

The Student Room

Email Template 4

Please fill in all required sections

Imagery

Header image: This image **must include:**

- Your logo
- Your main call to action (e.g. apply now, explore courses, etc.)

Required image size: Width: 600px Height: 300px
Format: .jpg/.png/.gif

Sub-section image:

- Please supply **2 square images**
- Use these images to promote your call to action

Required image size: Width: 450px Height: 450px
Format: .jpg/.png/.gif

CTA colours

Please supply the hex codes (e.g. #000000) of 2 of your brand colours.

Colour 1

Colour 2

Subject lines

Please supply 2 subject lines. We will test the 2 subject lines using a percentage of the send with the winning subject line then being sent to the remainder.

Subject line 1 - Maximum 40 characters (including spaces)

Subject line 2 - Maximum 40 characters (including spaces)

Social follow (optional)

Please supply the URLs to the following media (as many as you'd like).

Facebook:

X:

Instagram:

YouTube:

TikTok:

Please supply a header image

Width: 600 px

Height: 300 px

Format: jpg/gif/png

Include your logo and main call to action
within this header

CTA URL

Width 450 px
Height 450 px

CTA URL

CTA URL

Width 450 px
Height 450 px