

# Pre-Campaign Launch CHECKLIST

Complete every section before hitting Send — no exceptions.

For: Salesforce Email Campaign Managers  
Applies to: Mass Email · List Email · Automated Sends

## AUDIENCE AND LIST

- Remove all hard bounces from previous campaigns Critical
- Apply your suppression list — unsubscribes, opt-outs, and complaints Critical
- Deduplicate contacts — one record per email address
- Verify all recipients have opted in to receive email from you Critical
- Segment the list by a relevant criterion — don't send to everyone
- Confirm list size is within your Salesforce daily send limit

## SENDER DETAILS

- From Name is recognisable — use 'Company' or 'Name at Company'
- From Address uses your verified, authenticated sending domain Critical
- Reply-To address is active and monitored by your team
- Physical mailing address appears in the email footer Critical

## EMAIL CONTENT

- Subject line is under 50 characters and free of spam trigger words
- Preview text is set and adds context beyond the subject line
- All merge fields have fallback values (e.g. 'there' if no first name) Critical
- Every link has been clicked and resolves to the correct destination Critical
- Images have descriptive alt text for clients that block images
- Plain-text version is present and readable

## COMPLIANCE

- Critical Unsubscribe link is visible, functional, and processes within 10 days Critical
- Recipients were not sourced from a purchased or rented list Critical
- For EU recipients: lawful basis for processing is documented
- Email does not misrepresent the sender, subject, or content

## DELIVERABILITY

- SPF record is configured for your sending domain Critical
- DKIM signing is active and passing (verify with MXToolbox) Critical
- DMARC policy is published — p=none minimum, p=reject preferred
- Sending domain has no active blacklist listings
- If using a new dedicated IP: warm-up schedule is in progress

## TESTING

- Test email sent to at least 3 different email clients / devices Critical
- Renders correctly on desktop — Outlook and Gmail
- Renders correctly on mobile — iOS Mail and Gmail app
- All links work correctly in the test email Critical
- Merge fields populated correctly — no blank or broken placeholders
- Subject line and preview text display exactly as intended

## CAMPAIGN SETTINGS

- Send time is correct for your recipients' primary time zone
- Campaign name and type are correctly labelled in Salesforce
- Open and click tracking is enabled
- UTM parameters are added to all links for analytics attribution
- Campaign Member statuses are configured to capture send, open, click

## FINAL SIGN-OFF

- Critical A second person (not the author) has reviewed and approved the email Critical
- Daily send limit has been checked — you have sufficient quota
- You know how to pause or cancel the send if something goes wrong
- Post-send monitoring plan is in place — check metrics within 1 hour

Unchecked Item

Critical Must not skip — blocks or damages the send

### READY TO SEND — BUT SALESFORCE WON'T LET YOU SEND ENOUGH?

MassMailer lets you send unlimited campaigns natively from Salesforce — built-in tracking, list management, and deliverability controls included.

**INSTALL FREE**

[massmailer.io/install](https://massmailer.io/install)

**BOOK A DEMO**

[calendly.com/siva-devaki](https://calendly.com/siva-devaki)



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