your subject as needed.

Subject Line

Advanced Subject Composer

Excellent learning: AO Trauma offer

Nomenclature of e-mail elements

1 From: AO Trauma Courses <courses@aotrauma.org>

2 Subject: Here is your subject line

3 Reply-to: event-organizer@aotrauma.org

4 This is the preheader message [View e-mail in your browser](#)

5

6 **First line**

7 **Second line of title**

8 Subtitle goes here

9 «Firstname», *try to use personalized salutation (without using the word 'Dear')*

10 Introductory text – Call-to-action

11

Month xx-xx, 2020

City, Country

AO Trauma Course—Title goes here

Course chair

Name, City, Country

[Register now!](#)

12 Event description Temporeium imaxim aut eos eos doluptatem voluptat as ut rescis samet volupis sunt **highlight** id ma quantur eicetecea sam, officia vel istions [Link](#) venimin ciumet, corerae parcips animil moluaptatis endit autes arcuis, omnime volorero

Venue (if 1 venue for all)
Address

Contact (if 1 contact for all)
Name
name@aocourses.org
phone

- 1 Sender name
- 2 Sender's e-mail address
- 3 Subject line
- 4 Reply-to e-mail address
- 5 Preheader message
- 6 Title
- 7 Subtitle/CTA (yellow)
- 8 Key message/ unique selling proposition (USP)
- 9 Call to action (CTA)
- 10 Body
- 11 Picture