STYLECampaign

Contact

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Content

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.

Take Map My Fitness as an example. Their template had 16 modules at a cost of $8,000.

http://stylecampaign.com/mmf/MMFmodules1.jpg 12 modules

http://stylecampaign.com/mmf/MMFWeekly-workout.jpg 1 module

http://stylecampaign.com/mmf/MMFNews.jpg 3 modules

See this PDF http://stylecampaign.com/mmf/emailtemplates_MMF.pdf for an overview of how these 16 modules were decided upon.

See the case study on the blog:
http://stylecampaign.com/blog/2013/09/mapmyfitness-case-study/

16 modules broken down:

1 – Header and pre-header

2 – Primary Messaging

3 – Hero image (short) that's cropped to 320px on mobile

4 - Hero image (short) that's fluid on mobile

5 - Hero image (tall) that's cropped to 320px on mobile

6 - Hero image (tall) that's fluid on mobile

7 – Feature 1 sub module

8 – Courses sub module

9 – Courses Achievement sub module

10 – Feature 2 sub module

11 – Action bar module

12 – Footer module

13 – Weekly workout module

14 – Newsletter story sub module (left)

15 – Exception / Newsletter right column

16 – Exception / Ad unit

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.

Revisions

Two rounds of revisions are included in the cost.

Testing

We test your modular template 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.

Training

Usually the comments in the code is enough. Though if further support is required, we can train your team in how to manage the modular template via a screencast and documentation. Cost depending on no. of modules e.g. 10 or 20.

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.

Building variations

You can manage the modular template yourself, in order to build out multiple variations for your email program. Alternatively we can build out the individual emails on your behalf. So you might have 10 modules, and ask us to build 25 emails using those modules. We do this project based or on-going via retainer.

Responsive design video

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? Email Anna Yeaman at anna@stylecampaign.com

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