Email Marketing Outline
Digital Education Guide

martin.

About Email Blasts

Email blasts are large-scale communications to a list of people using email software. It's a great way to reach out to existing or potential customers in an impactful way.

To make sure email blasts are created and sent as effectively as possible, the following document details the process and requirements to send an email blast. By working through this document, you will have everything you need to execute an email blast in short order.

Phase I: Capture the Basics

The following are the nuts and bolts that are required to prepare the software and email itself for sending to your desired list.

Email Blast Management	Detail
What organization/company is sending the email?	
What software will be used to send it? *Ex: Mailchimp, MyEmma, Hubspot, Constant Contact, Pardot*	
Is the software already setup?	
Does TMG already have access to this account?	
Will this email be based on an existing template?	
Will this email be a one-off, or template used on a regular basis?	
Will the client need to be able to edit/update the template?	
Will we be importing the template or handing off HTML files?	

List & Timing	Detail
Who is providing the list of who the email will be sent to?	
Is the list already loaded into the email software?	
How many people will receive the email blast?	
What date and time will the email be sent?	
Is TMG scheduling the sending of the email or is the client?	

Tracking	Detail
Is this email part of a campaign?	
Should clicks in the email be tracked to a destination website?	
The following can be used to create a UTM code, or removed if not tracking is not involved.	
What is the campaign name?	
What is the source? (e.g. google, newsletter)	

Testing	Detail
Who should receive test email blasts?	

Project Manager
[ ] Project timeline created
[ ] Book internal meetings with project team
[ ] Determine number deliverables per phase (number of emails, number of layouts, etc.)
[ ] Determine number of client revisions per phase
[ ] Add email software login information to LastPass
[ ] Provide information in template (above) in jobs to Traffic and Creative

Phase II: Content

The following details the content that will live within the email itself. The inbox content takes priority over the email content itself as a much smaller percentage of people open emails they are sent.

Inbox Content (What you see in your email inbox)	
Sender's name Ex: Person's name or the company name	
From: email address This email should be monitored for replies	
Subject line Appears next to the sender's name (40-65 characters)	
Teaser copy Appears after headline in certain email software (30 characters)	

Email Content (After you click and open the email)	
Body content The messaging and recommended imagery for the body of the email.	
Where should this email link? Any destination websites this email should link to.	

Project Manager
[ ] Provide information in template (above) in jobs to Traffic and Creative (or to client if client is writing copy)
[ ] Include full project team on routings
[ ] Have content proofread

Phase III: Design

The following identifies some of the requirements and considerations for email blasts and how to best design them. Consider these guidelines and discuss with a developer if you want to bend the rules!

Size	
	- 600 px width, variable height, 72 dpi - Email preview windows are small, so keep key imagery up top - People are less patient with scrolling, especially on mobile, so shorter = better
Software	
	- Please use Photoshop for designs - Final product will be exported as a PSD and "sliced" into pieces
Design	
	- Try and find a nice balance between imagery and copy - Images are not always shown by default to email users! - Emails with horizontal sections are more "slice-friendly"
Typography	
	- Use web-safe fonts to allow for more "live" text (cssfontstack.com) - Live text will be visible by default - Any "custom" fonts will need to be images and may appear lower quality

Project Manager

[ ] Provide information in template (above) in jobs to Traffic and Creative

[ ] Gather any client-owned imagery being utilized for art director

[ ] Select stock photography, if needed

[ ] Include full project team on routings

Phase IV: Development

Project Management
[ ] Provide information in template (above) in jobs to Traffic and Development
[ ] Provide copy, imagery, layout email logistics to Development
[ ] Set internal [routing] several days before [to client] in project timeline
[ ] Include full project team on routings

Art Direction
[ ] Hand off files to developer
[ ] Purchase stock photography, if needed

Developer
[ ] Review layout and imagery files from art director
[ ] Email software is properly configured
[ ] Content is complete
[ ] Links are properly working
[ ] Subject line, teaser, and "From" name and email is in place
[ ] Add email list
[ ] Test link(s) approved for launch by client

Phase V: Quality Assurance & Launch

Project Management
[ ] Hand off files to client (if new email template or purchased stock imagery)

Developer
[ ] Cross-client tested (Email on Acid)
[ ] Schedule email for send