

STYLECampaign

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Three popular ways to work with us

We specialize in email creative that's optimized across PC, tablet and mobile. Bringing ten years of email creative 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.

Below are three common ways to work with us on email design and coding:

A - Modular templates

B - On-going via a monthly retainer

C - Project based or annual engagements

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** (design and coding). While some modules may be more complex than others, we figure it all evens out in the end. See this [Map My Fitness modular template case study](#) on our blog for more details.

Deliverable

One master HTML file containing all the modules. Along with any supporting image assets. Each module in the code is well commented e.g. "Start and end of header module" for easy internal management.

Optional training

PDF document that breaks down and explains the coding in your modular template - \$2,999 (up to 12 modules).

Video screencast showing how to work with the modular template - \$3,999 (up to 12 modules).

On-going creative management

Build out on-going campaigns using the modular template. This is done on an annual basis. We'd present a budget proposal based around your email program.

B - Via Retainer

Guaranteed blocks of our time each month. The minimum retainer is 40hrs per month, for three months.

Discounted hourly rates **starting at \$100hr**. Plans may be paid for month by month, pre-paid saves an additional 5%. E.g. 40hrs on a 3 month plan pre-paid would save 10%.

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

If you exceed your retainer, excess hours are charged at \$100hr. Unused hours do not “roll-over” to the following month.

C - Project Based or Annual Engagements

After some discussion to establish scope, we'll present a project based estimate and timeframe. Project based estimates could be for executing a four part welcome series, or providing the creative for a six month testing plan.

We also work with clients on-going on an annual basis. Here we build out email campaigns - loosely based around an annual calendar - for daily, weekly or monthly sends. We'd present a budget proposal based around your email program.

Related 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).

\$3,999

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).

\$3,999

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).

\$3,999

Research and development

Ever thought, 'I wonder how they do that' but your internal team don't have the time or possibly expertise to explore further? As email creative has become more technically challenging, brands started to approach us for R&D. It started out with wanting 'something fresh' during Christmas campaigns and then became year round.

On-going R&D discovers innovations that are then incorporated into your email program. This research keeps you on the forefront of what's possible, such as HTML5 video, responsive design, horizontal layouts and a bunch of other advanced creative tactics. We feed you technical and creative ideas to keep your program fresh. This leaves your internal team free to concentrate on the day-to-day.

Working from a pre-approved list of research topics, deliverables include HTML prototypes, along with a presentation of our research, findings and recommendations as a deck/video.

Retainer \$10,000 a month (annual)

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 [33 devices in our mobile lab](#) covering a range of platforms and form factors. If you'd like us to QA on your behalf, you can purchase retainer hours (see p.4).

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? Contact Anna Yeaman at anna@stylecampaign.com

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