

# SALES AND MARKETING eDM REQUEST FORM

Version 1, November 2019

Please complete this form to request a eDM build for a Sales and Marketing campaign. This form is only for school specific requests that only require eDMs, for all other requests please speak to your [Marketing Account Manager](#). If you need some insight in to how our emails are structured or the content that is available, please check out our [eDM Cheat Sheet](#).

## 01. First things

Let us know who you are and your time-lines.

Short job description

What is your name?

What is your email?

School/Centre/Team?

Date briefed:

Send date:

## 02. Who is it for?

What is their **citizenship** status?

Domestic

International

What **cohort(s)** are you speaking to?

FS - School Leavers

FS - Mature & PG

Audience size (number of email addresses)?

Current Students

Industry

HDR

Alumni

Tell us about your audience:

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## 03. What is the communication about?

Specify the content for this email and the desired action you want the recipient to take.

Desired Sales and Marketing template for this communication:

Existing

FS Events

New

Existing template title:

Are you using a [hero image](#)?

Existing hero

A new hero

No hero

Existing hero URL:

The key action you want the recipient to take once they have opened this email?

What is the subject line (keep it short and put key words first)?

Do you have a pre-header?

What is the copy for the primary call-to-action or content area?

Button text:

Icon(s)

Image

Logo(s)

If ticked, detail  
in section 04

Button URL:

Is there a secondary call-to-action or content area? (Not every eDM needs this)

Button text:

Icon(s)

Image

Logo(s)

If ticked, detail  
in section 04

Button URL:

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## 04. Do you have any other requirements or comments?

Please provide as much detail as you can around what you are trying to achieve and your desired outcome - this will help us to deliver to your expectations.

### BAM USE ONLY

This section is for Brand and Marketing internal use.

Standard template

Transactional template

Sales and Marketing template

Trello card link:

MAM lead:

Digital lead:

GA tracking title:

Approved by:

Digital

Brand and Marketing

Client