

B2B Email Marketing Blasts

Benefits:

- Great reach! Email blasts are sent to more than 1,100 email addresses.
- Open rate averages between 35 - 45%.
- Bring more viewers to your website! The email blast can be linked directly to your website. It can also be linked to your email or Facebook page!
- Receive analytics within two weeks after the blast is sent to track performance.

Guidelines:

Subject Line:	Choose a catchy subject line
Link:	Include a website to link the eBlast to
Size:	8 1/2" x 11" flyer
Page Limit:	One page
File Type:	PDF or JPG
Content:	Include contact information within your flyer
File Size:	5 MB or less
Color:	Full color is preferred
Price:	Non-profit - \$65 For profit - \$100
Other:	Be sure to include contact information on your flyer



Quick Tips:

- Less is more
- White space is good
- Use fonts that are clear and legible
- Schedule eBlasts in advance, slots fill quickly