

Email Marketing Guidelines



Timeline for Submitting Your Creative

- Creative and subject lines are due at least 5 business days before your campaign's launch date.
- Content will be reviewed upon receipt to determine compliance with Nexxt guidelines and best practices. Timeline for email send will be confirmed following this review process.
- Send date will be assigned based on the number of campaigns already in-house and scheduled.
- Final approval of campaign creative must be received at least one business day prior to launch date, after which point no changes in creative or delivery will be made.

Please Submit Creative in HTML format

- Email body and subject line must be CAN-SPAM compliant.
- Creative cannot be one stand-alone image.
- Make sure important content is in HTML text and not in image.
- Use alt tags to display a text description of an image when it does not display.
- Maximum width of the HTML document: 650 pixels.
- Use web friendly fonts, such as: Arial, Segoe UI and Helvetica.
- Please use only .png, .gif or .jpg format for images.
- Use in-line styles.
- No Java, JavaScript, Frames, Flash or ActiveX.
- No auto downloads of program/software directly from a link.
- To ensure that your HTML is free of programming errors, please use an HTML error-checking tool, such as the W3C Markup Validation Service.

Creating an Effective Subject Line

- Recommended subject line length: Up to 50 characters (including spaces)
- Write a subject line that is concise and specific to your audience. Avoid generic messaging that could be confused with other career-related communications our audience receives.
- Avoid using ALL CAPS and excessive punctuation.

Subject Line Examples

How to Use Nexxt to Land a Great New Job

Masters in Analytics Online in 12 Months

Don't Let Your Old 401k Waste Away

Creating an Effective Pre-Header

- Recommended pre-header length: 50-100 characters (including spaces)
- A pre-header is the short summary text that follows the subject line when an email is viewed in the inbox. Many email clients use them to provide a preview of what the email contains before you open it.
- The pre-header should serve as an extension of your subject line, complementing rather than repeating the subject line message.
- Place the most important or compelling information at the beginning of your message, where it's more likely to be seen.
- Avoid using ALL CAPS and excessive punctuation.

Pre-header Examples

Nexxt: Register Now for the Complimentary Live Webinar

You might not even need the GMAT

The smart way to protect your retirement savings.

Subject line and pre-header messaging that falls outside of our recommendations may not be approved.

Unsubscribe Process

- We are happy to support your unsubscribe process. Just provide your suppression file to be applied to the list prior to sending.
- If you have an unsubscribe link in the copy of your email, then you must provide a suppression file of your past opt-outs.

Additional Tips for a More Successful Campaign

- Set a clear goal for your campaign and make sure your content reflects that goal.
- The best messages are clear and direct. Don't use more words than necessary.
- To receive better click-through rates, include multiple links and calls to action throughout the creative, including at least one text link.
- Remember that many recipients will see your email without images – in cases where images are turned off as a default – so make sure they can still read your entire message and act accordingly.
- If you'd like to address the recipient by name, please only do so as the greeting of the email or in the beginning of the first sentence of the email.

Greeting Examples

Sam,

Sam, we're excited to tell you about an exciting opportunity.

Nexxt reserves the right to require content changes if the message submitted is deemed inappropriate for our audience or may cause deliverability issues that will impact the performance of your campaign and our overall sender reputation.