WEB
MEDIA · GROUP

eBlast Specs

Please submit materials through the **Client Portal**

or

directly to your **Account Executive**.

For material submission & other client services visit:

webmediagroup/clientportal

If you need help accessing the Client Portal, try resetting your password or contact your Account Executive for login information.

CREATIVE CONTACTS

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CAMERA-READY SUBMISSION OPTIONS

1 OPTION 1
PREFERRED

Submit an **HTML** file that has all images, graphics, text, and links built-in.

2 OPTION 2

Submit multiple **Static JPGs** that include all images, graphics, and text with corresponding click-thru URLs. *(JPGs must be **800px width** or less)*

3 OPTION 3

Submit **one** Static JPG that includes all images, graphics, and text. *(JPGs must be **800px width** or less)*

NOTE: if you are sending the file as a single JPG, the entire graphic will act as your **one clickable link. If you prefer to have multiple links, use **Option 2** and note them accordingly.*

CREATIVE DESIGN SERVICES

If you signed up for design help from our team:

Provide ALL below elements: including brand colors, design mockups and other information regarding design direction.

- Static JPG images, logos or graphics
- Branding information (colors, taglines, etc.)
- Design mockup or ideas to help with design direction.
- Subject Line, Preview Text, and Body Copy with Headline
- Click-thru URLs (with instruction) and Social Media links/handles

NOTE: Design services include **2 rounds** of proofs so be sure to include any edits/changes/feedback in the first round to avoid additional fees.

ALL SUBMISSIONS MUST INCLUDE:

Subject Line: Give a reason to open the email
- *9 words or 60 characters max*
- *Avoid exclamation points and ALL CAPS*

Preview Text: Appears next to the subject line in recipients' inboxes and gives recipients a glimpse at the content of your message
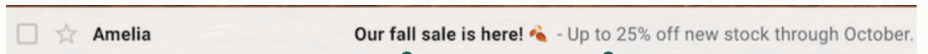- *Make sure it supports the subject line.*
- *Keep it short with important details (offers, discounts, news) first.*

Images: Provides visual interest to the audience
- *Images must be provided by client*

Body Copy: The message you are sending
- *Must be geared towards the Relocation Audience (300 words max)*

Check out the following pages for ***BEST eBLAST PRACTICES***

☐ ☆ **Amelia** — **Our fall sale is here!** 🍂 - Up to 25% off new stock through October.

Subject Line ○----------------○ ○ Preview Text

BEST PRACTICES
for eBlasts

eBlast content should engage the Relocation Audience, meaning potential clients that have either already relocated or are *planning* to move here.

Content should build trust and position your company as a leader in products or services that would benefit that audience. It must provide valuable information that informs, reassures, and drives curiosity and conversion.

eBLAST OBJECTIVES

Maintain Active Audience, Drive Sales, Improve ROI, Minimize Unsubscribes

1 Subject Line, Headline, and Preview Text

Your subject line, headline, and preview text should be relevant to the body content of the email and must quickly capture the attention of your potential customers. The right subject line and preview text can make all the difference.

Try focusing on how something benefits them, such as a new product, offer, or the work you're doing to serve the Relocation Audience. Keep it short, relevant to your audience, and make sure it relates to the rest of your content—you don't want readers to feel deceived.

2 Body Content

Keep them reading with copy that's direct, positive, and helpful in tone. Break the content into short paragraphs using bulleted lists and hierarchical headings that will guide the reader through the content.

3 Call-to-Action (CTA)

Including a CTA is one of the best ways to drive traffic to a website. A clear CTA tells the reader exactly what to do: Download the App, Read More, Schedule a Meeting.

4 Branding and Images

A picture says 1000 words – make sure it's saying what you want it to. Quality photos with a relevant subject are appealing. Make sure images align with who you are and your specific brand.

OTHER KEY FACTORS

- Text should not include words that often trigger spam warnings (i.e. words like FREE, GREAT OFFER, avoid using ALL CAPS and exclamation marks!

- Use Company Branding so they recognize you again and again.

- Don't forget to include contact information including Social Media accounts

- Present a clear message with a clear objective

- Keep it short! With email campaigns, less is more. Keeping their attention is important.

WEB MEDIA · GROUP

Headline
Short and concise

Body Copy
300 word max content targeted and relevant to the Relocation Audience

Call-To-Action
A clear ask from you to your audience

Contact Information
Don't forget your Socials

Logo and image submitted as JPG at 800px width
Note: We will optimize file size to meet our web standards

Photos
Use photos that represent your brand and are in line with the message you are sending.

Branding Elements
Including your branding colors and elements help the audience recognize your brand in the future

Market Footer
As the sender of the eBlasts, the standard footer for each market will be included

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Email preview:

View this email in your browser

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