

Promotional E-mail Planner

Send a blast e-mail to a target audience.

Please submit your completed form, images and recipient list to setonhall.mojohelpdesk.com.

Your Name and E-mail:

Campaign Name:

Client (Department or Office):

Sender Name:

Sender E-mail:

Subject:

Send Date:

Please Note: A promotional format e-mail may not be the best way to engage your recipients. Promotional-format e-mails are good for encouraging visitors to take a specific action — such as registering for an event or making a donation.

If your goal is to provide a (largely) self-contained communications in the e-mail, consider using a **letter format e-mail**.

Seton Hall University

Call to Action:

Detail:

Link 1:

Link 2:

Contact Phone:

Contact E-mail:

LINKS TO

Landing Page URL:

If this e-mail is part of a multi-channel campaign, the Web team will help you with the landing page URL.

Generate Coremetrics Encoded URLs

Obfuscate URLs
(Recommended)

Encode

Clear

Link Title	URL	Encoded URL
Call to Action		
Arrows		

See Page 2 for Additional Instructions

Notes or Special Instructions: Use this field to name specific images for the e-mail or provide other instructions to the Web team.

Instructions

1. Required fields have **red** labels.
2. Complete all required fields. The request will be returned to you otherwise.
3. Submit the completed form to setonhall.mojohelpdesk.com along with any artwork or photography and your recipient list. Do not e-mail the files.

Limitations

1. The vast majority of e-mails are posted within 3 business day. If this e-mail is part of a broader marketing campaign, it will likely take longer to produce all the components of your campaign.
2. Even if you are only considering an e-mail at this point, please submit your request as soon as possible so that the Web team can reserve production time for your campaign. The earlier you submit the request, the more likely the Web team can accept your campaign.

Required Field Descriptions

- **Sender Name:** the full name of the person the e-mail should appear to come from, e.g., Joe Pirate.
- **Sender E-mail:** the e-mail address the e-mail should be sent from, e.g., info@shu.edu.
- **Subject:** the subject line of the e-mail. Try to keep your subject to 25 characters (including spaces and punctuation) and certainly less than 45. Start your subject line with an active verb, e.g., Learn about... or Register for..., or with an imperative, e.g., Last Chance...
- **Send Date:** when you would like the e-mail to be sent.
- **Call to Action:** A short phrase that reiterates the end goal of the e-mail, "Register now for Open House" or "Reconnect with Seton Hall." The call to action is limited to 60 characters, including spaces and punctuation.
- **Detail:** the content that supports the call to action, including any description of the event or campaign, dates for the event, etc. The detail field is limited to 255 characters, including spaces and punctuation.
- **Link 1 and Link 2:** links to pages on the University Web site.
- **Contact Phone:** an phone number should recipients have questions regarding the content of your communicaiton.
- **Contact E-mail:** an e-mail address should recipients have questions regarding the content of your communicaiton.

Frequently Asked Questions and Common Scenarios

How do I put bold, italics, links or other formatting into my e-mail?

Promotional e-mails do not support formatting such as bold, italics and links. These e-mails are instead designed by a interactive designer to include wordmarks, photos and other graphic design elements. If you have special design or formatting requests, please include those requests in the **Notes or Special Instructions** field above.

How do I create a landing page or a multi-channel campaign?

If you want your e-mail to link to a special landing page, or to include this e-mail as part of a broader, multi-channel campaign, you need to contact the Web team to obtain the necessary forms. Multi-channel campaigns are relatively easy to plan and complete, but you'll need to give us advanced warning so that we can reserve production time for your campaign.

When you create a ticket for your e-mail (at setonhall.mojohelpdesk.com), specify that you would like to create a landing page or a multi-channel campaign.

How do I handle a special request you haven't covered?

Type the request in the **Special Instructions** field. If we have questions or can't accommodate you, we will contact you.

**Please submit your completed form,
any images and your recipient list to
setonhall.mojohelpdesk.com.**