



Email Guidelines

The Kenwood email templates have been designed to be both economical and highly customizable, with three different options for producing and distributing email. With topical content and appealing designs, they will deliver results to help grow your business!

Fully Automated Option: *This is the option that Kenwood recommends.* The email template you choose will be customized with your company name, logo, address, phone, web site and email and a special offer, too, if you want to add one. Send your email prospect and customer list to elaine@ecommint.com. We will send out the emails for you. You also have the option, for a slightly higher price, of receiving an updated email list with corrections and opt-out records included as a follow-up to your initial mailing.

HTML Option: For this option, you will need to have a high level of HTML competency. You will receive the email template as you see it in the preview. The completed email template will be sent to you in HTML format. That means that you will need to customize it, upload it to an email management program and upload your email list. With this special link to the program we recommend, [Constant Contact](#), we will be able to monitor and assist you with your program. The email template must still match Kenwood co-op guidelines to be eligible for co-op reimbursement; it's required to include ecomm@kenwoodusa.com on your distribution list for co-op verification purposes. Your email management program will take care of most email maintenance issues for you.

JPEG Option: *If you choose this option, you will need to be very aware of CAN SPAM rules and have the capability to customize your email before sending it and follow the rules and guidelines of your email provider.* The email template will be customized with your company name, logo, address, phone, web site and email and a special offer, if you choose. The completed email template will be sent to you in a JPEG format. You can then paste it into an Outlook email. Because there will be no active clickable links within the JPEG, it is imperative that copy be added with any clickable links you want to include at the top of the JPEG in the body of the email. You must add a "List-Unsubscribe" header at the top of the email with an email link to someone at your company in order for people to unsubscribe from further emails from your company or allow them to reply to your email with an unsubscribe request. Outlook is limited to 100 email addresses per message and other email services have similar restrictions. When you send the Outlook email, include ecomm@kenwoodusa.com in the email distribution list for co-op verification purposes.

Best Practices Guidelines: Email is an excellent tool to maintain contact with your existing customers and those prospects who have agreed to receive marketing messages from your company. It is **not** a tool recommended for contacting new customers. Acquiring mail address lists from third parties is generally not advisable. For each email contact, you should have a response to an opt-in message (checking a box on a form, for example) or an email from the person asking to receive your marketing messages. Whichever option you choose, an opt-out message is either included or must be added to your outgoing email. Best practices dictate that you automatically unsubscribe users with addresses that bounce multiple times. It's also a good idea to send confirmation messages from time to time. Email is a marketing tool best used to communicate with those who already know your company. The best way to make sure you have a good "open rate" is to make sure that everyone who receives your email actually wants to receive it.