

## EMAIL CAMPAIGN SPECS:

Here are some guidelines for submitting material for email campaigns on The SchoolFinder Group platform.

If you have any questions, please don't hesitate to contact us at 416-494-3343 or [info@SchoolFinderGroup.com](mailto:info@SchoolFinderGroup.com).

### Planning

Before any campaign, it is useful to set goals for the campaign(s) – this includes understanding the target audience, and whether it will be a one-off campaign or a recurring drip campaign.

- **Goal** – What is the objective of the email campaign? Are you promoting an event, generating interest in a specific program, or trying to increase brand awareness?
- **Target Audience** – Information to help finely target the group you wish to speak to. Desired age group, gender, location(s), program(s) of interest are examples of PDQ's (pre-defined queries) to help refine your audience.

### Metadata

While a good subject line will increase your open rates, the often overlooked preheaders will also help – especially on mobile devices.

- **Subject Line** – Ideally 5-7 words long. Including the recipient's first name is an option to consider.
- **Preheader Text** – Accompanying text in an inbox, no more than 10 words. This is more prominent in mobile devices, and will help with open rates.

### Body

- **Content** – Less is generally more with email text. Time is valuable, so the quicker you arrive to the email's purpose, the more receptive the audience will be.
- **Call to Action** – A linked button feature with 'Apply Now' or 'Learn More' gives recipients a clear direction to follow.
- **Relevant Links** – Less is generally more here too. It's better to offer a recipient one option than several options.
- **Header Image** – The first thing recipients will see when they open the email. Dimensions are ideally 600x200 pixels, JPEG or PNG. Larger images will slow down email loading.
- **Alt Tags** – Description of images in case they do not load, providing context about what the image is.
- **Footer** – Important contact information/social links for your audience.
- **Logo(s)** – Aids brand awareness/recognition. We also advise including in the header image.

### Submitting HTML Email

- If you are providing HTML email templates, we suggest that they are optimized for mobile devices.

### Useful Resources

- **Email best practices resources:** <https://www.campaignmonitor.com/resources/>
- **Email template examples:** <https://reallygoodemails.com/>
- **Spam filter resource:** <https://glockapps.com/spam-testing/>
- **Drip email:** <https://schoolfindergroup.com/2019/10/15/drip-marketing-what-is-it-and-how-can-you-use-it/>

## EXAMPLE:

**Goal:** To generate leads from prospective students, living in specific areas, interested in specific programs.

**Target Audience:** Desired age group; living in a city, province or country; interested in XYZ programs.

**Subject Line:** `[[Contact.FirstName]]`, choose from 100+ programs at Waterloo.

**Preheader Text:** A degree from one of Canada's top universities is a great way to launch your career.

### Subject Line

### Preheader Text

Hugh, choose from 100+ programs at Waterloo. - A degree from one of Canada's top universities is a great way to launch your career.

### Logo



### Header Image

### Body Content

Hi `[[Contact.FirstName]]`,

A degree from one of Canada's top universities is a great way to launch your career. **Ranked 25th in the world for the employability of our graduates**, the University of Waterloo offers more than 100 programs in areas such as:

- Business and finance,
- Science and health,
- Environmental studies,
- Social sciences and humanities,
- Engineering and math.

### Call to Action

[Learn about Waterloo's 100+ undergraduate programs!](#)

If you have questions about Waterloo or our programs, just [contact us](#) and we'd be happy to answer any questions you have.

Marketing and Undergraduate Recruitment team  
University of Waterloo

P.S. [Sign up for emails](#) from current Waterloo students as they share their tips about finding the university that's right for you, differences between high school and university, the ultimate guide for Grade 12 success, admissions tips, and more.

### Relevant Links

### Footer

200 University Avenue West  
Waterloo, ON, Canada N2L 3G1  
[uwaterloo.ca/findoutmore](http://uwaterloo.ca/findoutmore)  
[askus@uwaterloo.ca](mailto:askus@uwaterloo.ca)



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Any questions? Contact us at 416-494-3343 or [info@SchoolFinderGroup.com](mailto:info@SchoolFinderGroup.com) to find out how we can maximize results for your email campaigns and student recruitment.