



How to Create Your Email's

CONTENT

Sprint Education...

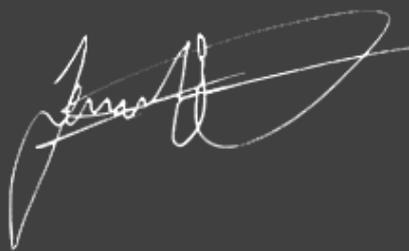
is an award-winning digital agency that has pioneered digital and inbound marketing to the UK education sector since 2007.

We create over 48 million teacher connections for our clients every year through delightful digital marketing plans and our education marketing software (Campus); which attract teachers, school staff and educational establishments to our clients' brands.

To help you create stunning email content...

We've put together a few pointers which will guide you in the right direction before you send your content across for us to build in HTML format.

Of course, with our slick design and copy-writing service we can do all of this for you; simply get in touch to find out more.



Jen Elliott

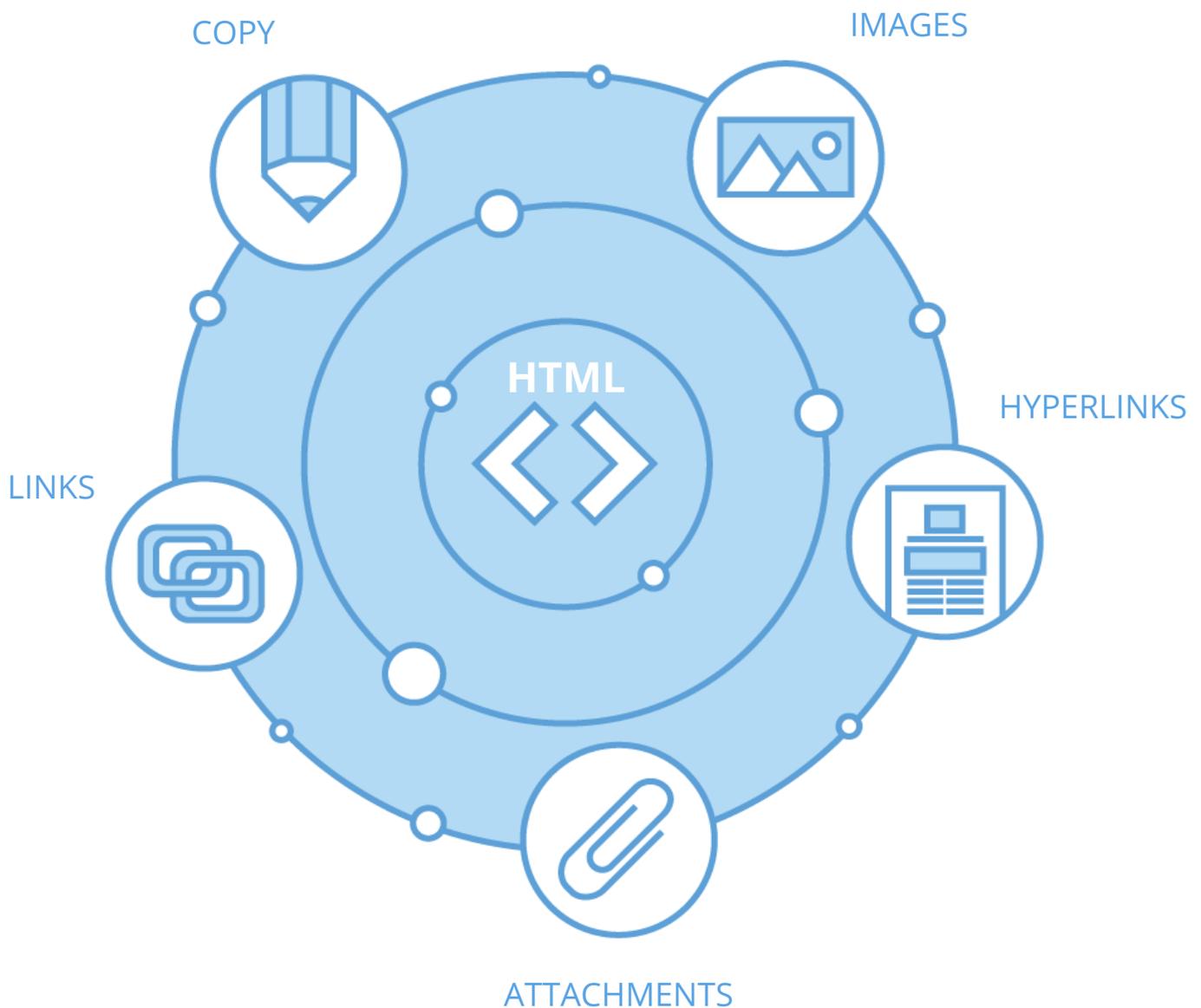
Lead Coder - Sprint Education

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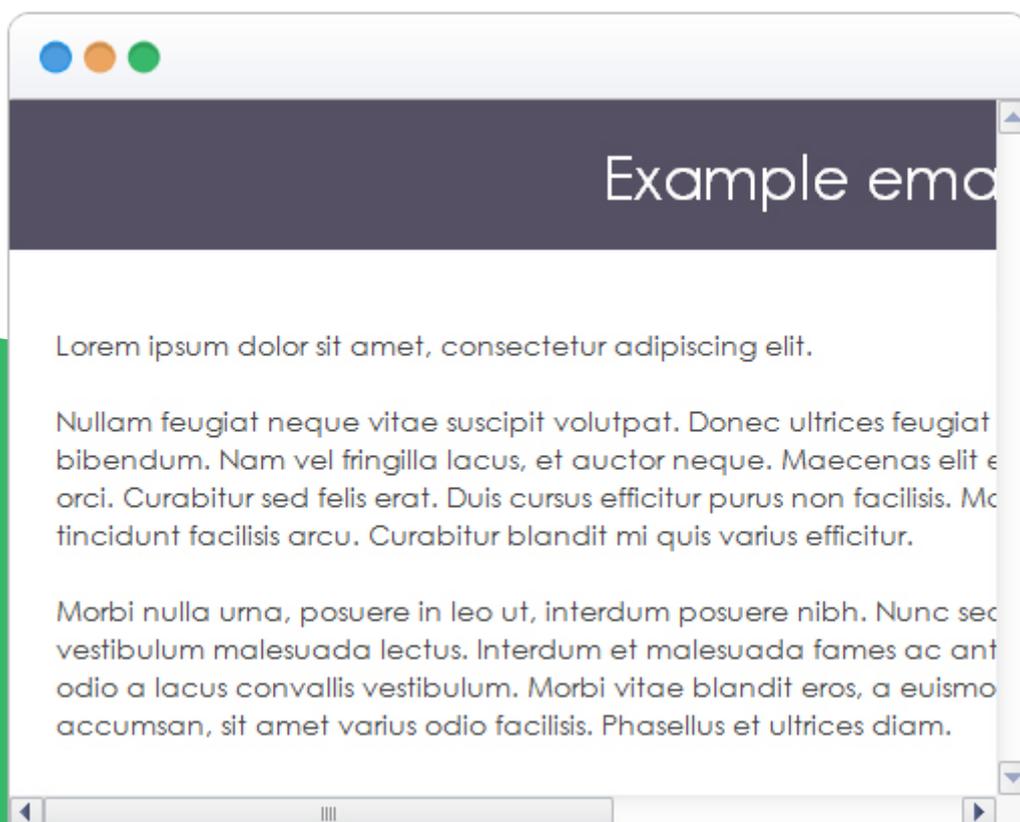
Step 1: Gather your assets

What you will need...



Step 2: Create your email

If you're supplying your content in the form of an HTML file or a Photoshop document please ensure that your email is no bigger than **600px in width**. This is because this is the size of most major email clients' preview pane. Any bigger and the recipient will have to scroll horizontally to see the rest of your email - don't readily give teachers a reason to stop reading your email.



