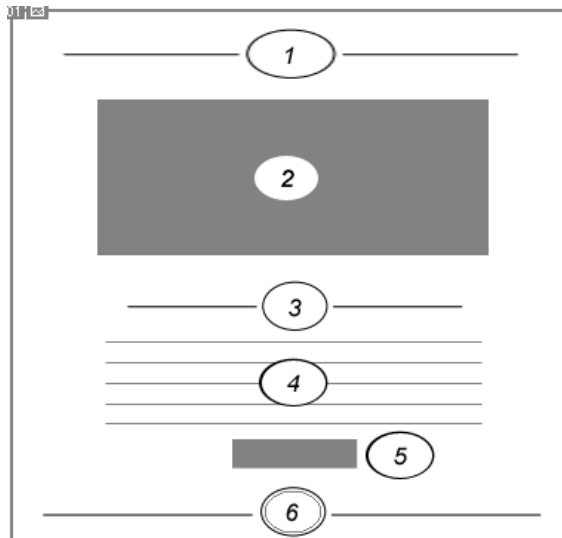


BROADCAST EMAIL DESIGN GUIDELINES

There are 6 key elements to good ad design:



1. The most critical element is the **OFFER**. Offer something of value at the top of the ad, where people will see it even if they don't scroll down to view the rest of the ad. Make the most radical offer you can, so that you'll receive the largest response possible. People love deals! Make a "deal they can't refuse", based on what's worked best in other marketing efforts you've done. For example, offer a free e-book, a sale, a discount, a premium, a free sample, a free download, a trial membership, or a value added bonus.
2. Since people are visually oriented, and don't "read" ads, you must have a **GRAPHIC** to decorate your ad. Usually the best graphics are photos. Make it as large as possible – 580 pixel max width, in a high-resolution jpg or gif file. Have it be a simple, close-up shot, perhaps with one or two people in it. Don't use clip art or your logo! And keep it to around 10 – 20 K so that it loads up fast.
3. The next most important thing is the **SUBJECT LINE & HEADLINE**. (You can use the same idea for both). It needs to be short and attention getting, as it works like a headline in a newspaper. If it catches people's attention, they will read on. Once you decide on a good benefit for the headline, you build the rest of your ad on that. I'd caution against cryptic headlines that people have to think about to figure out, or using your organization's name. Often the best subject line and headline is your offer!
4. Write some simple, **SHORT, BULLETED COPY**, geared toward benefits instead of features.
5. End with a strong **CALL TO ACTION**. Clearly tell people what you want them to do. Make it obvious that you want them to buy, call, or click your link for more information. Usually people put this on the bottom, together with their logo, company name and address. If possible, give them all 3 ways to contact you: your 800#, WEB address in hyperlink form so they can link right to your site and your email address.

6. YOUR ORGANIZATION NAME & LOGO

Some tips:

- Spend 10% to 20% of your preparation time on the subject line. It's that important! And "Free" is OK to use. It will not impact spam. Change subject lines often if you do multiple blasts.
- The top 2-3 inches are the most valuable part of the ad, as that area will be seen first in people's Outlook preview panes and on their mobile devices. (Most emails are read on mobile devices right now.) So put the most important info there – your offer, headline and your link.
- Keep the ad as **SHORT** as possible. The response you receive will be in direct correlation to how long or short your copy is. The shorter the ad, the better the response. I'd recommend 100 to 200 words.
- Only offer one thing! If you offer more than **ONE PRODUCT**, the recipient will be confused, and you'll get a smaller response.


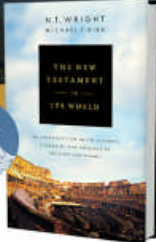
Here's sample ad that incorporated all of these points:

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