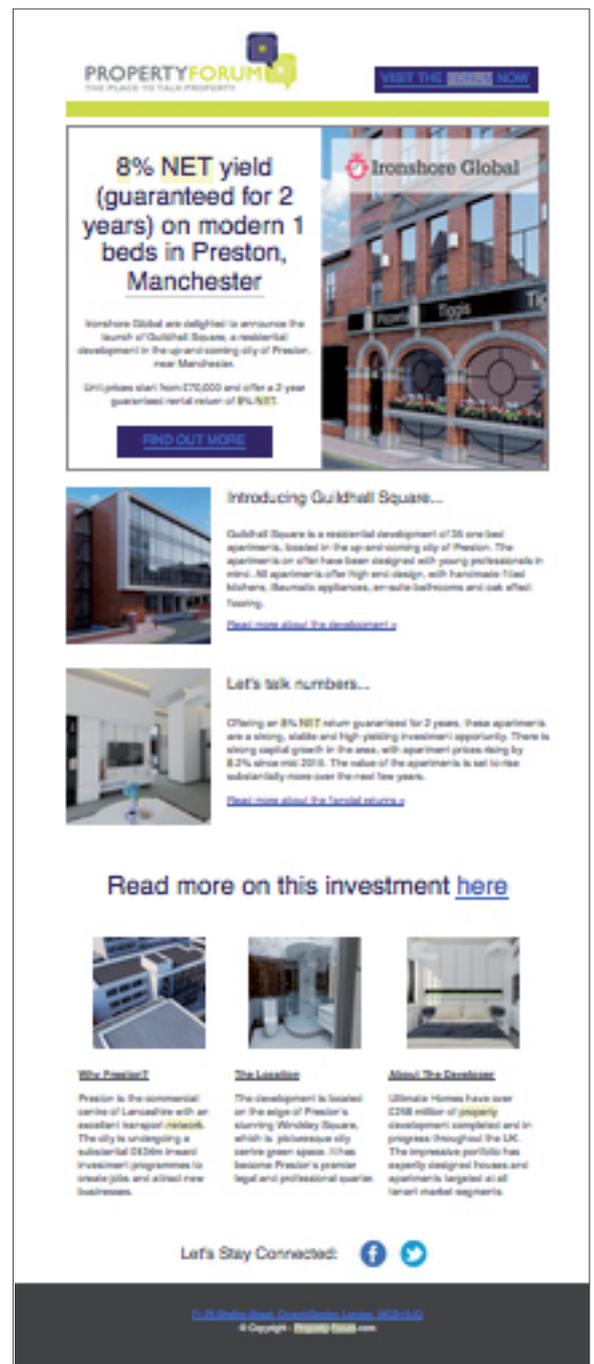


# Guide to using our Mailshot Template

You can choose to use our existing template (shown right) to promote your company, product or service. Here are a list of things our design team need from you to get started:

- 1) 5 good quality images. (If you don't have specific images you would like us to include, we can use our image library instead).
- 2) The wording you would like us to use, written in a Word file format. Please note the layout of sections in our template, and provide us with small paragraphs for each section. If you would prefer to simply send us a full page of text and for us to input the text into the most suitable place on the template, that's no problem.
- 3) Please send us a link to the landing page you would like leads to click through to.
- 4) A high resolution copy of your logo.

When we have received all of the above, our design team will send you a proof to approve. **You are able to request 2 sets of changes. Please allow up to 5 working days to go through the design and approval process.**



## What to consider when deciding on content for 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'.

## Important notes:

- We do not design landing pages for clients.
- You can book your mailshot send at any time (depending on availability).