



by



Produce/Send a Successful Campaign

1 Avoid Spam

What we do:

- Insert an "Add to Address Book" link in each email and maintain an opt-in list to ensure that recipients want to receive our mailings.
- Include a plain text version with each mailing.
- Maintain a 99% rate of successful delivery. This means that almost all the messages we send get through the recipients servers.

What you can do:

- Make sure your html is properly coded.
- Use text in proportion to images.
- Check your test mailing to ensure the links are accurate.

2 Consider your subject line —carefully

What we do:

- Personalize the subject line with the recipient's first name. Let us know if you want to use this option.
- Include "Brought to you by Profsurv." at the end of your subject line to let recipients know the mailing comes from a trusted source.

What you can do:

- Write a subject line that is short, concise, and relevant to the content inside.
- Include your company name in the subject line.
- Avoid these word: Test, Free, Help, Reminder, ANYTHING IN ALL CAPS, Lots of exclamation points!!!!

3 Increase your Click Rate

What we do:

- Our office staff receives the test mailing and checks the links.
- Compare subject lines, content, click rates, and open rates in an individualized report of your past campaigns. Contact Kate for your analysis.

What you can do:

- Insert interesting (but relevant!) images.
- Insert social media share tags. A June 2010 study by GetResponse found that emails with one social share link generated 30% higher CTRs (click through rates) than emails without. Adding three or more social links increased the CTR to 55%. Twitter was the most popular social share option.

Here's how it works:

What we do:

- We take your html ad file, your subject line, and your test list and create an E-blast test to mail the Monday before your scheduled Wednesday E-blast.
- Our staff reviews your E-blast test and waits for your final approval before setting up your final E-blast for 10:00 am EST on your scheduled Wednesday.
- We supply the click stats on your E-blast the Monday following your E-blast.

What you can do:

- Send your artwork and subject line on time: no later than the Friday before your scheduled Wednesday E-blast.
- Double check your html coding, images and links. We will perform one test and make only minimal changes. Any requested changes should be accompanied by an updated html file. All changes must be requested by 5:00 pm EST Monday.
- Please note the cancellation policy on your insertion order.

HTML: E-Blasts are html files. The html file may include text, hyperlinks, and advertiser-hosted images such that the total html file size is less than 200 KB. The html ad should be no wider than 600 pixels. Please include company name, address, and phone number per the CAN-spam law in the text of your html file.

Images: Images need to be hosted on your website. Image source should be absolute path. Same for CSS files. Please note that the mail client will not load and special plug-ins so only use JPG and GIF files.

Send your ad materials to kate@profsurv.com.