

STYLECampaign



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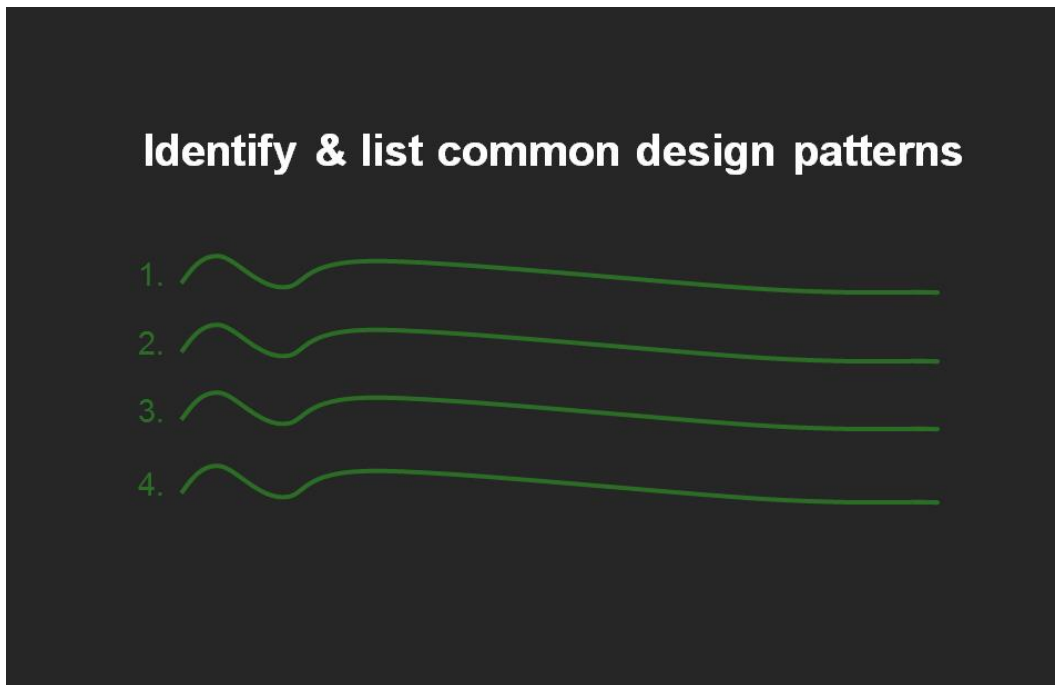
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Modular email template

A custom email design system is made up of reusable modules that you can reorder, duplicate or delete for different mailings. Modular systems are designed to be easy to use, scalable and tailored to each brands content needs.

1) The first thing we'd need to establish is how many and what type of modules are going to make up your email pattern library. We start with a simple text list describing each module, and giving it a name and number for easy reference throughout the project.



We get to this point through an audit of existing creative. This is where the bulk of the research takes place, and content strategy questions get raised. After some back and forth we end up with an approved list of modules.

2) Next we establish the visual direction, to ensure consistent branding. We start with basic components like fonts, colors and buttons. If you have a website style guide we can work from that, if not there are many other sources we can use.

Establish the visual direction via basic components to ensure consistency

Button

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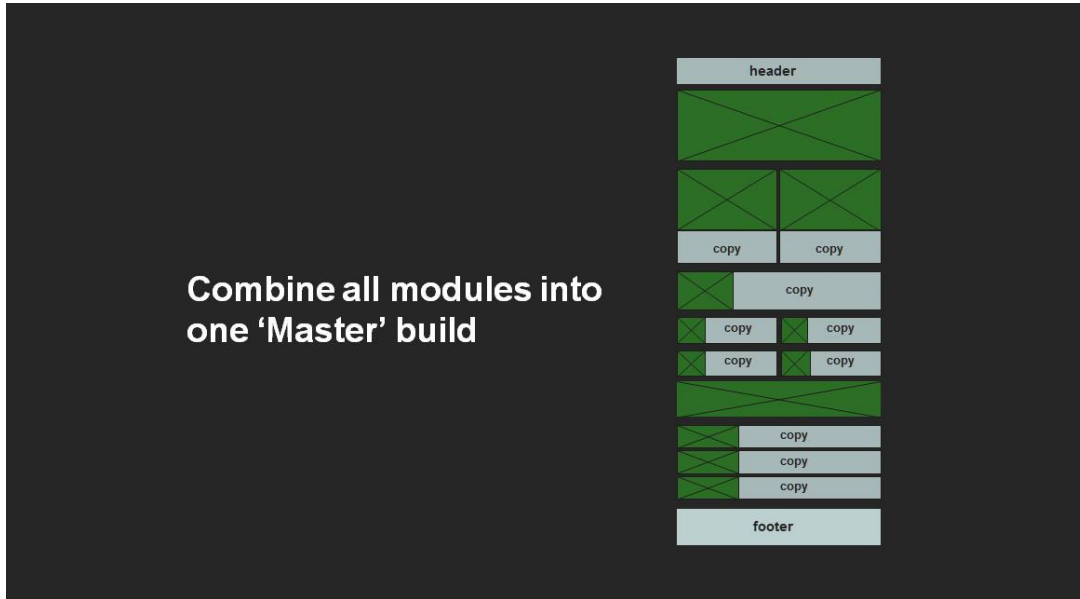
3) We then pull those components together into distinct modules, that we outlined in the first stage.

