

NORTH
Place

NORTH WEST

YORKSHIRE

NORTH EAST

EMAIL MARKETING

Specification & Best Practice

HOW WILL IT WORK?

We liaise with you to secure a sending date



You send us the HTML at least 5 working days before the sending date



We send you a test to sign off before it goes subscribers

SPECIFICATION

- Full HTML email - send as HTML file or HTML code in a Text file
- 600 pixels wide
- Links embedded
- Do not include an unsubscribe footer, we will add that
- Please ensure the copy is not exactly the same as mailers sent through other suppliers
- Let us know what you would like the subject line to read - max 14 words
- Include a 'View in browser' link if possible
- Deadline: please send us the HTML at least 5 working days before the sending date

TIPS & BEST PRACTICE

- Make all images clickable and link through to a webpage – subscribers do tend to click on images
- Do not use transparent text on a coloured background as this will be difficult to read in 'dark mode', which subscribers increasingly use
- Keep subject lines punchy – we are always more than happy to make suggestions

PLEASE NOTE

- Responsibility to secure permission for any images or media used rests with the client. We are not liable for any image copyright infringement
- We will edit into our house style where appropriate

Not sure on the design or pressed for time?

We can provide the design for your mailshot for £400+VAT