# Table of Contents

4 INTRODUCTION / BABSON EMAIL

5 TYPES OF BABSON EMAILS
   5 Single-Send Announcements to Group or List
   6 eNewsletters
   6 Institutional Events and Campaigns

7 HOW TO SEND AN EFFECTIVE EMAIL
   7 Planning and Scheduling
   8 Email Creation
   9 Compliance

10 ELEMENTS, VISUALS, AND STYLES
   10 Header
   10 Footer or Email Signature
   11 Background
   11 Content Area Styles
   11 Buttons
   11 Social Media Icons
   12 Images and Graphics
   13 Diagram of Email Elements
   13 Dimensions for Babson Templates

14 CONTENT
   14 From Name
   14 Subject Line
   15 Pre-header text
   15 Body Text
   15 Call to Action (CTA)

16 RESOURCES
WHENEVER YOU SEND AN EMAIL FROM BABSON COLLEGE, you are representing the College. Ensuring the consistency of messaging and the brand elements is of the utmost importance. This guide will provide you with tools and guidelines to help keep your email communications clear, concise, and Babson-branded.

In addition to using this guide for email communications, refer to the Babson logo, brand usage, and editorial tone guidelines to ensure your email aligns with Babson College standards. Guidelines can be found at www.babson.edu/brandguidelines.

BABSON COLLEGE MARKETING AND EMAIL

WHAT WE DO
» Provide brand guidelines and header templates for internal communications

» Support mass communication to external audiences

» Provide quality assurance best practices

» Review emails for quality assurance (within standard timelines)

WHAT WE DON’T DO
» Produce emails for personal outreach

» Format and produce internal communications

» Produce student- and/or faculty-led email communications
TYPES OF BABSON EMAILS

SINGLE-SEND ANNOUNCEMENTS TO GROUP OR LIST

Use a Babson-branded email template. When sending emails internally using Outlook, use a Babson-branded header or no header. For external communications, use a Constant Contact/Silverpop Babson-branded template. A single-column template is available:

SINGLE COLUMN

for direct message with clear call to action
eNEWSLETTERS
College Marketing can create a personalized template for departmental newsletters, using a formatted Outlook header for internal communications, or a Constant Contact/Silverpop template for external audiences.

INSTITUTIONAL EVENTS AND CAMPAIGNS
Babson Marketing manages institutional email accounts and integrated campaigns.

To find your account manager and learn about the project request process, visit www.babson.edu/support.
HOW TO SEND AN EFFECTIVE EMAIL

PLANNING AND SCHEDULING

Adhere to posted timelines when planning for email communications. Allow time for content creation, edits, and quality assurance reviews.

See production timelines at www.babson.edu/marketingtimelines.

» **BE CONSCIOUS OF RESPONSE TIMES REQUIRED** (RSVPs) and the calendar and preferences of your audience when selecting the date to send your email.

» **RESERVE A SEND DATE ON THE CENTRALIZED DIGITAL COMMUNICATIONS CALENDAR** when sending to alumni, parents, or friends. This way, we ensure that the same audiences aren’t receiving too much email at one time from the College.

» **CONSIDER THE BEST DAY OF THE WEEK and time of day to send your email.** Different audiences may have a certain time when they’re more likely to engage with your email. Marketing can help you determine this.

**SAMPLE PRODUCTION TIMELINES**

<table>
<thead>
<tr>
<th>Activity (QA) Review (Digital, Editorial or Design QA)</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>QUALITY ASSURANCE (QA) REVIEW (DIGITAL, EDITORIAL OR DESIGN QA) / 3 days</td>
<td></td>
</tr>
<tr>
<td>EMAIL SEND (FROM EXISTING TEMPLATE, NON-NEWSLETTER) / 3 weeks</td>
<td></td>
</tr>
<tr>
<td>ENEWSLETTER SEND (COPY, DESIGN, DEVELOPMENT, QA REVIEW) / 3 weeks</td>
<td></td>
</tr>
<tr>
<td>CUSTOM EMAIL OR ENEWSLETTER TEMPLATE CREATION / 7 weeks</td>
<td></td>
</tr>
</tbody>
</table>
EMAIL CREATION – WORKING WITH MARKETING TO CREATE YOUR EMAIL

1/ Identify your main audience (internal or external, parents, current or prospective students, faculty, et al.).