Use components to build out modules

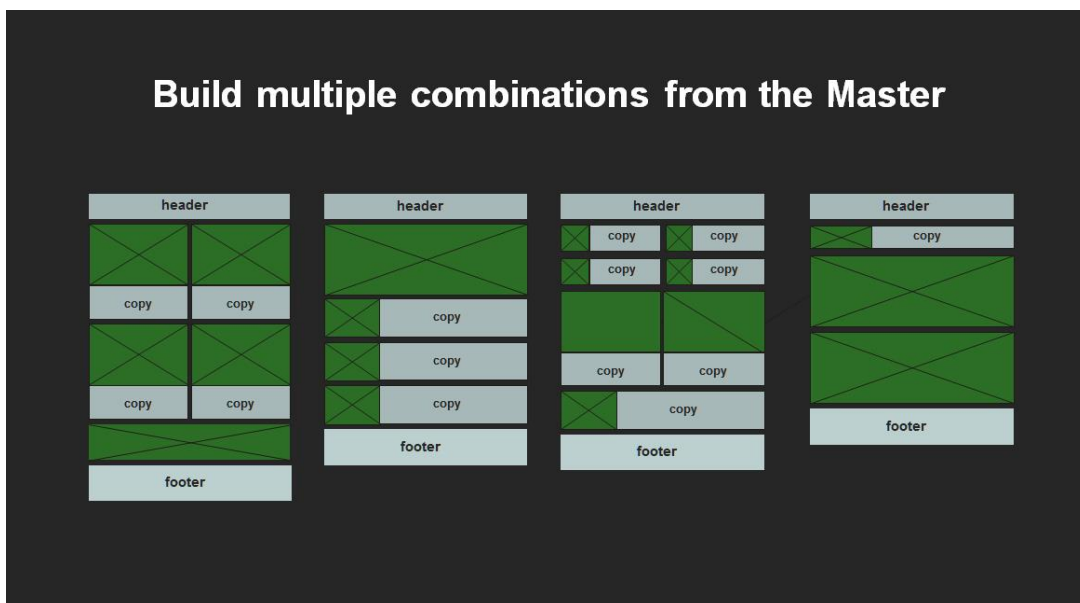
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Button

4) All the modules together make up the 'Master' build, it's essentially one big HTML file.



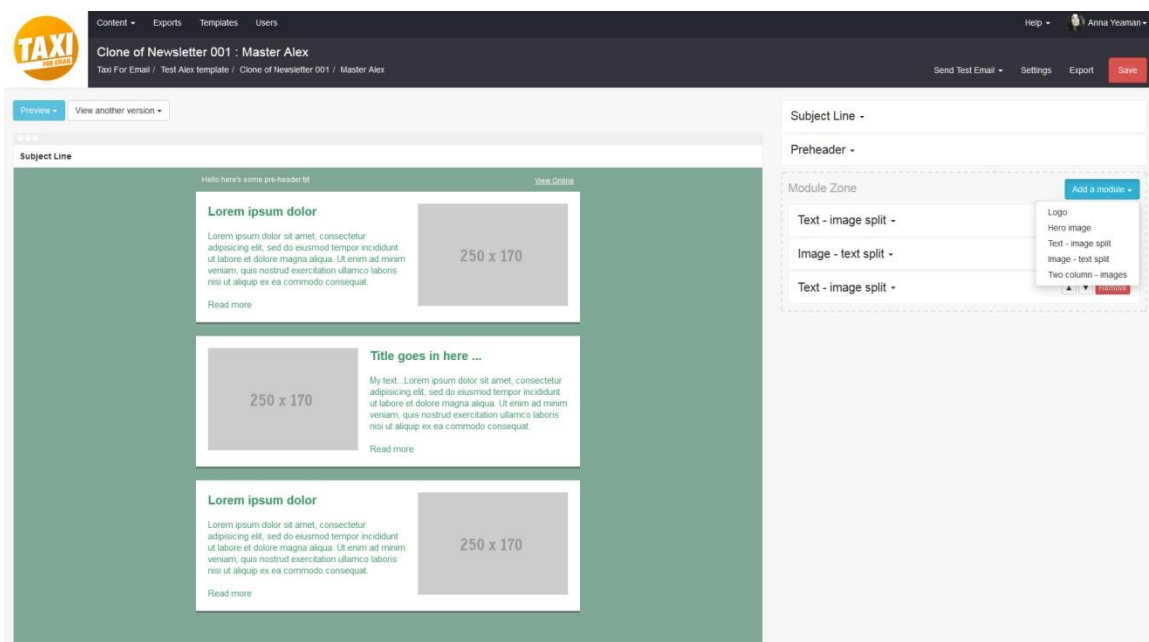
5) From the master you can then generate countless template combinations, from those 10 or 20 core modules.



