

Project Development Phase

Debugging and Traceability

Date	03 November 2023
Team ID	NM2023TMID02623
Project Name	Creating an Email Campaign in MailChimp

Debugging and Traceability

Email Design and Content:

Double-check your email content for any errors, broken links, or missing images. Preview the email to ensure it looks as expected.

Recipient List:

Verify that your recipient list is correctly segmented and up to date. This ensures that your emails reach the right audience.

Personalization Tags:

If you're using personalization tags, ensure that they are correctly formatted and will be replaced with the recipient's information.

Testing:

Use MailChimp's testing feature to send a test email to yourself or colleagues. This helps you spot any issues before sending it to your entire list.

Tracking Links:

Ensure that all links in your email are correctly tracked by MailChimp so you can monitor click-through rates.

Send Time and Date:

Schedule your campaign for an appropriate time and date, considering your target audience's time zone.

A/B Testing:

If relevant, set up A/B tests to compare different subject lines, content, or sender names to optimize your campaign's performance.

Automation and Triggers:

If you're using automation, set up triggers and workflows carefully to ensure emails are sent at the right moments.