2/ Determine amount of content and email frequency.

3/ Enter JIRA request at www.babson.edu/support and complete required document fields.

4/ Marketing will specify the email template required.

5/ Marketing will concept and produce email (within JIRA).

TESTING AND QUALITY ASSURANCE (QA)
QA includes digital, editorial, and design reviews to ensure emails are in line with best practices for optimum performance.

Marketing is available to QA any email send not directly managed by Marketing. Contact Marketing for a checklist of QA items if you plan to QA an email yourself.

ANALYTICS
After an email sends, your job isn’t complete. Constant Contact and Silverpop emails have access to analytics, including open rates and click-through rates. Marketing can help you outline key metrics prior to email send and understand how to improve future emails based on past performance.

MUST-HAVE TEXT
In addition to the content you want to include in your email, remember there is certain text that you must include that will add to the overall length of your email.

OPT-OUT
Having a way to opt out (a way for people to notify you that they no longer wish to receive emails from your list) is a requirement. Additionally, the Canada Anti-Spam law strictly requires that users opt in to receive any communications from your organization.

Email opt-out is built in for Constant Contact and Silverpop.

PERMISSION REMINDER TEXT
This states why your audience is receiving the email. The Permission Reminder text is optional, though highly recommended, to use in Constant Contact and Silverpop.

A PHYSICAL ADDRESS
For Babson, this is usually 231 Forest Street, Babson Park, Massachusetts 02457.
ENSURE YOUR COMPLIANCE WITH CAN-SPAM

UNSUBSCRIBE COMPLIANCE
» A visible and operable unsubscribe mechanism is present in all emails.

» Consumer opt-out requests are honored within 10 business days.

» Opt-out lists also known as suppression lists are used only for compliance purposes.

CONTENT COMPLIANCE
» The “From” field is accurate.

» The subject lines are relevant (relative to offer in body content and not deceptive).

» A legitimate physical address of the publisher and/or advertiser is present. PO Box addresses are acceptable in compliance with 16 C.F.R. 316.2(p) if the email is sent by a third party. The legitimate physical address of the entity, whose products or services are promoted through the email, should be visible.

» A label is required if the content is for mature audiences.

SENDING BEHAVIOR COMPLIANCE
» A message cannot be sent through a mass communication tool without an unsubscribe option.

» A message cannot be sent to an email address that has not been provided by the user.

» A message cannot contain a false header.

» A message should contain at least one sentence.

» A message cannot be empty.

» An unsubscribe option should be below the message.

ACCORDING TO RESEARCH DONE BY LITMUS IN MARCH 2017, 54% OF EMAILS ARE OPENED VIA A MOBILE DEVICE.
The Babson Brand Guidelines apply to all visual and style elements in emails representing Babson. Elements should display accurately for both mobile and desktop users. Elements can include:

**HEADER**

Headers should be simple and clear, allowing the user to read the email content quickly without distraction. Headers also should include the Babson logo or the word Babson in type.

Link the header to the website that is most relevant for the email, for the Alumni Newsletter, link the header to the alumni website). The header is consistently one of the most clicked-on areas of an email.

Header graphics are created at 600 pixels (px) wide x 73 px high. Test to ensure that all header content is readable on mobile devices.

**FOOTER OR EMAIL SIGNATURE**

The end of an email should provide direct contact information and be easily used by both desktop and mobile device users.

» Keep contact information and links as active text (learn more, register now, read the article, etc.); do not add additional images.

» Always include the Babson logo on templated emails in SilverPop and Constant Contact.

» We recommend NOT including images or graphics in personal email signatures or in Outlook template signatures. Images in these cases are typically blocked by email clients and content does not appear to the reader.

» For newsletters, you must list a physical address of your organization or department.

