

ESP Creative Package: Content Information

Thank you for choosing the ESP Creative Package! This is a great opportunity to send out a unique email design to your recipients. An email tailored to your content and organization's branding can help foster a sense of familiarity and identity with your customers or recipients. To help create the best possible design tailored to your needs, we need your input! Without a lot of the information below, we can't create a truly personalized Creative Package for your organization. Please answer the following questions so we can get started!

Contact Information

Please provide your contact information in case we need to reach you regarding your Creative Package.

First Name: _____

Last Name: _____

E-mail address: _____

Phone number: _____

What is the purpose of your email?

The email we're creating for you could serve one of many purposes. Is it a Newsletter? Member update? Monthly article? Please describe the purpose of this email:

What type of content will be included in the email?

Please check all of the content items that will be required in this email. Please note that you may have to provide specific items (e.g., a company logo).

- Textual content
- Links to a Web site
- Images
- My Organization's Logo

What colors or color scheme would you prefer?

Color choices are important, since you may want to match your branding, or perhaps present a particular email theme (e.g., "fall colors" for an autumn announcement). Please list your preferred colors below. Terms like "light blue" and "dark red" are helpful.

CONTENT MATERIALS

To streamline the creative process and ensure that we design an email that best matches your needs, we highly recommend that our clients provide as much content as possible. In some cases, we *require* client-provided content (e.g., any text), while items such as organization logos are purely optional.

Email Text

Please provide all of the text you would like to include in the email. If you would like us to include multiple pieces of text, please enter them under the appropriate section below. For example, if you have a major news item or sale announcement that needs to be front and center, enter it into the “Featured” text area. Secondary news items or other blurbs that you don’t want featured should be entered into the Additional Content areas. Header or headline text is optional, and can be specified for each section.

Note: If your text exceeds the allotted space below, you are welcome to provide it in a separate Word (.doc/.docx) or Text (.txt) file, which should be sent with this form (it can be included in a Zip file with any images you provide too).

Featured Text Header: _____
Feature Text:

Additional Text 1 Header: _____
Additional Text 1:

Additional Text 2 Header: _____
Additional Text 2:

Additional Text 3 Header: _____
Additional Text 3:

Email Links

If you are including links to a web site or sites, please provide the information for each link below. The Placement/Description field helps us get an idea of where you intend it to go (feel free to reference specific text or images that are being included). Possible links you may want to present include links to your organization web site, specific product pages, your blog, forums, privacy policy and more.

Note: If you have additional links that don't fit in the the allotted space below, you are welcome to provide their information in a separate Word (.doc/.docx) or Text (.txt) file, which should be sent with this form (and can be included in a Zip file with any images you provide).

Link 1 Text: _____

Link 1 URL: _____

Link 1 Placement/Description: _____

Link 2 Text: _____

Link 2 URL: _____

Link 2 Placement/Description: _____

Link 3 Text: _____

Link 3 URL: _____

Link 3 Placement/Description: _____

Link 4 Text: _____

Link 4 URL: _____

Link 4 Placement/Description: _____

Link 5 Text: _____

Link 5 URL: _____

Link 5 Placement/Description: _____

Images

Images serve a number of purposes, including identifying your organization or brand, displaying commercial items, conveying a particular theme or simply to make your email a little more colorful. If you have specific images that need to be included in your email, please provide them in a Zip file, which should be sent with this form.

If you would like to include images in your email but do not have them, we may be able to provide them for you. To help us find the right images for your email, please describe in detail what you are looking for, even if it's simply an image or subject that helps convey a theme. *Please note that we are limited by the constraints of our existing stock image library and cannot guarantee an exact match to what you require.*

Image 1 Description: _____

Are you providing this image? Yes No

If you want us to try and find it,
what is your desired image type? Photo Illustration/Cartoon

Image 2 Description: _____

Are you providing this image? Yes No

If you want us to try and find it,
what is your desired image type? Photo Illustration/Cartoon

Image 3 Description: _____

Are you providing this image? Yes No

If you want us to try and find it,
what is your desired image type? Photo Illustration/Cartoon

Image 4 Description: _____

Are you providing this image? Yes No

If you want us to try and find it,
what is your desired image type? Photo Illustration/Cartoon

Image 5 Description: _____

Are you providing this image? Yes No

If you want us to try and find it,
what is your desired image type? Photo Illustration/Cartoon

Additional Notes & Comments

Please include any additional notes or comments about your e-mail that will help us develop your Creative Package.

Thank you!

If you have additional content (images or extra notes) to submit with this form, please email a zip file containing this completed form and additional materials to creative@emailsynergy.com.

If you have completed a printed version of this form and prefer to fax it, please send it to **425.822.2275**.