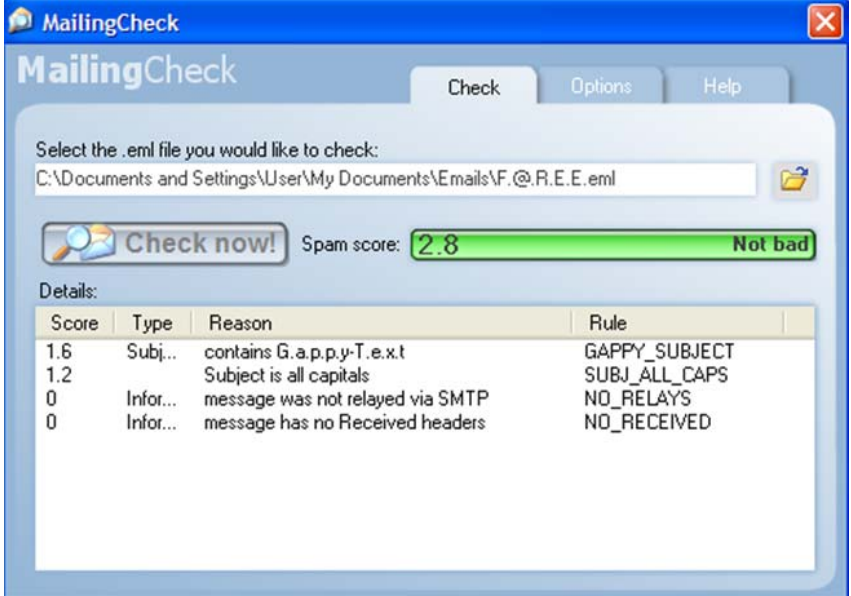


CRM Online Marketing HTML & Email Tips

Purpose: The purpose of this document is to describe HTML & Email tips.

Tip	Description
Tags need for templates	<p>Header:</p> <pre><script language="XML" xmlns:psfttag='http://www.peoplesoft.com'> <psfttag:head/> </script></pre> <p>Body:</p> <pre><script language="XML" xmlns:psfttag='http://www.peoplesoft.com'> <psfttag:body> </script></pre>
Import HTML into an email	<ol style="list-style-type: none"> 1. Create the email document. 2. Click the HTML tab or the Text tab, depending on the type of text you want to import. 3. Click the Import HTML or Import Text button. 4. Select the file you want to import and click OK.
Blacklist Checking	<p>If you suspect you may be listed on a blacklist, use these tools to check:</p> <ul style="list-style-type: none"> • Delivery Watch • MXToolBox • EmailReach • RepCheck • Blacklistedip
Email: Don't act like a Phisher	<ul style="list-style-type: none"> • Don't use an IP address as part of your email address. Use a valid domain name hosted on your server. • Don't include HTML forms in email messages. Submitting and/or including forms in email messages is considered a security threat for many ISPs. Keep the HTML very light. Don't cross the Spam threshold with the number of HTML closing tags. • Don't include JavaScript code in email messages. • Don't include embedded objects in email messages, such as Flash or Active-X. • Don't re-send rejected messages. Multiple SPAM indicators from an ISP can translate to blacklisting. • Maintain compliance with CAN-SPAM Act

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<p>Email Subject Line Suggestions</p>	<ul style="list-style-type: none"> • Don't use colors. • Don't use “gappy” text – e.g., F.R.E.E. • Don't include links in the Subject line. • Avoid suspicious subject lines. Aside from the obvious, web text words such as 'free', 'special offer', etc., should be avoided as much as possible, as should words in full caps and lots of exclamation marks - they're beloved of spammers.
<p>Email Body Text Suggestions</p>	<ul style="list-style-type: none"> • Avoid using all CAPS. • Avoid using multiple exclamation points. • Avoid using very large fonts. • Avoid using red and yellow as font colors. • Avoid using many different colors. • Avoid using words or phrases associated with SPAM (e.g., free, buy, test). Consider using graphics to display words like 'FREE' if necessary. • Avoid large graphics, or a high proportion of graphics to plain English text.
<p>Sample Recommended Footers</p>	<ul style="list-style-type: none"> • This email is sent to <Constituent Full Name> by the Office of Admissions at <University Name> admissions@university.edu • This email is sent by Office of Admissions at <University Name> admissions@university.edu to <Constituent Full Name> • Our Privacy Policy <University Privacy Policy> • To be removed from this mailing list, <Subscription Management Instructions> • <University Name>, <University Address and Contact Information>

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<p>Spam Content Filter</p>	<p>Double-check that your email content isn't being caught by spam content filters by using a spam checker to analyze and score your templates.</p>  <p>The screenshot shows the MailingCheck application interface. At the top, there are buttons for 'Check', 'Options', and 'Help'. Below these, a text box prompts the user to 'Select the .eml file you would like to check:' with the path 'C:\Documents and Settings\User\My Documents\Emails\F.@.R.E.E.eml' entered. A 'Check now!' button is visible next to a 'Spam score: 2.8' indicator, which is highlighted in green and labeled 'Not bad'. Below this, a 'Details:' section contains a table with the following data:</p> <table border="1" data-bbox="495 724 1274 861"> <thead> <tr> <th>Score</th> <th>Type</th> <th>Reason</th> <th>Rule</th> </tr> </thead> <tbody> <tr> <td>1.6</td> <td>Subj..</td> <td>contains G.a.p.p.y-T.e.x.t</td> <td>GAPPY_SUBJECT</td> </tr> <tr> <td>1.2</td> <td></td> <td>Subject is all capitals</td> <td>SUBJ_ALL_CAPS</td> </tr> <tr> <td>0</td> <td>Infor...</td> <td>message was not relayed via SMTP</td> <td>NO_RELAYS</td> </tr> <tr> <td>0</td> <td>Infor...</td> <td>message has no Received headers</td> <td>NO_RECEIVED</td> </tr> </tbody> </table>	Score	Type	Reason	Rule	1.6	Subj..	contains G.a.p.p.y-T.e.x.t	GAPPY_SUBJECT	1.2		Subject is all capitals	SUBJ_ALL_CAPS	0	Infor...	message was not relayed via SMTP	NO_RELAYS	0	Infor...	message has no Received headers	NO_RECEIVED
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