BMI LEISURE



Emailing order guide

The Email order conditions are filled with **conditions, tips and advice** to help you convey your message in style. Learn how to order an emailing campaign with better content, images, call-to-actions and more.

CONDITIONS

1. **Plan your campaign on time = 10 business days before your deadline**

We always want to improve our services. Order your campaign on time, this way we can pay attention to the details, test & advise accordingly.

2. **Place your order via our form**

Your order will end up in our ticketing system. This way the entire team can follow-up and contact you.

3. **Keep an eye on your mailbox**

We will send a test campaign to your mailbox. We need your approval before we can launch your campaign.

Remarks:

Do not send us images or any other files via **MailChimp comments** on your campaign. These will NOT reach us. Please communicate directly to design@bmileisure.com

Tip:

Make sure the content of your emailing is proofread before you place your order.
We count 2 business days to process your feedback. Please keep this in mind in order to meet your deadline.

4. **Questions?**

Don't wait in the dark, contact our team at +32 14560070

HOW TO WRITE BETTER CONTENT?

1. **Focus your message**

Some of the most effective emails have one clear message. If you have multiple messages to send, try breaking them up into a series of emails.

2. **Less is more**

Reduce the length of your email until you can simplify no more.

3. **Create a hierarchy**

Put the most important information first for people who are short on time.

4. **Break it up**

Use headings and bulleted lists to divide content into sections that are easy to understand. This helps scanners and skimmers.

5. **Link out**

If you have a lot of information to convey, link to a page on your website where subscribers can learn more.

6. **Use CTAs**

CTAs (Calls to Action) link readers to external content or **ask them to do something**. You can link images, buttons, or text.

7. **Be clear**

Write short and clear CTAs that motivate people to act (for example: Book Your Session or Subscribe to our 24H Race). Tell your subscribers exactly what you want them to do, using active language.

8. **Make a statement with photography**

You don't have to be a photographer in order to get professional quality photos. There are a number of stock photography websites to choose from, like Unsplash, Stocksy, New Old Stock, Can Stock Photos, Little Visuals.

HOW TO SEND TO THE RIGHT AUDIENCE?

Today, customers are actively looking for a personalized customer experience. Targeted email marketing is a great way to respond to that need by ensuring that the messages those customers receive are always relevant.

Source: https://mailchimp.com/email-design-guide/