**Email/asset writing instructions**

Version 4.29.22

**Template: GLB 2022 Template Asset Short Text with Thumbnail**

**PURPOSE:** This document offers best practices and guidance to help you write emails using the Field Marketing Email Templates.

**HOW TO USE:** Choose your email template and copy one table for each email in your series into one document. Input copy, content links and associated information for each email into the templates. Add the Campaign Team information, shown below, at the top of your BRD. After completing the BRD, delete the instructional table so the document is cleaner, and then send it to your Field Marketing Manager so they can begin developing your emails.

View all Email Templates at: <https://newuat.cognizant.com/us/en/fm-gallery-new>

|  |  |
| --- | --- |
| Campaign info | Input |
| Campaign name | e.g., Digital Engineering |
| Date & version | e.g., 10-10-19, V1 |
| Business approver (CMO/FMM) | e.g., Jen Eaton |
| Writer | e.g., Robin Hardy |
| Campaign manager | e.g., Rajesh Muraliganesh |

**KNOW YOUR AUDIENCE:** Before you write, think about your intended audience. Are they C-level? Already a Cognizant customer? What are their business priorities? What customer problems are you solving with the asset/blog post/webinar that you are promoting in the email? Knowing your audience helps you create more focused, relevant and engaging content.

**KNOW YOUR EMAIL GOAL:** Your email copy is an offer. It should not read like a solution brochure or press release of accolades. It should explain why the content (the whitepaper, blog post or invitation to a webinar or event) offers value to the reader. Emails are sent in a series to tell a story and guide recipients along the funnel stages: Top/Awareness, Middle/Consideration, Bottom/Solution. Each email includes an offer, a message and a call to action (CTA).

