

Co-Branded E-Mail Marketing

Reach an influential, targeted business and high end consumer audience with your company's message any day of the week. These campaigns will educate current and prospective customers, provide content-relevant promotional messaging, increase attendance to events, and with a strong call to action, can drive customers to your website or landing page. These are most effective as a series.

Co-Branded Emails \$70 CPM rate.

Contact your account manager for the most up to date list count.

Best Practice Suggestions for your Co-Brand:

- Responsive design (mobile friendly)
- 600px wide
- Clear call to action letting people know what they should do after reading your email (*buttons work well*)
- Keep copy short and to the point, with the most important information above the fold (*before people have to scroll*). If there is a lot of information, consider directing people to a landing page for more details
- HTML emails typically perform better than emails that are one large image

Client provided HTML requirements:

- HTML file with all images hosted by you
- Requested subject line (*subject to our approval*)
- Requested send date/time
- Email address to send the proof to

Custom built HTML requirements:

- Copy and links for your email
- Any logos or images you want to use (*high res*)
- Requested subject line (*subject to our approval*)
- Requested send date/time
- Email address to send the proof to

LMS *Creating Value Through Experience*
Commercial Real Estate 717-569-9373 | WWW.LMS-PMA.COM

PROPERTY MANAGEMENT YOU CAN TRUST!

CENTRAL PA'S LARGEST RETAIL COMMERCIAL PROPERTY MANAGEMENT FIRM WITH NEARLY 4 MILLION SQUARE FEET OF COMMERCIAL SPACE

LEARN ABOUT THE LMS DIFFERENCE!

Our dedicated team of professionals has years of experience and vast market knowledge making **LMS** the perfect choice to manage your property!

LMS COMMERCIAL REAL ESTATE
120 NORTH POINTE BLVD., SUITE 301
LANCASTER, PA 17601
WWW.LMS-PMA.COM | 717-569-9373