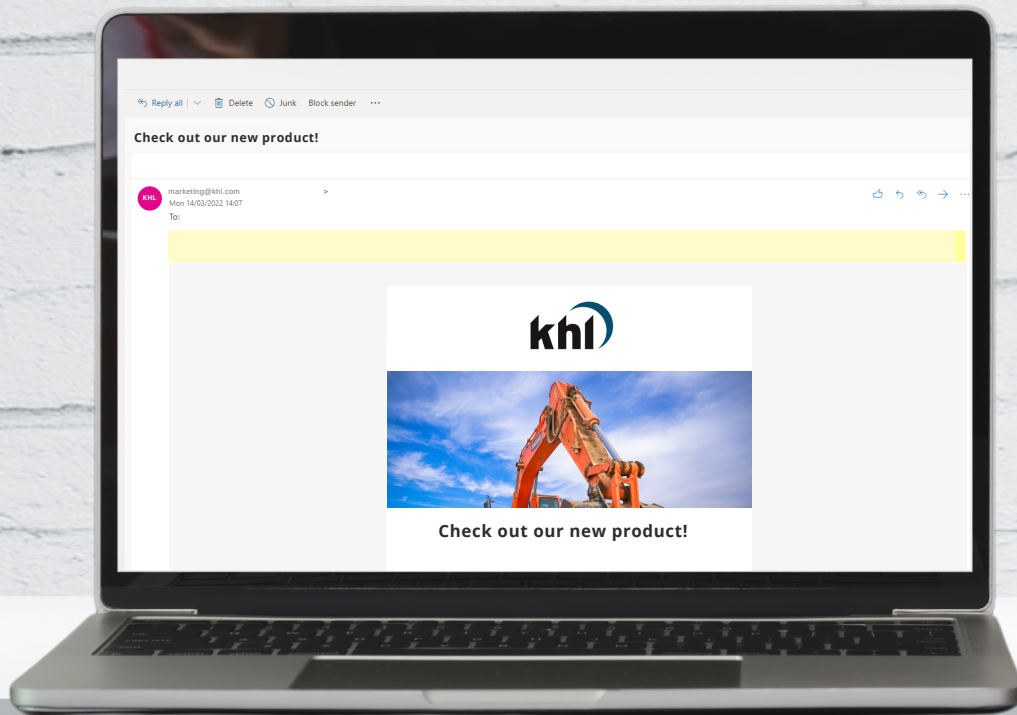


# THE ULTIMATE 101 GUIDE TO COPY

## PROMOTIONAL E-BLASTS EDITION



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**1** The benefits of e-Blasts

**2** How do KHL e-Blasts work?

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# E-BLASTS CAN BE USED FOR...



New product launches



Increasing web traffic



Newsletters (end-users and distributor/agents)



Driving exhibition visitors to your booth



Auctions/used equipment sales



Delivering digital brochures and in-house publications

## Deliver targeted messages -



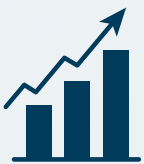
Customers who receive relevant content are more likely to engage with your message.

## Reach an engaged audience -



Uniquely, your e-Blast will be sponsored by the relevant magazine brand and sent out to their readers. These audiences will have subscribed to receive content from the brand, so will be eager to consume our content!

## Drive revenue -



A targeted message combined with an engaged audience will mean recipients are more likely to click and convert. As a result, these conversions will help drive your revenue.

## Easy to measure -



Not only will e-Blast campaigns produce immediate results, but are easy to measure. KHL makes it even easier with our unique [digital reporting dashboard](#).

# THE BENEFITS

# HOW DOES IT WORK?

Create the email content and subject line  
(KHL can provide examples, assistance and  
advice – free of charge)



Select your audience: Geographic, Sector,  
Business type, End user, Language -  
include different languages for the same  
campaign at no extra charge



The compiled email is proofed to you for  
approval – the campaign does not launch until  
approval to proceed is received



Specify the day and time to  
launch the campaign



See the campaign results from your  
computer in real-time including:  
How many emails are delivered,  
opened and overall clicks.



# YOU MIGHT ALSO WANT TO KNOW...

## **TIMING**

- Campaigns can be launched within 48 hours of receipt of the email content and experience tells us that 80% of the response is made within the first 48 hours of the campaign being launched.
- A campaign prepared, tested, launched and delivered within 96 hours - regardless of geography!

## **EMAIL CONTENT**

- Email content supplied by you or designed by KHL
- Embedded links to brochures or video
- Text-only version to improve deliverability rate

## **EMAIL APPEARANCE**

- The email is dedicated to you and is not shared with any other company
- The email will be from you and not KHL
- You choose the subject line
- No "spam" characteristics

## **UNDELIVERED E-MAILS**

- We will not charge for undelivered emails including:
- Bounces (Hard or soft)
- Firewall rejections

# YOUR GUIDE TO WRITING EFFECTIVE COPY



Make sure your subject line is catchy but aligns with your main copy.



Keep your text short but to the point, this will ensure you have your visitors attention for the duration of the email.



Build a character that represents your audience. Understand why they may be interested in your message and what needs they need fulfilled.



Provide a solution to your character and address them directly using personal pronouns i.e. 'you' and 'we'. Personalisation wherever possible is paramount!



Humans are often risk-averse - allay their fears by offering stories or concrete evidence to demonstrate the outcome they will receive.



# YOUR GUIDE TO LAYOUT & DESIGN



Keep it simple. Strike a balance between visuals and text - make sure the email isn't too long.



Ensure you have a responsive design - the email will change its format to fit the screen it's being viewed on (desktop, laptop or mobile device).



Begin with a catchy headline - a question, a statement that builds curiosity or a pain point would be a great place to start.



Main body - use short paragraphs and bullet points for skimmability.



CTA - include in top half of email as often some recipients won't bother to scroll all the way down.



Other things to consider is developing a brand style, and using colours that grab attention.



# YOUR GUIDE TO CALL-TO-ACTIONS



Above everything else, your CTA needs to **STAND OUT!** You can do this through choice of colour or perhaps turning it into a button.



Make sure that leading up to your CTA you have presented the recipient with an irresistible offer. There should also be a sense of urgency for example, 'If you buy today, you will receive 20% off'.



As suggested in layout, make sure there is a CTA placed in in the first half of the email.



The actual CTA itself should include strong action words such as, 'buy' 'order' 'subscribe' 'support' 'join' 'learn more'.





# DIGITAL MARKETING: HOW CAN KHL HELP YOU?

## OUR DEDICATED TEAM:

1. Conducts continuous digital research and development
2. Produces new digital channels
3. Offers advice on a holistic scale - "The whole picture"
4. Proactively monitors and conducts optimisation on all digital campaigns to maximise ROI for clients

**PLUS, BENEFIT FROM OUR UNIQUE  
DIGITAL REPORTING DASHBOARD.  
CLICK HERE TO LEARN MORE.**

**CONTACT THE KHL DIGITAL TEAM FOR  
MORE INFORMATION OR ADVICE:  
DIGITAL@KHL.COM**

