

Submitting your artwork to us

A few tips when providing your own HTML Email Artwork

If providing us with HTML email content please ensure it is either an .html file or the html code in a text file.

If you are creating the email in an 'email builder' there is usually a way to export this.

When coding the email yourself:

- We recommend 600px width (to fit in preview panes best).
- Media queries will work for iOS but have less support in Gmail for mobile responsiveness.
- Structure must be made with html `<tables>` (`<div>` tags don't keep most styling in Outlook).
- Padding can be done in the `<td style="padding: 10px;">` tags. Margin won't show in Outlook.
- All css must be inline in html tags `<td style="css here">` (Gmail strips html head and stylesheets).
- Webfonts (like Google Fonts) will work in Apple Mail and a couple of others but not in Outlook, Gmail or other big apps. We recommend a viable fallback font that is present on all systems.

What makes a great email campaign?

1. Keep it clean, clear and concise.

Teachers and staff are busy, they may only have a few seconds to read your email, avoid conveying too much information at once and simplify your message. Make sure it clearly states the purpose of your product and what it can do for them. Use links to your website for more information.

2. Always remember the purpose.

Have a set purpose when sending your email, promote a product, an event or a promotion. Ensure you know that you want to get from the campaign and what action you want the recipient to take.

3. Call to action.

The goal of your email should always be to engage your recipient and make them interact with your email, a call to action, therefore, is key. Make them want to click to find out more about the offer or product.

4. Think about the subject line.

Give recipients a reason to open your email. Keep it simple to the point and tell the reader what to expect inside. You want to build trust, so don't trick your newest potential customer. Instead ensure the subject line targets your potential purchaser.

5. Measure the campaigns success.

Apply a specific offer code, follow up with recipients who clicked and keep a close eye on your reports. Doing so will ensure each campaign is more successful than the last.