» Include the main Babson URL (www.babson.edu) or a vanity URL if your organization or department has one. Do not include lengthy or confusing URLs. If a vanity URL is not available, hyperlink the text directly.

» Do not include extra images. Most email clients block images by default, and images do not display on mobile devices. Images used should be minimal and complementary.

» Newsletter footer graphics are created at 600 px wide x 73 px high. Test to ensure that all footer content is readable on mobile devices.
BACKGROUND

CONSTANT CONTACT
Backgrounds are fixed in Babson-branded templates. Each adheres to the Babson color palette. Do not alter colors in templates provided by Marketing.

OUTLOOK
Keep email background white.
Limit use of color or shapes behind text.
Always consider readability on mobile devices when creating Outlook emails.

CONTENT AREA STYLES

Keep font size for content areas at 14 point or larger for all emails.
Allow for generous line spacing or leading in your email body.
This allows for best readability across devices.

Arial is Babson’s preferred font for email content.

CONSTANT CONTACT
Content styles are fixed in Babson-branded templates. Do not alter elements in templates provided by Marketing.

OUTLOOK
Use styling such as color, bolded type, and/or capitalization to denote headers and call-outs.

BUTTONS

Use consistent, clear button styling and always include alt text (see page 12) to describe the call to action.

Keep button content short, active and direct, in line with Call to Action guidelines on page 15.

Approved buttons are available in Babson templates.

SOCIAL MEDIA ICONS

Keep the style of social media icons and share buttons consistent with those found on www.babson.edu. Submit a project request for specific icon files or to have specific icons added to your email template. Icons can be displayed with text or as icon or series of icons only.

FOLLOW US ON TWITTER
or
preferred social media icon styling
IMAGES AND GRAPHICS

1/ USE CORRECT RESOLUTION, DIMENSIONS, AND SIZE.
Screen resolution is 72 dpi at the dimensions to be viewed. Save files at final viewing dimensions. If concerned about quality display on higher-resolution screens, create and save images at double the intended view dimensions, at 72 dpi. Keep image file size at or below 100KB. Avoid large attachments or embedded files.

2/ USE SAVE FOR WEB COMMAND WHEN EXPORTING FROM PHOTOSHOP.
Export as a JPG, GIF, or in PNG format. Higher-quality setting means better viewing, but longer load time. PNG-24 format will retain transparency.

3/ ALTERNATE (OR ALT) TEXT TO ANY IMAGE IN YOUR EMAIL. The text should describe the image clearly. Silverpop, Constant Contact, and Outlook will provide the process to add ALT text to your images. If an image does not display or the user is using a reader, the ALT text will appear in place of the image.

4/ DO NOT ADD A CALL TO ACTION, KEY DATES, OR ANY TEXT CONTENT TO IMAGES without repeating it in the body copy. Images often are blocked by default and are reduced in size on mobile, so readability is affected.

5/ LINK IMAGES. If an image is included within an email (i.e., with an article), link the image to the relevant URL (i.e., the call to action of the article).

SAMPLE ALT TEXT

alt=“Kerry Healey”

alt=“Back to Babson”
This diagram of email elements shows examples as noted in this guideline. Placement and elements will vary with each email.

SUGGESTED IMAGE FILE SIZE
is 100KB or less with a maximum of 800 px wide. Constant Contact will attempt to automatically compress images of more than 350KB or 800 px wide, and this may affect image quality. For best results, optimize your images before uploading.

Illegal content: None identified.
As with any piece of marketing created for the College, correct spelling, grammar, and punctuation are essential to upholding Babson’s reputation, but so are tone, structure, and content. And, perhaps more so than with any other medium, brevity in email is of the utmost importance. See the editorial tone quick reference guide at www.babson.edu/brandguidelines for additional information on writing effective copy for the College.

FROM NAME
Start the “From Name” with “Babson” or “Babson College” so you may leverage Babson’s brand and so the recipient knows exactly with whom the email is affiliated.
You may add your specific department name after “Babson” in the field.
Recommended length is 23 characters or fewer.

