# **Cardinal Health**

Responsive Email Templates Playbook

# Overview

This playbook outlines the responsive email templates created by Cardinal Solutions Group (CSG) for Cardinal Health (CAH). The focus is on populating the templates with content in ExactTarget. It assumes some basic familiarity with ExactTarget, HTML and CSS. While each template is created for a specific purpose, they all have some flexibility allowing them to be reconfigured and repurposed if desired.

All templates will be delivered as raw HTML and image files. The first 2 templates will be integrated into ExactTarget by CSG. The remaining templates will be integrated into ExactTarget by CAH with assistance from CSG.

# Template Descriptions

## Momentum

This is a one-column email with jump links at the top to drive to the content below. The jump links are currently in two columns. The content is broken into sections which include short articles within each section. The sections are presented in alphabetical order. The email content ends up being very long but the user can customize the content they receive. The CTAs are text links at the end of each article. This email is for Internal use only.

CSG recommends a "Back to Top" link at the end of each section. The CTAs should have a more web standard presentation such as ">> Get More Details".

## Essential Information

This is a two-column email with NO jump links at the top. The left hand, larger side is broken into sections that include short articles within each section. These articles will often contain images. The CTAs are embedded text links within each article. There are often multiple links. The sections are not in a prescribed order. Currently, the sections stay in the same order and only removed if there isn’t information. If something is hot, it will go at the very top. The email content ends up being very long. The right side, smaller side generally contains small blurbs of facts, stats, or interactive elements. At the end of each email is a Consumer Health section that promotes a small number of products that are currently discounted. This email is for External use only.

CSG recommends that this template follow the same content prioritization with each creation. If the left side will always have the same sections then those should remain in the same order. If there are different sections then the content should be in order of priority. The right column should remain consistent so that the user knows what to expect and does not bypass the content. Tip, poll, poll results is a good ordering. The Consumer Health section will be formatted to span the whole width or could be put in the right side to help balance the length of the columns.

## Product

This email is specific to one product/s (and in some instances a product category). It should provide technical / product information leading to a sales pitch. There is typically a tag line for the product.  Product images may not always be available or in the correct format to look good in the email. When there is a product image, there needs to be a prominent area to showcase the image – not necessarily in the header or banner of the email. A Promotions section is always included at the bottom (lower priority). CTAs to call your rep or place an order are text based. In pharma products, important safety information and indication sections will always need to be included (see Xofigo email example).

CSG recommends that the sales related CTAs be buttons that are more prominent.

## Event Announcement

This email can come in a “simple” variety that alerts the user to and event but that does not require the user to register or in a “fancy” variety that requires user action and more prominently features the event and/or speaker through imagery. The event can occur on multiple dates and times or could span several days. Fancy events typically have a location. These emails contain a main description of the event. There should be areas for speaker bios, event specific social media links, and sponsors.

The events section should have a full width table in the even announcement that would encompass multiple events.

## Event Confirmation

This email is used to confirm to the user that they have successfully registered for an event. It will echo back to the user the information from the Announcement email. It may add useful information related to the event, speaker, or location that would not be part of the Announcement email.

CSG recommends that the Announcement and Confirmation email be styled the same so that the user has consistency. The Announce email should contain information pertinent to getting the user to register. The Confirmation email could extend the information with additional features of the event, lodging, local interests, etc.

## Sponsored email

* Goal of this email to promote our customer/suppliers’ content to our end customers.
* The email header will contain Cardinal Health logo and perhaps the supplier logo
* The email footer will contain standard CAH language
* The email body section will be contain all content provided by supplier
* The email will also contain a section for supplier info (name logo, address)
* There can be a clearly defined area for where our header ends (minimal footprint in terms of vertical space) and where the sponsored email begins.
* There will also be a clear definition of where the sponsored email ends and our footer begins.
* In the header we would want there to be an area where we are able to add copy that explains that the email the user is getting is being distributed by Cardinal Health. The header should work with and without this copy.
* Links to social and a section for more information

