



NEWSLETTER SERVICE OVERVIEW



Welcome to our Newsletter service!

We wanted to give you an overview of how our service works.

It Starts with Content

Approximately 5 weeks before the 1st of the month, you will receive a ticket from us requesting any content you may want to provide and a deadline for when the content must be submitted to our Newsletter team. (ex. Content requests for a September newsletter would begin during the last week of July.)

We send two more message before the deadline, as reminders to get the content to us before the cut off date.

Included Content

Every newsletter will contain 4 pieces of content, a comic and a bit of trivia. The comic is drawn in house and trivia will automatically be provided. We will provide the four pieces of content as necessary.

The more content you're able to provide for us, the better. Some examples of content include:

- Employee Highlights
- Holiday Hours
- Upcoming Events
- Announcements

Note: If you are unable or do not wish to provide content, the 4 content pieces will be the most popular blogs of the previous month.

Getting Content to our Team

Your content can be submitted by sending the content to us through the monthly Newsletter Service ticket or

by posting the content on your website yourself and notifying us of the content and its location. We will find pictures for the content you provide, if needed.

Custom Content

Our newsletter team will not write content for you. We do have an inhouse content team that can create content for you on a time and materials basis. If you'd like to suggest a certain topic, please feel free to email us at support@directive.com with your ideas.

Proofing

Once we have all of the content, we compile the newsletter. The proof goes through our internal quality check process. After the proof meets our requirements, we send you a proof to review. We will notify you when the proof is ready for your review by updating the ticket.

1st of the Month Deadline

Each month, the eNewsletters are launched on a Tuesday, Wednesday or Thursday, as close to the first of the month as possible. Printed Newsletters are mailed the last week of the previous, the goal being to arrive at their destination as close to the first as possible.

If we do not get a response from you in regards to your proof, we will assume that it is good and schedule the newsletter to be sent using the most current list we have.

Your Mailing List

Spamming is against the policies of

both MailChimp and Constant Contact. It's important that the list you use contains contacts that you have permission to send emails to. It is best to avoid purchased, rented or scraped lists. High bounce rates could lead to blacklisting and/or blocking of your account by MailChimp or Constant Contact.

We will need to receive a list of email address from you each month. CSV format works best. Note: Be sure to include the question about subscribing to your mailing list on website forms, mailings, and have your team ask for permission to add their email to your mailing list.

JoomConnect Partners

Each month, we will synchronize your list with the Newsletter marketing group(s) in your ConnectWise. The campaign is always linked so you can track opens and clicks right from the Marketing Manager. If by chance, someone unsubscribes it will be updated in ConnectWise.

List to your Website

After the newsletter has been sent a link will be added to your website.

Communications

Have support@directive.com added to your whitelist so you do not miss our tickets and their updates.

Questions

Any questions please contact us on live chat, email or give us a call.

We are excited to work with you!