



Email Marketing Best Practices

As part of your membership benefits, you are eligible to send two email blasts per year to our 1,300+ subscriber base. To make the most of this benefit, however, does take planning. The following is a guide to help you maximize the success of your email.

SUBMISSION/TIMING

Due to the popularity of this benefit, we require two weeks from the time you submit your content to create and schedule your email marketing blast.

Send us all text in a Word file, not as a PDF. Send images (such as your logo) separately as a JPG or PNG file. Include the contact information you want in the email (website, email, phone, address).

When you are ready to submit your request, please complete the Email Marketing Blast Request form and email that and your copy/image files to Etya Novik at etya@gwaccnj.com.

When we finish working on your email, we will send you a draft so you can see exactly what it will look like. Please review it carefully, including checking all links. Once you submit your approval, we can schedule your email. We will not send your email without your approval.

CONTENT

Your content should be short, concise and have a call-to-action. Think about how you view your emails and what makes you respond.

An email should have a specific goal. Think about why you are sending the email and what your contacts need to know, do, or take away from your email. Don't try to include too many messages in one email. You're better off sending a separate email. *Remember that your email doesn't need to be long to be engaging!*

BRANDING/IMAGES/HYPERLINKS

In addition to your logo, it is a good practice to sprinkle an image or two in your email. **These images can only be submitted in JPG or PNG format and must be less than 2MB. We cannot extract images from PDF files.**

A hyperlink is a great tool to manage the length of your email. If you have an invitation that contains detailed information about the venue or directions, it's best to hyperlink this information to a location outside of the email, whether that's a page on your website or a separate document you create. This keeps your email content clear and concise while delivering the information your reader needs. To utilize this tool, either provide us with the URL to your website or create a separate Word or PDF document. (This is ONLY time you may submit a PDF.) We will link the separate document to the email. But be aware, the document you create is what your reader will see. Pay attention to formatting and spelling since we cannot make changes to PDFs.

SOCIAL MEDIA

Share your social media sites! At the bottom of your email, we can include a Facebook, Twitter Instagram, or LinkedIn icon with hyperlinks to your page. Give us the URLs and we will include the social media buttons with a link to your pages.