

# Email Campaign Guide

## Timeline

For a first-time project with Sabal Strategy, please allow 1.5 weeks from the time we receive the data and artwork to the start of the campaign. If we are designing the email, allow extra time for this process. For repeat projects, 1 week is advisable lead time.

- Pages 1-2: If client is providing all assets
- Page 3: If Sabal Strategy is creating all assets
- Page 5: Prohibited Characteristics and FAQs

## What We Need if Client Provides All Assets

### Average Timeline: 7-10 business days

- Data file
  - Common forms of data are CSV, DBF, XLSX, delimited
  - If the data file needs emails appended, specify Household vs Individual
  - A list of seed records to use during testing or actual deployment (limit of 20 total)
- Email creative
  - Native creative files (PSD, Illustrator, etc)
  - Include any non-standard fonts in TTF or OTF font type
  - Be mindful of the fonts being used as not all email clients will recognize the font. If the client wants a more unique looking font than those listed below, please select one from Google Fonts and we can pull it from there. Be aware that they don't always render in all views, so we will create a fall back version.
  - Safe serif and sans-serif email fonts
    - Arial
    - Courier New
    - Georgia
    - Times New Roman
    - Trebuchet
    - Verdana

- o A friendly From Line
- o Subject Line (if you don't have a preference, we will make a recommendation)
- o Physical address of the organization sending the email.
- o URL/UTM information for all links, buttons, etc.
- o Direction regarding variable information, if applicable:
  - In general, no variable text over an image.
  - Special case for this would be if those images are provided to us and hosted by the client and are already appended to the data.
- o Image Recommendations:
  - Sizes should not be wider than 600 pixels
  - Should follow standard web resolution of 72 dpi
  - File size should be less than 200 KB
- o Header Recommendations:
  - Exactly 600 pixels wide
  - No deeper than 150 pixels
  - Standard web resolution of 72 dpi
- o Design Best Practices:
  - Copy email text from a plain-text editor
  - The human eye scans emails in an "F" pattern, so keep key info to the left
  - Incorporate a healthy mix of text to images
  - One of the CTAs needs to be above the fold of the email
  - Use a content first, top-down hierarchy
  - Single column layout
  - Larger text sizes to ensure readability
  - Use contrast to ensure readability across a variety of brightness levels
  - Rounded corners on images, borders etc. do not show up on all email platforms.
- Notes related to campaign setup:
  - o 2 complimentary rounds of revisions.
    - Additional revisions are billed at \$165/hr.
  - o We test our emails across many different platforms but computer settings, operating systems, email service providers, and software can cause emails to be displayed differently across different platforms.
  - o Some emails may initially appear in your Spam folder due to corporate settings.

## What We Need if Sabal Strategy Creates All Assets

### Average Timeline: 6-8 business days

- Data
  - If we are creating a data list, specify the parameters to use for identifying your audience.
  - If we are targeting a specific list, send us the postal data.
  - Specify matching requirements such as Individual versus Household appends
  - Common forms of data are CSV, DBF, XLSX, delimited
  - A list of seed records to use during testing or actual deployment (limit of 20 total)
- Email
  - Provide us with any asset that is part of the campaign to give creative direction such as a direct mail piece, previous emails, landing page, etc.
  - 2 complimentary rounds of revisions.
    - Additional revisions are billed at \$165/hr.
  - We design the email as a PDF first, then, once you have approved the design, we move on to coding and setup.
  - After the email design is approved, we move forward on the ad design.
  - When the email is coded, we send a test email to the client for review. Be mindful that elements may shift slightly when the design is transferred to an HTML format, so there might be small variances.
  - We test our emails across many different platforms but computer settings, operating systems, email service providers, and software can cause emails to be displayed differently across different platforms.
  - Some emails may initially appear in your Spam folder due to corporate settings
- URLs and UTMs need to be provided for each Email CTA link and any other links to be tracked

### Prohibited Characteristics

- Promotion of online gambling (paid, free, or gateway to paid gambling)
  - Brick and mortar gambling is acceptable
- Depicting or delivering libelous, violent, tasteless, hate, defamatory, or illegal content
- Portrayal partial or complete nudity, pornography, and/or adult themes and obscene content
- Spawn pops, simulate clicks, contain malicious code, viruses, or executable files of any kind

- Delivering surveys via floating layers, pop-ups or pop-unders
- No explicit language, no spelling mistakes, no simulated expletives (e.g., #\$\$%)

## FAQ

### ❖ **Why is Sabal Strategy's email deployment platform so effective?**

- We send our emails through a platform which utilizes multiple ESPs and hundreds of IP addresses.

