

Ask Your Doctor Program: Best Practices

- Logo Placement: Top left is best; it's the first place the user's eye goes to immediately establish trust and familiarity.
- Dimensions, Size, and Length: The first 300 vertical pixels should include logo, headline, and call to action.
 - o Width – No wider than 600 pixels
 - o Length - No more than two scrolls for a promotional email.
 - o Your message size should be no larger than 80 KB.
- Call to Action: Should be obvious/distinguishable from other links, above the fold, and repeated as HTML text and as a graphic. If the click thru is an image, be sure to use Alt tags. **Primary call to action should be printing branded collateral to bring to the upcoming appointment (e.g., – questions to ask the doctor, condition diary.)**
- Content: Should be brief, relevant, and of value.
 - Choose your wording carefully; words that you think may qualify as SPAM probably will.
 - Should be visibly intuitive as to which information is most important via font size, color, boldness, graphic support, and distance from the top of the message.
- Color and fonts: Colors should be used to support brand image and convey a tone or emotion. Font color RED is considered a SPAM color. Where possible, avoid all-white text or background colors. Light background colors are ideal.
- Images vs. HTML text ratio: Must be balanced around 30/70; any important information in a graphic should be repeated as HTML text in case of image suppression. We cannot accept an image as an email. All email must be coded with simple HTML; NO CSS!
- Links: In general, the more links included, the more the consumer will click. Should be short enough to be scannable yet descriptive enough to explain exactly where they'll take the user. The majority of Internet users respond better to a plain, bold, blue text link.
- Subject line: Should be between 35 and 50 characters with the most important information near the front to avoid truncation. In your subject line, try to specify a benefit that the subscriber can expect by reading your email.
- Messaging: Strengthen the consumer message by utilizing one key takeaway about the brand throughout the series.
- Header and Footer: The client owns the space in between the QH header and footer. The QH header and footer of the email stays current to comply with CAN-SPAM requirements.

Please note: All email must be coded in simple HTML. Hand-coded email is preferred as WYSIWYG's (such as Dreamweaver) may add code that causes problems with email clients. Check your HTML code for free at: <http://validator.w3.org/>. We cannot accept email that has been coded with CSS (inline style sheets) as it often has delivery issues.

Questions? Concerns? Just ask your salesperson or:

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