



## Insyntrix E-Mailer Creative Questions

In order to provide you with custom graphic designs that attract the right customers, we need to have a better understanding of your business and objectives. Please answer the following questions to the best of your knowledge so we can make sure you get the solution you need. If you don't have the answer, please try and put the contact information of the correct individual. Thank you in advance for your time.

1. **Who is your target audience?**
2. **What 3 things should this e-mail do for the reader?**
3. **What is your main call to action? What do you want people to do after reading your message?**
4. **What is your website address? Do you want the email to mimic the look and feel of the website? If you don't have a website can you tell us what you envision this email to look like (Colors, Images, Mood).**
5. **What attitude do you want to portray to the viewer? (Trust, Enthusiasm, Confidence...)**
6. **Do you have specific graphics for this e-mail? We have access to some and we can purchase additional graphics if needed.**
7. **Where are the graphics for this email to be hosted? Your server? Someone else's server? We will need the FTP information.**
8. **What do you hope to accomplish with this email? (Customer to fill out a form, go to a store, a promotion, increase sales, gather email address's).**
9. **Do you have all the text and messaging for the e-mail in electronic format and has it been approved?**