Are You Ready to do an Email Campaign? Here's What to Expect & What You Need to Do!

Timeline
If this is your first project with us, we'd like to have 2.5 weeks from the time we receive your data and any artwork that you want us to use. If you're a repeat client, 1.5 weeks is fine.

What We Need from You
- Artwork you have that you can share with us to provide creative direction. For instance, if you're doing a direct mail campaign and this email campaign is a follow-up to it, then send us the direct mail creative so we can design the email campaign to coordinate with your direct mail campaign.
- If you're providing your own creative, please deliver the following:
  - The creative work as a layered PSD file
  - All non-standard fonts in .TTF or .OTF font files.
  - From Line
  - Subject Line
- All seed records you'd like to include during testing and/or the actual deployment of the email campaign.
- The physical address of the organization sending the email. Usually this is the headquarters address.
- Data:
  - If we're doing an email append, send us the postal data that we're appending.
  - If you have any requirements for matching (Individual versus Household appends), let us know.
  - Send any suppression files you may have (such as a customer database, defaulted customers, Do Not Solicit lists, etc.).
    - For suppressions, we can use a list of emails, a list of postal addresses, or hashed emails.
  - We can accept most common forms of data, including CSV, DBF, XLSX (although, XLSX isn't recommended), delimited, etc.
- If you have any insight into variable info that you'd like included in the email, please provide that direction as well.

If You Provide the Email Creative
We recommend the following guidelines. This is not an an exhaustive list of best practices:
- Image Recommendations:
  - Sizes should not be wider than 600 pixels
  - Should follow the standard web resolution of 72 dpi
  - File size should be less than 200 KB

- Header Recommendations:
    - Exactly 600 pixels wide
    - No deeper than 150 pixels
    - Standard web resolution of 72 dpi

- Design Best Practices:
    - Copy email text from a plain-text editor
    - Keep key information on the left because the human eye scans emails in an "F" pattern
    - Incorporate a healthy mix of text to images

- Mobile Email Best Practices:
    - Content first: use a top-down hierarchy
    - Single column layout
    - Large text sizes to ensure readability
    - Use contrast to ensure readability across brightness levels

If We Design the Email
- We usually include 2 rounds of revisions.
    - Additional revisions are billed at $130/hr.
- We design an email in PDF format first, then once you've approved the design, we'll move on to HTML coding.
- Once the email is coded, things may shift slightly so there can be small variances.
- We test our emails across many different platforms but computer settings, operating systems, email service providers, and software can cause an email to display differently for you than it does for us. Please let us know if you have any issues, and we'll work through it.

Typical Timeline for an Email Campaign
- 1.5-2.5 weeks prior to deployment:
    - Data and creative are sent to us
    - Email design, if applicable (5-7 days)
    - Email append processes (5-7 days)
    - HTML coding
- 4-7 days prior to deployment:
    - Internal testing across multiple platforms
- 1-3 days prior to deployment:
    - Client testing until approved
- Deployment
- 48 hours after deployment:
    - Initial deployment reporting
- 7 days after deployment:
    - Final deployment reporting

*Note: some of these steps may happen simultaneously.