

Digital Marketing Best Practices

1-2-1 Email Marketing Programs

GOAL: Land in your target audience's inbox and gain an open and clickthrough.

File Format

- » All files submitted must be HTML format
- » Tracking tags if required must be embedded within the HTML provided (we do not modify your HTML)

Subject Line

DO:

- » Use your brand's name in the subject.
- » Pose a question, enticing readers to open the email to get the answer.
- » Keep it under 35 characters.
- » Be honest and straight to the point.

DON'T:

- » Use special characters such as percent signs dollar signs, or excessive punctuation.
- » Put it in ALL CAPS.
- » Use words such as: free, clearance, click, urgent, or sale.

Design

DO:

- » Balance text and images – text always loads faster than images.
- » Keep it 600px - 700px wide.
- » Make callout buttons clear, concise, and visible!
- » Link large images and buttons. The more space on your email that is clickable, the better chance of getting somebody to your website.
- » Have alt-text for all images.

DON'T:

- » Only use images- this slows down load times. It could be the difference between an image loading or not that means somebody won't read it.
- » Use flash. Gifs are acceptable but make sure:
 1. They are small enough in image size that they will load.
 2. That the first frame of the animation can serve as a placeholder image in case the gif does not load.
- » Use stylesheets for CSS- either inline the CSS or use a CSS inliner tool found online.
- » Use obscure fonts. Web safe fonts are key.
- » Use Javascript- it's not fully reliable in email.

1-2-1 EMAIL MARKETING

Banner Advertising Best Practices

- » Clear and Concise Messaging
- » Include Promotions/Offers If You Have Them
- » Experience with Colors
- » Balance Text with Images
- » Visible Brand Name and Url

Avoid

- » Using the word FREE, excessive punctuation or weird characters that might trigger a spam in your subject line.
- » Do not use image only emails – text to image ratio
- » Don't use Flash

HTML file and subject line must be received **5 business days** before deployment