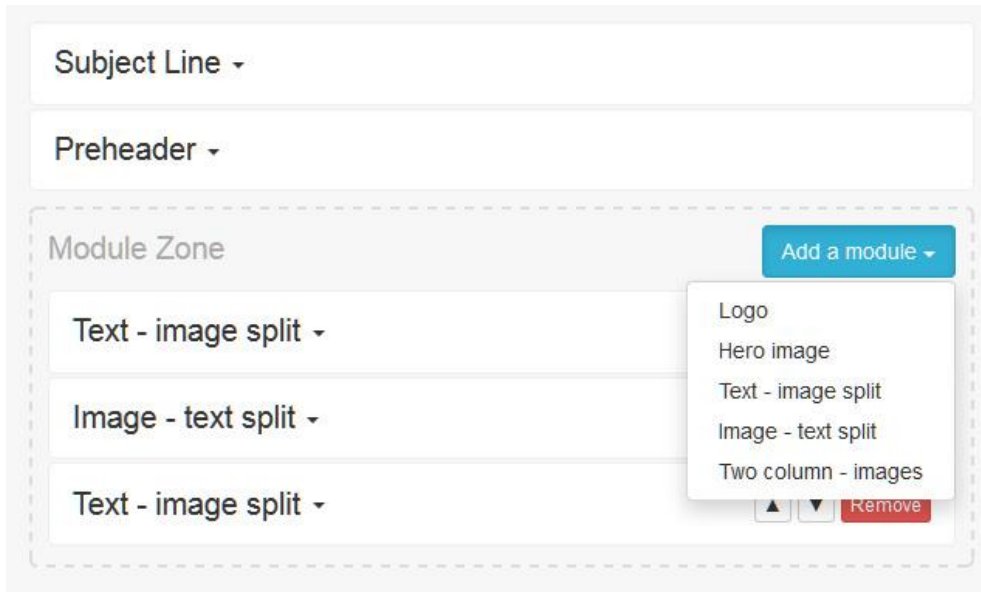
Email CMS

There's many different workflows that you can adopt with a modular template at its core. For instance those with team members that are not so code savvy, might hook it up to a template builder.

TaxiForEmail is an ESP agnostic template builder and email management tool. It's in closed Beta, but ready for use.



We could design the modular template for Tango.me, and then hand it over to the Taxi team for integration within their CMS. They would add some tags to the code so that the 'Master' can then be edited within their platform, before each template gets pushed out to SendGrid or Litmus for testing (they have Litmus integration).



We propose that you set up a demo of TaxiForEmail to review its suitability. To be frank there aren't other ESP agnostic tools out there that we know of, that would also work for non-devs. It's an overlooked area of email design, and most companies end up doing everything manually, building proprietary tools or struggling with what their ESP has to offer.

Modular email estimate

10-20 responsive modules \$500 each = \$5,000-\$10,000

We price each email module at a flat rate of \$500. While some may be more complex than others, we figure it all evens out in the end. The number of modules varies from client to client, but typically you're looking at around 10 on average, with the larger frameworks closer to 20. We'd have to go through stage one to come up with the exact number, or you can set a module budget upfront.

Includes design, coding, QA in our device lab and project management.

Deliverable

One 'Master' HTML file, along with any supporting image assets. QA is carried out on real devices in our lab (currently 34) though we also send along a Litmus preview with the final code. This HTML file would then get passed onto the Taxi team, for phase two which is integration with their CMS.

Revisions

Two rounds of design revisions are included in the estimate, further rounds would be billed hourly at \$100hr.

Timeframe

Ten days for the full first draft, showing the desktop and mobile views.

Turnaround is 2 days for revisions, within 24hrs for small tweaks. Ten days once we have final design approval for coding and QA.

TaxiForEmail estimate

TaxiForEmail charge 500 pounds per month or 5,000 per year for an unlimited enterprise license (note pounds not dollars as it's a UK company). My guess is that Tango.me fall into this price bracket, rather than the Start Up tier of 250 pounds per month. Though this is something to double check, as we don't know your send volume.

They also offer bespoke development, so they can do custom add-ons to meet your specific needs. You'd need to discuss this with them, before they can quote you a project rate and timeframe.

Though from the demo I saw my guess is they have everything you need out of the box, except for the SendGrid integration, which they can start work on while we design the modular template.

Questions?

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