

Guide to sending us HTML

If opting to design your own mailshot, please adhere to the following:

- ✓ All images in your html must be uploaded to your server and already linked (we do not upload them and link them on our servers).
- ✓ Please include a subject line for your mailshot along with your HTML.
- ✓ Please include your desired landing page along with your HTML (so we can double check all links).

When we have received your html, we will send you a proof to double check everything is displaying correctly for you. **Please allow up to 48 hours to receive this proof.**

What to consider when designing your mailshot:

If you are emailing our database for the first time, bear in mind they may not have heard of your company before. You may want to consider the following tips to encourage more conversions:

- A special introductory rate for your service or product.
- If promoting an investment, sending leads straight to a landing page that asks for their personal information straight away can be very off-putting. You could offer something in return for their details (such as a free ebook or guide on a relevant topic), or the landing page could have a video where you talk about the investment for 5 minutes before offering them a link to the brochure. This would give a face to your company and make you appear a bit more approachable and less 'salesy'.
- You might want to consider using our template instead of your own html. This is because our database are used to hearing from us and trust our brand already. Our template is branded to us, but we present your product or service. This may increase conversion rates in some cases. It is an additional £99 for us to create a template for you.

Important Notes:

- We do not design landing pages for clients.
- You can book your mailshot send at any time (depending on availability).
- Artwork must be received 48 prior to your booked sending date. If this deadline it missed the send date will need to be moved.
- It is your responsibility to proof read the contents of your mailshot before sending to us.