



## Dedicated E-mail Blasts

### E-mail Blast Suggestions:

- Make sure your e-mail is optimized for mobile devices. Keep formatting simple and use at least 22pt font for the headings and 13pt font for the body which is easiest to view on a mobile device.
- We recommend a maximum of 40 characters (including spaces) for the subject line. Keep it short and direct.
- Utilize the pre-header to strengthen your message. This is the first line of text that appears after the subject line in a person's e-mail inbox. It's a great place to summarize your e-mail or put a call to action to get the readers attention.
- The maximum email width is 600px. It is best to keep it between 500-600 pixels.
- Please send both HTML and Word formats with images and graphics included.
- Be sure to make your call to action buttons finger-friendly. We recommend buttons be at least 57 x 57 pixels so fingers and even thumbs can easily tap them on mobile devices.
- When selecting your e-mail blast dates we suggest a Tuesday or Wednesday for best results.
- The e-mail should have at least 75 words in order to avoid being detected as spam.
- An e-mail blast should be approximately 70% text and 30% images to avoid spam detection and for this reason we do not recommend e-mail blasts containing images only.

---

### *Tip of the day:*

*Use short blocks of text and bullet points since most readers scan their email and this is the easiest way for them to pick up pertinent information.*

---

### **Submission Guidelines:**

Submit your request one week prior to email blast date. Include your subject line. Webcom staff will send you a proof for approval. Once the email has been approved, it will be queued to send.

*Ask about bulk discounts to SAVE and deliver a consistent message.*

### **Follow Up:**

One week following transmission, Webcom will send a comprehensive delivery report tracking the success of the eblast. Open rate, time spent on the message, click-throughs, geographic counts, etc. will be available. Receive contact information for those that received the email. The average open is 10-20%. Please email your files to [MarcV@webcomcommunications.com](mailto:MarcV@webcomcommunications.com).