| **Component** | **Best practices & guidelines** | **Good example** | **Not good** |
| --- | --- | --- | --- |
| **Subject line length** | Keep subject lines to 50 characters max, with spaces (40 is better). To optimize for mobile, “front load” subject lines with the most important message in the first 30 characters. | **Red text shows the 30-character mark:**  Keep your data safe from ransomware  **How to shorten:** While “your” brings the audience into the action, you might also consider:  Keep data safe from ransomware | Building World-Class Communications Experience with Social Science & Computer Science  **Better:**  Build a better CX with social science |
| **Subject line tone** | Write subject lines that are conversational, personal and active. Don’t use ALL CAPS. Try to include a CTA. You can use alliteration to get attention. Try using leading questions to generate curiosity, but be careful with “yes/no” questions because your reader’s answer may be “no.” | How to overcome RPA challenges  5 fast fixes for customer service frustration  **Below is a successful example of Y/N question that builds intrigue:**  Are you ready for cognitive automation? | Cognizant Solutions Design Digital Experiences That Matter  **Why this doesn’t work:** Sounds like a sales pitch.  **Better:**  Design experiences that matter to your customers  **Or:**  How you can design experiences that matter |
| **Subject line copy** | Focus subject lines on a benefit or pain point. In either case, get straight to the point. The goal is to let readers know why they should care about your email. How does your offer help their business? | Deliver better CX & double-digit growth  Why RPA is critical to the mortgage industry | New digital tools move 90% of transactions online  **Why this doesn’t work:** The above subject line is a bit of a “so what?”  **Better:**  Move 90% of transactions online  **Or:**  How to move 90% of transactions online |
| **Pre-header text** | The ideal length for pre-header text is 50 characters max with spaces. Pre-header text should be compelling and continue the idea presented in the subject line or give the reader a next step. | **Subject line:**  Keep your data safe from ransomware.  **Pre-header text:**  Take the quiz on your data security readiness | **Subject line:**  Keep your data safe from ransomware  **Pre-header text:**  Prevent ransomware attacks on your data  **Why this doesn’t work:** The above pre-header text is really just a rewrite of your subject line. |
| **Hero banner headline and image** | Because images are typically turned off in email viewer panes, a compelling subject line, pre-header text and anchor statement can entice readers to download pictures. Use this visual opportunity to capture the audience’s attention with a benefit they can relate to, reinforced with an image that relates to the campaign.  **Remember:** When writing a hero headline, do not simply state the name of an asset or repeat copy used elsewhere. | Webinar | Purpose &amp; Profit: The Plant-Based Imperative  Template Banner  Both of these examples bring together a headline and imagery that support each other. | Template Banner  Template Banner  The above image had nothing to do with the offer and no headline was included. |
| **Anchor statement** | The anchor statement (bolded copy above the email body text) sets the tone for the body copy. It should grab the reader’s attention and entice them to click on an early call to action. Keep your anchor text concise or you will lose the reader. It should not exceed 25 words or 145 characters with spaces.  Make sure to connect your subject line, pre-header text, hero banner headline and anchor text narrative.  For **events and webinars**, use this combination to convey the following before you get to the body copy:   * What (description) * When (date and time) * Why (key benefit) * How (register link at the end of the anchor text) | **Subject line:**  Ok, Google, what makes Gen Z so different?  **Pre-header text:**  Find out in this research (5 minute read)  **Banner headline:**  Generation Z: Born to disrupt  **Anchor text:**  **With $140B+ in purchasing power, Gen Z is poised to disrupt. This research report explains how.**  **Note:** The above subject line, pre-header, hero banner and anchor statement all build upon each other to convey an intriguing offer. | **Subject line:**  Close the cybersecurity talent gap for cloud  **Pre-header text:**  Here’s a hint, think data-centric cloud security  **Banner Headline:**  Accelerating Business Innovation with Cloud  **Anchor text:**  **80% of security professionals do not feel adequately prepared to defend against a cyber-attack.**  **Note:** Individually, each line above sounds compelling. However, read in sequence, the copy jumps from talent gap to cloud security to innovation to defense against a cyber-attack. It’s hard to grasp what this email is about. |
| **Body copy** | Body copy should outline:   1. What you are offering 2. Why your audience will find it valuable 3. How can they get it   Write clear, concise and engaging body copy. Don’t tell readers what they already know or use long setups. Get straight to the point and make every word count.  Include the title of the asset, if it has a compelling name and maybe the time to consume the content (“10-minute read”). Be consistent when naming the asset; for example, it is a report or a whitepaper, but not both.  For **events or webinars**, include 3-4 bulleted benefits on what attendees will get from attending, NOT benefits of the solution offering. | **Be clear and concise:**  In our webinar, “Gen Z and the Future of Connected Life,” you will discover:   * Intriguing new Gen Z digital habits * How to win Gen Z hearts and minds—fast * The content types/digital experiences Gen Z wants most   Don’t miss your chance to join the discussion and uncover which Gen Z insights will impact your future digital services the most. **Sign up today.** | **The copy below is way too long and tells the reader too many details about the offer:**  It starts with solving the cost reduction paradox, so you can drive towards zero maintenance and deliver improved business results. But how do you accomplish this?  First, break down your app maintenance budget into categories. Make sure you’re not over-optimizing beyond justifiable ROI limits. Then you can get to the business of maximizing application yield and improving the business value of your portfolio. Because strong application management helps you build the growth momentum you need to transform your enterprise to digital.  Learn more about next-gen application management solutions that improve efficiency and make innovation at scale possible. |
| **CTA** | Use CTAs in the body copy and as button text. Use active language to increase engagement.  **Note:** Capitalize CTA button text. CTAs in anchor text or body copy are sentence case. | * GET THE RESEARCH * TAKE THE SURVEY * DOWNLOAD THE GUIDE * WATCH HOW * GET DETAILS * GET STARTED * WATCH WEBINAR * GET INSIGHT * SIGN UP TODAY | * INFO * DOWNLOAD * WHITEPAPER * VIDEO * BLOG   **Note:** In other words, avoid using single words that do not compel action. |

**Final check before you submit your BRD:**

1. Are your subject line’s key points within the first 30 characters?
2. Does your subject line, pre-header, headline and anchor text work together?
3. Did you add a link in the anchor statement to the offer?
4. Did you get straight to the point in your body copy?
5. Does your copy present a compelling WHY for the reader to click?
6. Did you use industry-appropriate language?
7. Did you eliminate repetitive copy?
8. Is your copy free of buzzwords and jargon?
9. Is your copy fresh and not rehashing obvious concepts?
10. Did you write a concise email within the copy limits?

Asset template

GLB 2022 Template Asset Short Text with Thumbnail

Anchor statement

Content should not exceed 25 words/145 char with spaces max

|  |  |
| --- | --- |
| Subject line:  50 characters max, with spaces |  |
| Pre-header text:  50 characters max, with spaces |  |
| Banner headline:  6 to 9 words max |  |
| Banner image link:  [Check out Shutterstock photos](https://www.shutterstock.com/) |  |
| Sender’s name |  |
| Sender’s reply email |  |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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R\* - Rendered image size within the email.

A\*\* - Actual image size (required for creation of the image)