

360° Campaign Guide

Timeline

For the first project, allow 1.5 weeks from the time we receive data and artwork to the start of the campaign. If we are designing the email/ads, we will need extra time for this process. For repeated projects, 1 week is advisable lead time.

- Pages 1-3: If client is providing all assets
- Pages 4-5: If Sabal Strategy is creating all assets
- Page 5: Recommended Strategy
- Page 6: Prohibited Characteristics and FAQs

What We Need if Client Provides All Assets

- Average Timeline: 4-6 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 for example: PSD, Illustrator, InDesign
 - Include any non-standard fonts in TTF or OTF font type
 - Friendly From Line
 - Subject Line (if you don't have a preference, we will make a recommendation)
 - Physical address of the organization sending the email.
 - URL/UTM information for any links, buttons, etc.
 - Direction regarding variable information, if applicable
 - 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
 - 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
 - The human eye scans emails in an “F” pattern
 - Incorporate a healthy mix of text to images
 - One of the CTAs needs to be above the fold of the email
 - Content first: use a top-down hierarchy
 - Single column layout
 - Larger text sizes to ensure readability
 - Use contrast to ensure readability across various brightness levels
- **Display Creative**
 - Preferred sizes are: 728x90, 300x250, 300x600 and 160x600
 - Additional sizes include: 320x50, 250x300 and 320x480
 - URL(s) to assign to display ads
- **Facebook/Social Creative**
 - Access to your Facebook account
 - In order to advertise on the client’s behalf, we must be granted advertiser access to the client’s Facebook page. This action simply allows us to place the ads.
 - Send the client Facebook page URL to Sabal Strategy
 - The process begins with a notification from “Group Media.”
 - Please follow these steps:
 - Go to your Facebook page.
 - Click on the Notifications globe at the top, then click on the notification from Group Media.
 - Once you click on the notification, you will be taken to the “Page Roles” section of the Settings page. Find the request from us, then click on “Respond to Request.”
 - In the popup menu, click “Give Group Media access to my page.” Under that you should see a message that says, “I work with Group Media.”
 - Click “Approve Request.” This tells Facebook that you are partnering with us.

- The popup menu will disappear. Click “Save.”
 - Re-enter your Facebook account password, then click “Submit.” You should now see us listed as an Advertiser/Analyst.
 - If you need any assistance, reach out to Sabal Strategy and we can provide more detailed instructions if necessary.
- URL(s) to link to the social ads
 - Single-Image Requirements
 - File type: jpg or png
 - Image ratio: 1.91:1 or square
 - Image size: 1200 x 628 or 1200 x 1200 pixels
 - The text may not be more than 20% of the ad’s image. Click [here](#) for more details and to test your creative.
 - Text: 125 characters (this is the text that goes above your ad)
 - Headline: 25 characters (appears at the bottom of the image and is usually a call to action)
 - Carousel Ad Requirements
 - Minimum number of cards: 2
 - Maximum number of cards: 10
 - Image file type: jpg or png
 - Video file type: Supported file formats
 - Video maximum file size: 4GB
 - Video length: up to 240 minutes
 - Image maximum file size: 30MB
 - Recommended resolution: at least 1080 x 1080 px
 - Recommended ratio: 1:1
 - Text: 125 characters (goes above your ad, similar to where your text would appear for an image you shared personally)
 - Headline: 40 characters (appears at the bottom of the image and is usually a call to action)
 - Link Description: 20 characters
 - Images that consist of more than 20% text may experience reduced delivery.
 - Notes related to campaign setup:
 - 2 complimentary rounds of revisions. Additional revisions are billed at \$165/hr.



- 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.

What We Need if Sabal Strategy Creates All Assets

- Average Timeline: 6-8 business days
- **Data**
 - If we are creating a data list, specify parameters to use for identifying the 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**
 - Please share any campaign assets that will give creative direction: direct mail piece, previous emails, landing page, etc.
 - 2 complimentary rounds of revisions. Additional revisions are billed at \$165/hr.
 - We design an email as a PDF first, then, once you have approved the design, we will move on to coding and setup.
 - After the email design is approved, we move forward with ad design.
 - When the email is coded, we send a test email to the client for review. Be mindful that elements may shift slightly in HTML format, so there may be small variances.
 - We test our emails across many different platforms but computer settings, operating systems, email service providers, and software can cause email to be displayed differently across different platforms.
 - Some emails may initially appear in your Spam folder due to corporate settings
- **Facebook**
 - Facebook Access
 - In order to advertise on the client's behalf, we must be granted advertiser access to the client's Facebook page. This action simply allows us to place ads.
 - Send the client Facebook page URL to Sabal Strategy.
 - The process begins with a notification from "Group Media."
 - Please follow these steps:

- Go to your business Facebook page.
- Click on the Notifications globe at the top, then click on the notification from Group Media.
- Once you click on the notification, you will be taken to the “Page Roles” section of the Settings page. Find the request from us, then click on “Respond to Request.”
- In the popup menu, click “Give Group Media access to my page.” Under that you should see a message that says, “I work with Group Media.”
- Click “Approve Request.” This tells Facebook that you are partnering with us.
- The popup menu will disappear. Click “Save.”
- Re-enter your Facebook account password, then click “Submit.” You should now see us listed as an Advertiser/Analyst.
- If you need any assistance, reach out to Sabal Strategy and we can provide more detailed instructions if necessary.
- **URLs:**
 - URL/UTM to link to each Email CTA
 - URL/UTM to link to each Social CTA
 - URL/UTM to link to each Display CTA

Recommended Direct Mail/Digital Strategy

Day	Task
1	Data due 1 week before 1 st digital component launches
Estimate 5 days for 1 st class, 14 days for standard	Date that mail is 80% in-home
2 days prior to in-home	Digital campaign begins (social/display ads)
Not to exceed 5 days later (depending on the email success rate of the day of the week Day 5 lands on)	Deploy Email 1

72 hours later	Retargeting digital campaign (audience is anyone who has engaged with email/digital campaigns)
Not to exceed 2 weeks after Email 1 OR 1 week prior to expiration date (if applicable)	Deploy Email 2
*Suggest repeating two more times for a total of 3 cycles	

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
- Portray 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., #\$\$!)

FAQs:

- ❖ 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.
- ❖ Why pair an email with digital campaigns?
 - Research has shown that the more access points you have to your audience, the more likely they are to engage. Consumers are on their phones and devices now more than ever before, including seniors. By creating social and display campaigns, we ensure your audience has repeated exposure to your brand and your messaging..