

Marketing Email Request Requirements

All email requests are to be submitted, at minimum, a week in advance of the intended send date.

To start the process either speak to the marketing lead assigned to the program about the request, or if there is not a specific lead contact Marketing Manager or Marcom projects. The marketing lead will talk about the goals of the communication and determine if email is the best vehicle for the communication. They will also ensure any copy is routed through the corporate identity process.

Marcom requests the following be provided for all requested emails:

1. Subject line – subject lines should be short, concise and ideally include a call to action. No longer than 60 characters (that's about 10 words).
2. Preheader text – this text acts as an extension of the subject line and can be seen before the email is opened. No longer than 100 characters.
3. Images – in jpg or png format.
4. Copy – Marcom may make adjustments, in order to ensure email best practices are being followed.
5. Links – please highlight any text within your copy that you wish to be linked and provide the URL destination.
6. Translations (if applicable) – this includes translating subject lines and preheader text.
7. List of recipients – for one off emails, we request your list size be 50+. For emails with a recipient list smaller than 50, please send through Outlook as a Mail Merge. Ongoing campaigns may be less than 50 recipients.
8. Ideal send date – Marcom reserves the right to adjust the day and time of your email send, based on already scheduled emails and the recipient list.

If you are unable to provide any of the above listed items, work with the Marcom team to assist in the development.