STYLECampaign

Contact

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Content

Email creative

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.

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

A - Modular templates, $500 per module.
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.

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.

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.

Style Guide

We can create a style guide of your modular template that you can distribute within your organization. Basically a user manual, similar to website brand guidelines.

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 35 emails using those modules each quarter. We do this project based, pay-as-you-go, or via retainer.

B - VIA RETAINER

The minimum retainer is 20hrs per month for three months.

Guaranteed blocks of our time each month, we are effectively "on call". Your design work is prioritized with the quickest turnaround times.

Discounted hourly rates **starting at $100hr**. Plans may be paid for month by month. Pre-paid plans are discounted an additional 10%. E.g. 20hrs on a 3 month plan pre-paid would save 15%.

	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

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

C – PAY AS YOU GO

You can purchase 20hr blocks at $125hr, or 40hr blocks at $115 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.

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 four templates with a team of 4 testers (more on request). 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.

$6,499

Research and development

On-going R&D in order to discover innovations that we can incorporate into your email program. It's pure research, to see how far we can push the boundaries and keep your email program on the forefront of what's possible in email. 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/video.

Retainer $10,000 a month

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 or pay-as-you-go

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 - and I'll get back to you within 24hrs.

STYLECampaign / Los Angeles / tel: 818-762-8737 / @stylecampaign