

eBlast Email Design Guidelines

The following guidelines will help you produce the perfect eBlast for the SOS Email Marketing System.

First off, always remember SOS is the delivery channel. We don't host any images, video or sound used in your eBlast design. These must be on your own web server or third-party host eg. YouTube.

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SOS Workflow

- 1. SOS** – We check your code and add an outer 'wrapper' which places our branding "In association with *Sound On Sound*" at the top of your message along with a web page mirror link. We also add legal info, including our unsubscribe link in the footer.
- 2. SOS** - We send you a test email to check and sign off. (See Checklist below)
- 3. SOS** - Following sign off we add tracking links to the code to monitor performance and produce the post-campaign analysis report.
- 4. SOS** - Finally, we set up your eBlast campaign to go out on the date agreed and to your chosen territory lists

Target Territory:

Americas (USA, Canada, Central and South America)
UK
EU
Non-EU Europe
Rest Of World

Individual countries may be targeted by special arrangement.
Note: The number of email subscribers per list varies month-to-month, please ask your SOS Account Manager for the latest figures.

If you request a credit card in exchange for free information or services then you must add this statement to your eBlast text:
Credit Card Required For Access.



Helpful Do's and Don'ts

Your HTML file must follow these rules:

Message width must not exceed 600px - this is because of the table we wrap it in.

- Do** host all your images on your own server and link to them in your HTML.
- Do** use standard HTML tables with inline CSS - remembering Gmail strips style tags.
- Do** keep your code as simple and clean as possible to ensure maximum visibility in all mail clients.
- Do** make sure your HTML message still makes sense if a user has images switched off in their mail client. ie. is there still a headline to read or is it lost if the main graphic does not load!
- Do** have an obvious 'Call to action' button but also have a text link as a backup for when images don't load.
- Do** use image "alt" tags so those people with images switched off see what is missing.
- Do** have a message with a good balance of images and text.
- Do** test your message by emailing it to your colleagues to check on different devices.

- Don't** use Flash animation.
- Don't** use GIF animation.
- Don't** use JavaScript.
- Don't** add your own Unsubscribe link. We add our own later.
- Don't** embed Video or Audio - instead use a dummy image of the player and link it to wherever you host the video eg. YouTube or audio eg. Soundcloud.
- Don't** design a message with one big image.
- Don't** rely on a background image as many Email Clients don't show images as default. If you have white text over a dark background image it will be unreadable if the background does not load.
- Don't** rely on images loading. Keep all important information in the text. For example, if you have wording about a 20% discount offer within an image, make sure it's also mentioned in the text.
- Don't** include a Form.

After your eBlast has been delivered we will provide you with a Mailchimp Post Delivery Report, **upon request**, 7 working days after deployment.

Your Checklist

- HTML code sent to SOS.
- Confirm deployment date.
- Confirm chosen territory list.
- Send SOS the message Subject Line.

Note: email marketing best practise recommends that you do not use the word 'free' in your subject line. It has been proven to be one of the first words a spam blocker will check for and could prevent your message being delivered. Also, never use ALL CAPS.

Are You On Our Mailing List?

To receive the eBlast on the day it's deployed you must be subscribed to the list. Only people who register via the SOS web site are on our lists which is why it's such a high quality target audience. We don't buy in lists.

SOS is not legally allowed to opt you into our mailing list so to add yourself please register on our site at the following page:

<https://www.soundonsound.com/user/register>

Alternatively, if you already receive the magazine you should have an account so login and check your email newsletter preferences.

Two great sites for more information and email marketing resources.

www.marketo.com

www.mailchimp.com

SOS Contacts

SOS eBlast Production Team

Main Contact Email:

eblast@soundonsound.com

Which forwards to the team:

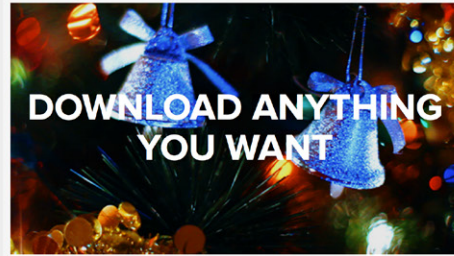
lucinda.harper@soundonsound.com

paul.gilby@soundonsound.com

If you have any further questions please contact the SOS Account Manager who arranged your booking.

If you are unable to view this message, please click here
This email was sent to you by Sound On Sound via the SmartFocus mail server.
Please add sosinfo@soundonsound.com to your address book to ensure delivery to your inbox

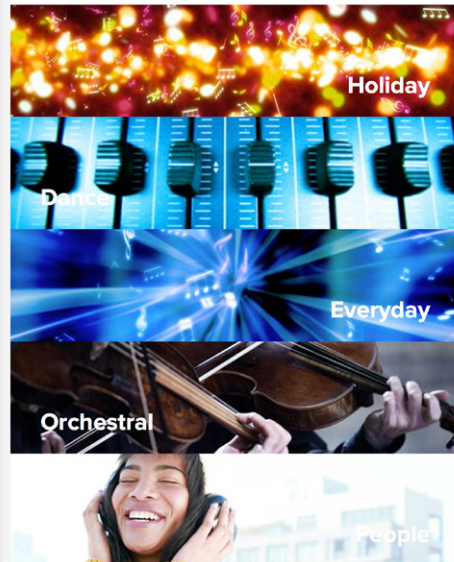
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