

Eloqua Campaign Checklist for Lenovo

Ver 1.0
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These are the items required to prepare for any Eloqua campaigns. Please ensure they are provided by yourself or your appointed agency.

- Mandatory items ● Optional items

1. CAMPAIGN ORCHESTRATION		Action by
<input type="checkbox"/>	Campaign brief (for multi-step campaign only) E.g. Objective of the campaign	Lenovo
<input type="checkbox"/>	Activation date/ Broadcast date	
<input type="checkbox"/>	End date (for multi-step campaign only)	
2. SEGMENT		Action by
<input type="checkbox"/>	Country Code (e.g. SG, MY, VN)	Lenovo
<input type="checkbox"/>	Filter Criteria Rules (for Eloqua database) You can add more filter criteria to further target email recipients. Some examples: - Segment: REL/ SMB/ BP - Job levels: C-Level, Managers	
<input type="checkbox"/>	Other database sources (if any) Offline copies to be provided in Microsoft Excel format	
3. EMAILS		Action by
a. Email Settings Items		Lenovo
<input type="checkbox"/>	Subject Title	
●	Preview Text Text preview or snippet before recipients opens the email	
<input type="checkbox"/>	Sender's Name	
<input type="checkbox"/>	Sender's Email Address Recommended to have domain with @business.lenovo.com or @lenovo.com.	
●	Reply-to Email Ensure it is an active email for you to receive the replies	
b. Email Content		Agencies
<input type="checkbox"/>	eDM in HTML format - Ensure that it is compliant to Eloqua email coding guidelines - Ensure that copy has been proofread - HTML Limus Test to be done	
<input type="checkbox"/>	Images	
<input type="checkbox"/>	Hyperlinks	
<input type="checkbox"/>	Test email Ensure that final email that will be sent to target audience are in order on common email clients.	Lenovo/ Agencies
4. LANDING PAGE		Action by
<input type="checkbox"/>	Landing page in HTML format - Ensure that it is compliant to Eloqua landing page coding guidelines - Ensure that copy has been proofread	Agencies
<input type="checkbox"/>	Images	
<input type="checkbox"/>	Hyperlinks	
<input type="checkbox"/>	Vanity URL	Lenovo/ Agencies
<input type="checkbox"/>	Test form submission (if any)	
5. FORMS		Action by
<input type="checkbox"/>	Data collection fields Must be existing fields available on Eloqua	Lenovo/ Agencies
<input type="checkbox"/>	Linked to the correct landing page	
<input type="checkbox"/>	List of email for form submission notification	