A few pointers...

Copy

Make your copy short and succinct; keep it to a maximum length of one side of A4 (if you can keep your content to half a side of A4, that's even better). It's tempting to cram in as much information as you can, but you run the risk of flooding your message with lots of information and drowning the recipients. Skip the intro and jump in there with what you are offering to the teacher – keep it simple and relevant.

Make your copy easy to scan – on average a teacher will speed-read your email for 8 seconds and then decide whether it interests them or not. It's a small window but if you break your copy into snackable eye-candy, make every word count, and draw your audience towards a strong call to action you'll be making the most of that opportunity.

Images

Please send these over as PNGs or JPGs, ensure they are high resolution – so when our Technical Team resize these they don't lose their quality. If you are sending over your logo it is handy to have the layered PSD file on a PNG with a transparent background.

PDFs/Word/flyer attachments

We can host PDFs/flyers on our servers and add a hyperlink to these in your email. Please ensure you specify in your copy where you would like the hyperlink(s) to these documents to be placed. We can also host Word documents for recipients to fill out and send back to you.

Hyperlinks/URLs

You can paste these into your copy. If sending your content across in a Word document you can embed the URLs in the correct piece of text e.g. like this: [Click here to go to Sprint's Website](#). Or you can paste them in as sticky notes in a PDF.

Layout description

Feel free to provide instructions on where you would like the copy and images in your email campaign.

Personalisation

If you plan on including any personalisation within your email please ensure you highlight where this is located within the content clearly, whilst also notifying us separately that you have included personalisation within your content, so it is not missed.

Test email

If you have sent this email out previously with another Email Service Provider you can send this example over to the Technical Team. We can then use this to convert your email into a similar design/layout.

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Good to know: Your HTML email code.

At Sprint Education, we code our designed email so you benefit from desktop and mobile optimised design giving your user a more enjoyable experience.

If you want to use your own design, we build these in a sturdy fixed (unresponsive) format. They look great on desktop but it may mean your user



has to pinch and zoom to read your message. We offer upgraded responsive rebuilding of your own email designs from as little as £199 + vat.

Step 3: Create your email

Please don't speed-read past this part... this is the good stuff!

You can either send over your assets and our Technical Team will build your email around these, or if you are using your own designer you can send over the layered PSD. Please don't send over a flattened PSD or PDF, as our Technical Team won't be able to lift the text from this format.

If you're using your own HTML code, please send over both the HTML file and the assets in a zip folder. If you have coded the email using a template builder on a platform such as MailChimp, you can export the HTML file and email it over to us.

File formats we accept:

- Microsoft Word or Microsoft Publisher
- Interactive PDF – where we are able to lift the text
- HTML file
- Layered Photoshop document (PSD)
- Test email with access to source code (i.e. with view online link)
- Simply paste the copy into an email and attach your images



What if my files are too large?

Don't worry, with large files you can place them in a compressed zip folder and attach this to your email to our team. If the files are too large to attach to an email, you can use a platform like [wetransfer.com](https://www.wetransfer.com), which is a cloud-based file transfer service. If you aren't sure how to use this, give us a call and we can guide you through it.

Who should I send my content to?

Send your content through to your Campaign Manager, or if you would like to speak with our Technical Team call 01684 297374.

Please send over your content at least seven working days before your send date; so we can build your email and make any changes you might like. Please let us know if you can't get your content over to us within this time frame as we may need to delay your campaign.

Good to know: To be (responsive) or not to be, that is the question.

There are pros and cons to both fixed width and responsive HTML emails. Fixed width emails mean you can use more complex structural design, but the user experience can be compromised. Responsive emails may not be fully supported across all email clients, but with engaging design elements and the fact that your content wraps within most device screens means the user experience is more enjoyable, meaning you are more likely to form better connections with users.

NB: If you are supplying your own HTML in a responsive format please ensure you have fully tested it and are happy with it. Changes to your own responsive code by our team may require responsive testing which has additional charges.



