In order for me to achieve the maximum results from your campaign and create a stunning design, we’d like to know a little more about your organisation – please see below.

## **Who’s responsible for the campaign?**

Please list your contact details below as well as company name.

## **About your company**

Please outline below what your organisation does.

## **Email objectives**

As you’re aware, an email campaign can generate a number of responses. What we’d like to know is what exactly it is you’re looking to achieve out of your campaign.

## **Target audience**

Do let me know if you have a target audience in mind which you wish for the email design to be based around. If you’d like me to send your campaign for you, do let me know if you’d like me to send it to this audience.

## **Content**

We don’t just want your email to look good, we want it to say the right thing too. Please let me know of any specific copy you’d like to include.

## **Images**

To get your email looking as good as you want it to, we’ll have to include some images in there. Do you have specific images you’d like to include? Generally, we can get your logo and images from your website, but if you have images you wish to use or any that aren't on the website we would require them.

## **Web URL’s**

Email campaigns can help you generate web traffic – it’s important your customers know where to go. Please include all relevant URL’s you wish to incorporate (including social media etc.).

## **Company guidelines**

Depending on your organisation, there may be specific guidelines you need to adhere to. Please let me know if there are any specific guidelines we must follow or specific text we must include (e.g. if you’re regulated by the FCA there may be a specific paragraph you need to include).

## **Subject line**

Your subject line is just as important, if not more, than the email content. This is also something we can advise on; however please outline any subjects you’d like to use.

## **Additional Materials**

Please send me any supporting materials you may have. Alternatively, if you have any previous campaigns you think will assist our design team, feel free to send them across too.