

## SK&A EMAIL MARKETING BEST PRACTICES AND REQUIREMENTS

Thank you for choosing SK&A as your email broadcast partner! Every month SK&A, the experienced leader, deploys an average of 70 email campaigns reaching over 540,000 healthcare professionals. To improve the deliverability and results of your marketing program, please refer to the instructions and best practices presented below.

### Best Practices

#### *Writing the Subject Line*

The subject line is the single most important creative element in an email campaign. SK&A offers these tips for your copywriter:

- Create an urgency to open. Your subject line should offer the promise of information and value
- Use the subject line to summarize the content of the email message
- Be relevant to your target audience, also be accurate and truthful
- Create recognition and confidence by including, where possible, your company or product name
- Avoid words that may trigger the SPAM filter (see below for list)
- Avoid CAPS and punctuation such as exclamations, hyphens, question marks, parenthesis, periods, and ellipses
- Do not exceed 60 characters in length. Shorter is better

#### Words or Symbols to Avoid in Subject Lines

! or !!!	Free	Urgent	Order now
\$ or Save \$	Debt, loan	Mortgage, rate	Prize, winner
? or – or __	Online	Credit, card	Financial, financing
100%	Pharmacy	Special offer	Sex, sexy
ALL CAPS	Guarantee	Insurance	opportunity

#### *Medical Industry Words That May Trigger Spam Filters*

Although these words may be relevant to your message, it is best to avoid them in the body of your emails:

- Online pharmacy, pharmacy, satisfaction, medicine, medications, meds, weight, weight loss, samples, cure, cures, drug, drugs, drugstore, feel good, feel better, sleep, sleepless, and pills.
- Common drug names such as Cialis, Vicodin, Viagra, Xanax, etc.

#### *About HTML creative*

- Max file size for HTML messages is 25k (without images) and 50k (with images).
- Avoid too many or heavy images. 69% of end users automatically block images from downloading. Images also increase the size of the HTML in Kilobytes.
- Max page width should be 700 pixels. Max length should be no more than 2 page scrolls.
- Design your message to clearly identify the “call to action” within a preview pane to entice the recipient to quickly act on your offer.
- Do not use Cascading Style Sheets (CSS). Inline CSS is best supported by the major email clients for rendering if CSS must be used. Avoid Embedded CSS as this type of style will not work well with the various email clients and it will cause formatting issues, as well as content shifting.
- Use bullet points to identify key points in the message.

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- Use background colors to bring attention to your key points and/or offers. Background colors should be done using hexadecimal colors within tables. DO NOT use images to create these colors.
- Use universal web based fonts such as Ariel, Verdana, Sans-Serif, Tahoma, etc. Other fonts will resort to a default font if the recipient doesn't have it installed.
- Do not embed Java Script, Visual Basic Script, or other scripting language into your HTML document
- Use ALT tags in the HTML code for each image used in the HTML design
- Use headers, especially those featuring a brand or logo, but avoid images in the Header.
- The creative should drive people to your offer or landing page, and it is important that users are able to find relevant information on your website/landing page if applicable.
- Avoid long surveys (max 5-10 minutes). It is recommended to include an incentive to entice your audience to participate.
- Do not use Macromedia FLASH for your animated images. Use animated .gif as an alternative.
- HTML messages with video content are not able to be deployed.
- Creative should be final and all links working before submission to SK&A for testing.
- Use full URLs. For example: <http://www.skainfo.com> instead of [www.skainfo.com](http://www.skainfo.com).
- Do not bold or underline words in sentences in the body. Bold headlines are okay.

### ***About the FROM Line***

- All email will be delivered from the SK&A service bureau's FROM line. For example: [info@healthservices.com](mailto:info@healthservices.com), [clientname@info\\_healthcare.com](mailto:clientname@info_healthcare.com) or [reply12345@enews.info-health-care.com](mailto:reply12345@enews.info-health-care.com)
- Custom sub-domain service is available at an extra fee. It is the responsibility of the client to work with their IT person to set up the DNS settings and register the domain. Once completed SK&A requires 10 working days to propagate the domain (follow the Sub-Domain Setting Guide). Let your account manager know before submitting the order if you need the Sub-Domain Setting Guide.

### ***How to Comply With the Main Rules of the CAN-SPAM Act***

- Do not present false or misleading information in the TO or FROM lines
- Do not present misleading information in the subject line
- A clear method of opt-out is required. If you would like SK&A to manage opt-outs, please do not include your own language.
- Commercial email must be identified as an advertisement or solicitation and include the sender's street address.

## **SK&A Requirements**

### ***Client Responsibilities***

- Allow 5-7 business days to coordinate deployment, once all forms are completed
- Sign quote, email requirement form, agreements, and the client check list
- Requirement form must be completely filled out and returned
- Provide a list of seed names (maximum of 7 seeds)
- Provide HTML/text creative as attachment (creative as "web links" are not accepted)
- Creative must include "company from" physical address at bottom of document and Opt-Out language if the client would prefer to capture their own Opt-Outs. Default opt out will be from SK&A.
- Suppression file (if required)
- Personalization (if required)
- Sub-domain (see extra fees/set up time needed to process)
- Any special instructions (file splitting, custom reports, etc—extra time required)

### ***The SK&A Email Order Process***

- Insertion of order and target file build
- Email creative, images and links are checked (client is informed of issues, if any)
- Test message deployed within 5-7 days of receipt of completed documents
- Internal quality assurance/approval
- Client approves test message (client is sent the "approval check list")
- Campaign deployment within 24 hrs of receipt of signed approval check list

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- Campaign results provided by SK&A 48 hrs after broadcast (custom reports 5 days from deployment)
- Standard report includes total open, clicks, soft bounces and hard bounces

### ***Technical Requirements***

- Creative must be sent as an unzipped file attachment in .html and .txt format with working links. Creative embedded in an email send will not be accepted.
- Word format is accepted. However, additional charges may apply for conversion.
- Image hosting may be available. Ask your SK&A account representative.
- Email messages with attachments to the recipients will not be accepted.
- Tests will be launched within 2-3 business days upon receipt of required files and documents.
- Client email match/append with deployment service will be launched within 5-7 business days upon receipt of required files and documents.
- Send approval or changes to your email test message to your account executive.

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### **Contact SK&A Today!**

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