What happens next?

Once you have sent your content to us, our Technical Team will be in touch with an HTML proof. Please check this proof carefully; if you do have any changes let the Technical Team know as soon as you can.

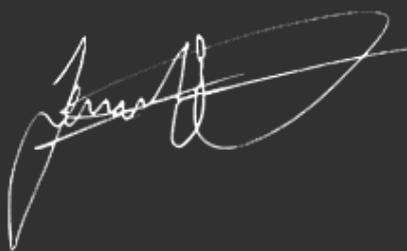
To keep the process efficient, please ensure you clearly specify all of your changes listed in one email. Use bullet points or take a screenshot and highlight the changes.

Once you have signed off the email, our Technical Team will send you a confirmation email and will set-up this up in our broadcasting system, ready for your send date.

On the day of send your email will be launched and once the sequence has finished you will be notified by a member of our team.

If you have questions about this process, call us on 01684 297374 or email me directly us on campaigns@sprint-education.co.uk.

I look forward to building your email campaign and helping you generate those valuable leads.



Jen Elliott

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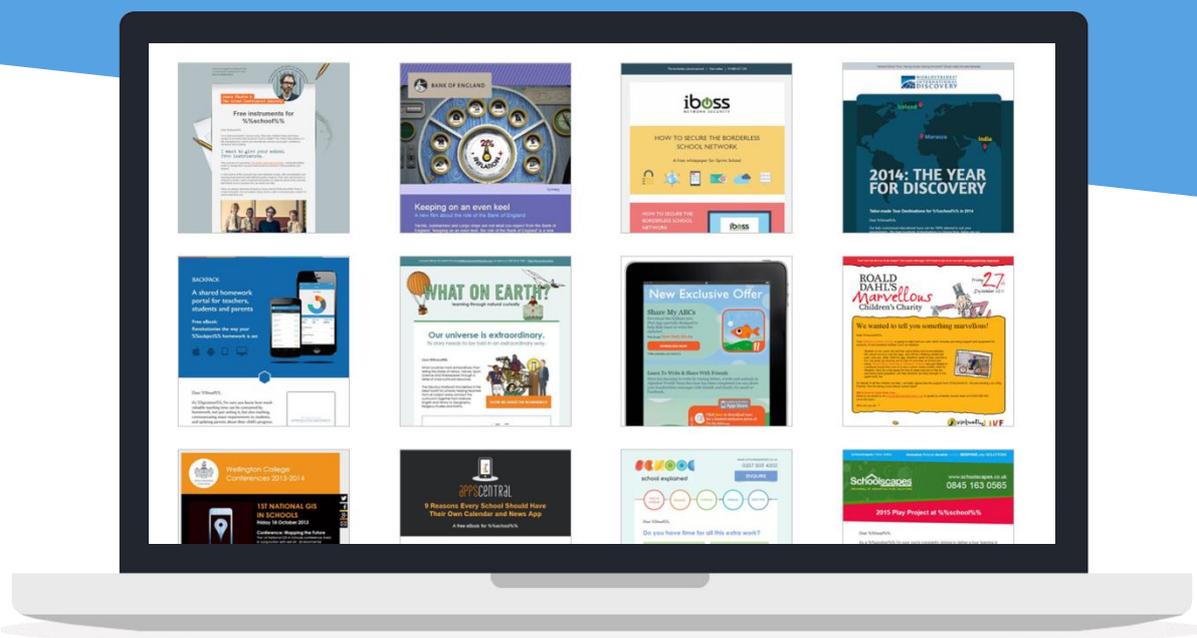
Or if you wanted to...

Generate 57% more responses!

Then opt for our design service. On average when we design an email for our clients it generates 57% more responses. For just £399 + vat our expert team will copy write, design and code your email for you. If you're interested just ask.



"We've designed more education email campaigns than anyone else, ever! Our designs are visually stunning, packed with engaging content, carefully coded, successful at hitting inboxes, and importantly sell your business."



Click image to see examples





Sprint Education

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