

Creative Construction

Acceptable

- HTML created in WYSIWIG editors (What You See Is What You Get), Dreamweaver, etc

Unacceptable

- HTML “saved as” from Word, FrontPage, Adobe PDF file

Size & Location

- 600 x 600 fits best in a typical email viewing pane
- Think “Postcard” – Keep body of message clear and concise

Do Not

- DO NOT use CSS style sheets (stripped out of some mail clients including MSN and Gmail)
- DO NOT use DIV tags (stripped out of some mail clients including MSN and Gmail)
- DO NOT use Javascript, Flash, or Video (will not render in most mail clients)
- DO NOT use Embedded tags

Do

- Use ‘alt tags’ on images
- Create a Text Email version



A Text Email is simply a plain text version of your HTML. No pictures or font formatting (Bolding, Italicizing, Underlining) are in a Text version email. Some personal email accounts and devices (such as a Blackberry) view emails in a text format only.

Tips

- 70/30 – Keep your text-image ration at 70% text and 30% images
- Branding – Place your logo in the upper left of the email
- 3 Second Rule – Grab the reader’s attention in 3 seconds or less
- Landing Page – Make your links relevant to the content
- Grab their attention – Keep your important message in the top 1-2 inches of the entire email
- Microsoft Outlook does NOT support background images, instead use background colors



An email has a high chance of being blocked by a spam filter if it is made of all or almost all images. Using text in an email will decrease this chance and make it easier to read for email clients that don’t automatically download the image.

Email Construction

Subject Line

- Brief and to the point – relate it to your message in 6 words or less
- Best Subject Lines TELLS what’s inside, not SELLS what’s inside
- SPAM and Junk Triggers:
 - Free
 - Excessive caps and/or !!!!
 - Order Now!



Example Subject Line:
SELLS: Buy New Book Now!

TELLS: New Reading, Writing, and Arithmetic Books Now Available!

From Name

- Branding – Use your company name...something recognizable
- Avoid using symbols (# * &)
- Avoid excessive capitalization (ORDER ONLINE NOW)

From Email

- Avoid SPAM and Junk triggers:
 - sales@
 - info@
 - promotions@
- Avoid using your personal email



Click Here to fill out an Email Campaign Checklist!

Reply to Email

- Must be a valid email
- Avoid SPAM and Junk triggers:
 - sales@
 - info@
 - promotions@
- Same domain (@domain.com) as *from email*
- Able to handle large amounts of replies

Technical Info

Opt-Out List

- Maintain and regulate it—it's the law!
- Do NOT link unsubscribed info back to your website



Opt-Outs are recipients who no longer want to receive your email messages—they have unsubscribed. This information is mandatory if you have ever sent out your own campaign or have had someone else send one for you (a 3rd party). CWCD monitors all unsubscribed information on all email campaigns we send out on your behalf.

CAN-SPAM Compliance Information

- Include our company name, physical address, and phone number on all commercial emails as required by the FTC (Federal Trade Commission)

Append Sending IP Address

- Some SPAM clients use software to match up the sending email address with the sending IP address to ensure it is not SPAM. By appending our IP Address to your DNS record, this allows the email address domain to match up with the sending IP address allowing it through the SPAM filter.

Before you send...

When to Send / Deployment

- Tuesdays and Wednesdays are best
- Early to Mid-morning



CWCD throttles emails to release 1000-3000 every hour to help with the risk of being caught in a SPAM filter for too many messages in a short amount of time.

TEST, TEST, TEST

- Thoroughly test the rendering of emails in different clients
- Test different subjects lines for best response
- Test different deployment times lines for best response
- Personalization can help response



CWCD deploys test emails before each campaign to various clients (including Yahoo, Outlook, MSN, and Gmail) to test how the email will render in each.