SPECS

WIDTH
minimum 750 px wide

HEIGHT
maximum 1728 in height

RESOLUTION
minimum 72 dpi

FORMAT
RGB file saved as a JPEG or PDF

Email blasts go out on our own dedicated server and we are CAN/SPAM compliant so emails are validated and delivered from reputable sender.

Visit www.dcmkt.com
for Privacy Policy

TESTIMONIALS

"We couldn't be happier with the DC Email Blast Service. Through the years we've been email marketing, we've never seen results like these. We average 2-3 times the open rates through this service than others. Click thru results are matching other emails we've done with twice the list size. Excellent! The proof approval process is quick but very thorough and scheduling has been flexible to fit our needs. Great service!"

Nathan Weeks, Creative Director
Blouin Displays

"So far we are only a couple emails in with Distributor Central, and I can already see a the effect it is having. From above average click through rates, to more inquiries from new customers, our emails through DistributorCentral have been a huge success."

Joshua Pospisil, Marketing Specialist
KTI Promo

CHECKLIST

☐ **DATE**

☐ **TIME**

☐ **SUBJECT LINE** - 50 characters max including spaces

☐ **HEADLINE TEXT** - 75 characters max including spaces

☐ **TEXT VERSION**

☐ **DISTRIBUTOR VERSION ARTWORK**

☐ **CLIENT-FRIENDLY VERSION ARTWORK**

☐ **CLICK THRU LINK**

☐ **SUBMIT TO YOUR DC ACCOUNT REP**
Amelia Madl - amadl@distributorcentral.com
Aubrey Weaver - aweaver@distributorcentral.com
Matt Duffey - mduffey@distributorcentral.com

EMAIL MARKETING TIPS

HAVE A COMPELLING SUBJECT LINE
Take time to think of something clever that would cause you to want to open this email. Try to say it all in 50 characters or less.

UTILIZE THE HEADLINE TEXT
Some email clients display a snippet of preview text next to or near the subject line. Sometimes called the preheader, this bit of text pulls from the first few lines of text in your email.

HAVE A CALL TO ACTION (AND IN THE RIGHT PLACE)
What are the results you are looking for? What are you asking your audience to do? Make sure your CTA is at the top of the page.

DIRECT THEM TO THE RIGHT PLACE
Make sure your Click Thru link goes to a form or place where you can collect additional information or leads.

MAKE SURE YOUR EMAIL IS SHAREABLE
Don't forget to create a client-friendly version that is shareable.

KEEP IT SIMPLE
Sometimes the best emails have the simplest design.
Make sure your email design is easy to scan and is consistent with your brand.