

# STYLECampaign

## Contact

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# Design and coding

We specialize in email creative that's optimized across PC, tablet and mobile. Bringing years of experience with us, everything we do is performance driven.

Fluid, skinny, scalable, adaptive, responsive, even horizontal. There are a number of approaches to mobile email and we've done them all. When combined with designing for touch, your users will have the best possible experience.

Some of our recent responsive email design clients include Monster.com, Chanel, Adorama, Rackspace and VMWare.

There are four ways to work with us on design and coding:

- A - Modular templates
- B - On-going via retainer with a 20hr, three month minimum.
- C - Pay-as-you-go 20hr blocks.
- D - Project based estimates.

# A – MODULAR TEMPLATES

A template with numerous modules, that you can mix and match, duplicate or re-order for different mailings.

We base our responsive modular template estimates on the no. of different unique design modules we're asked to produce. Typically we estimate **\$500 per module**. While some modules may be more complex than others, we figure it all evens out in the end.

See: <http://stylecampaign.com/blog/2013/09/mapmyfitness-case-study/>

## **Deliverable**

A master HTML file containing all the modules, along with any supporting assets.

## **Revisions**

Two rounds of revisions are included in the cost.

## **Testing**

We test your modular template on real devices, we currently have [31](#).

## **Training**

We always comment the code to aid internal management. Optionally we can document the code in a PDF, or create a screencast showing you how to work with your modular template.

## **Extra modules**

If down the line you find you need extra modules, it's \$750 for one module or \$500 for more than one. After design approval, we add the new module/s to the master HTML file.

## B - VIA RETAINER

The minimum retainer is 20hrs per month for three months starting at \$100hr.

	3 month plan	6 month plan	12 month plan
20+ hours per month	5% discount	8% discount	10% discount
40+ hours per month	8% discount	10% discount	13% discount
60+ hours per month	10% discount	13% discount	15% discount

## C – PAY AS YOU GO

You can purchase 40hr blocks at \$120hr and top up your hours as needed. There is no commitment, or monthly allotment. Please enquire if you'd like to purchase larger blocks.

## D – PROJECT RATE

After some discussion to establish scope, we'll present a project estimate and timeframe.

# CONSULTING

Internal teams are often kept busy with the day-to-day, and don't have the time to keep up with new techniques and developments. Our consultants have 9yrs experience in the email creative space and specialize in mobile optimization.

\$350hr (20hr block minimum).

# R&D

On-going R&D in order to discover innovations that we can incorporate into your email program. We feed you technical and creative ideas to keep your program fresh.

Deliverables include HTML prototypes, along with a presentation of our research, findings and recommendations as a deck or video.

R&D is similar to consulting, but with more of an emphasis on building working HTML prototypes and technical solutions. The research topics are decided upon in collaboration with the client, and approved ahead of time.

Retainer: \$10,000 month ( annual ) / \$8,000 month ( two years )

# OTHER CREATIVE SERVICES

## Designing for touch bootcamp

Review up to four campaigns on tablets and smartphones and present touch friendly improvements and best practices. Suggestions presented as a deck and two 1hr calls (one prior and one after).

\$3,250

## Tablet bootcamp

Tablets are a different animal from Smartphone's; this is a deeper dive into tablets. We review up to four campaigns on a range of tablet devices. From iPad' (low and retina) and mini to the full range of Kindles, Android Nexus 7 and Note or "smablet" to Microsoft's Surface tablet. Suggestions presented as a deck, and two 1hr calls (one prior and one after).

\$3,250

## Responsive email bootcamp

We review up to three campaigns in our device lab, and suggest ways in which they can be reworked into responsive layouts. Suggestions are presented as a deck and two 1hr calls (one prior and one after).

\$3,250

## Mobile usability testing

How mobile friendly are your existing templates? We carry out usability testing on up to three templates with a team of testers. We then propose ways to improve the mobile experience.

This could result in small touch friendly tweaks, a reworked navigation, extending the life of your existing desktop templates via media queries, or starting from the ground up with a new future proof design. We present this as a screencast, deck and partial mock ups. Also two 1hr calls to answer questions.

\$7,999

## QA testing

We believe in testing on real devices. This allows us to interact with the creative when designing for touch and assess performance. We currently have [31 devices in our mobile lab](#) covering a range of platforms and form factors.

Via retainer



# Responsive design video 101

A one hour introduction to responsive email design.

<http://stylecampaign.com/blog/2013/03/responsive-email-design-red/>

## What have we missed?

Didn't find what you were looking for? Drop me an email - [anna@stylecampaign.com](mailto:anna@stylecampaign.com) - and I'll get back to you within 24hrs.

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