SUBJECT LINE
Following best practices, email subject lines should be no longer than 60 characters, and preferably around 30, when possible. Front-load the subject line with the most important information and include or hint at the benefit to the reader, if possible.
This is the most important piece of content you can write for your email, because if it’s not compelling enough for the reader to open, what’s inside the email won’t matter.
Capitalize the first letter of each word in the subject line, with the exception of words like “to” and “for.”
For newsletters, include the type of newsletter first (e.g., Alumni Newsletter) and follow it with the feature contents of the newsletter (e.g., Alumni Newsletter: Babson’s Ranked No. 1, New Dean, and More).
Do not include dates (e.g., June Newsletter); the date is communicated by the day the email is sent.
Do not include certain punctuation marks: questions marks, ampersands, or exclamation points (? & !). Some email clients will mark these emails as spam. Periods (.) and commas (,) are accepted.

SAMPLE SUBJECT LINES
Register for Babson Connect: Worldwide Business Analytics in an Entrepreneurial World
Your Gift Empowers Babson Students
**PRE-HEADER TEXT**

Most mobile inboxes show the first few lines of text from a message. This is an opportunity to be strategic with copy to increase open rates. Best practices include teasing the copy, providing a strong call to action, and elaborating on (without repeating) the subject line.

Unlike a subject line, pre-headers should be in lowercase, with the exception of the first word. Recommended length is 50 characters or fewer.

**SAMPLE PRE-HEADER TEXT**

Try out the Babson MBA with Babson
View photos, videos, and more from the event
Make your gift before the clock strikes midnight!

---

**BODY TEXT**

In general, copy for emails should max out at around 200 characters followed by a strong call to action.

When creating a newsletter, character counts will fluctuate as varying prominence is placed on feature and supporting stories. When content in an email or newsletter allows you to link to the longer story on a webpage, keep content as concise and intriguing as possible, and use a strong call to action to drive readers online for additional content. Do not try to pack your entire story into the email.

Plan for feature and supporting stories by making sure you know where online the full story will live to ensure you’re driving users to the correct place.

Arial is Babson’s preferred font for email content.

---

**CALL TO ACTION (CTA)**

Make sure you have one clear, relevant next step that you want users to take.

The CTA should describe the action you are intending the users to do when they open the link and where the link will take them. For example: Learn more, Register now, Contact us, etc. Do not use “click here” for the CTA.

Only underline CTAs and hyperlinks/linked text; no other text should be underlined, so to not confuse the readers.

Use double right-angle quotes (» or “raquo;” in HTML) if the CTA is on its own line (not when within the paragraph or as a button).
RESOURCES / FILES AND REFERENCE SITES

BABSON COLLEGE MARKETING WEBSITE
www.babson.edu/marketing

LOGO AND TEMPLATE FILES
www.babson.edu/brandguidelines

EMAIL RESOURCES
www.silverpop.com/marketing-resources/overview
blogs.constantcontact.com

Contact Us

EMAIL ACCOUNT OR STRATEGY INQUIRIES
Vanessa Theoharis
Associate Director of Integrated Content Strategy
vtheoharis1@babson.edu, 781-239-4422

BRANDING AND LOGO USE
Melissa Jolly
Art Director, Brand Operations Specialist
mjolly@babson.edu, 781-239-4249

EDITORIAL INQUIRIES
James Kiley
Senior Editor
jkiley@babson.edu, 781-239-4276

PROJECT SUBMISSIONS
https://jira.babson.edu

BEFORE YOU SEND
1/ CHECK EACH LINK, LINKED TEXT, OR LINKED IMAGE. Ensure that the link works, is current/updated, and is relevant to the CTA.

2/ VIEW THE EMAIL IN A VARIETY OF EMAIL CLIENTS. Outlook and Gmail are the most popular desktop email clients.

3/ VIEW THE EMAIL ON A MOBILE DEVICE. The iPhone and Android devices are the most popular.

4/ CHECK THE LINKS ON A MOBILE DEVICE. Can users complete the action intended on their phone or tablet?