## General branded/Thought leadership

* This is an email that would give us an opportunity to reach prospects or new customers about with a thought leadership message or general branded message.
* This is an opportunity to push the brand and get creative
* Instead of having just a standard header, footer and content area, it might give us an opportunity to showcase content differently and creatively

## Transactional Email (in lieu of newsletter)

* This is an email that could be triggered, automatic, real-time and personalized
* While this email can be utiltized for a variety of reason such as account update/change in address/purchase transaction/subscription renewal, for the purposes of the template, we would like to see the following elements in it –
  + Cardinal Health branded header and footer
  + Block for personalization (include perhaps name, address/account number)
  + Optional product image
  + Main content body could include a multicolumn, multi row table that includes the invoice/subscription info or transaction info
  + Another content block (perhaps on the side bar) that cross promotes items
  + Contact information area for billing/account (email, phone, mailing address?)

# Template Components

The focus here will be on using the Templates, Widgets and Example within ExactTarget, but the general information and limitations apply to non-ExactTarget implementations too.

## Templates

In general ExactTarget Templates are generic and seldom updated. They provide a base starting point and structure for an email layout, but not necessarily specific or reusable content. Changes to an ExactTarget Template can now be re-applied to emails already using the Template.

The base Templates are stored here in ExactTarget:

[My Templates](javascript:GetCategoryListing('1844')) > Responsive

## Widgets

ExactTarget Content “widgets” provide more specific and focused code and/or content snippets that can be reused in the same template and across multiple templates. These widgets can contain either no content, general content or very specific content. Adding a widget to an ExactTarget email makes a complete independent copy of the widget in the email. This means the content of that specific instance can be modified without altering the original widget.

The base widgets are stored here in ExactTarget:

[My Contents](javascript:GetCategoryListing('1847')) > Responsive

The raw non-ExactTarget code provided is commented and populated to help outline the widgets.

## Images

It is recommended that all images be uploaded to ExactTarget. This may even be a good idea for non-ExactTarget emails depending on the image hosting arrangements available.

The Images are stored here in ExactTarget:

[Portfolio](javascript:GetCategoryListing('1851')) > Responsive

# Examples

We’ve provided some generic Example emails to serve as starting points for new emails. A majority of emails will probably be based on a previous email rather than directly on the base templates.

Any email in ExactTarget can be reused as a sort of sub-template or starting point for a new email. The Examples are stored here in ExactTarget:

[My Emails](javascript:GetCategoryListing('1842')) > Responsive

The raw code (non-ExactTarget) provided is commented and populated to help outline the example usage.

We will cover each individual Example as they are developed and handed off. The first two examples (Momentum and Essential Information) focus on using the Templates, Widgets and Examples within ExactTarget. The general information and limitations for all the examples apply to both raw non-ExactTarget and ExactTarget implementations.

Widgets with the same name across multiple templates are seen a very similar widgets and may possibly be reusable across multiple templates.

## Momentum Example

The Momentum Example can be found here in ExactTarget:

[My Emails](https://members.s6.exacttarget.com/Content/Email/AdvEdit.aspx?eid=12340&view=edithtml) > [Responsive](https://members.s6.exacttarget.com/Content/Email/AdvEdit.aspx?eid=12340&view=edithtml) > Momentum Example

This template was initiated with the Momentum Template as the base. It includes the following Content “widgets”:

### Header - CSS styles

The Cascading Style Sheet (CSS) controls some of the more advanced and responsive layout behaviors of the email. Since there is no user facing content in the CSS, it collapses to a thin dotter outline across the very top of ExactTarget’s html email editing tool. The CSS is the same for this and the Essential Information Template. In general the CSS should not need to be modified.

### Header - web version and tab

The web version text and link can be modified or even removed once added to an email. Similarly the “INTERNAL USE ONLY” tab text can be modified or removed.

To remove the tab completely double-click the tab then right click and select “Delete Column.”

### Header - logo and title

The logo will likely never be altered. The Business Unit and Title text can be modified or removed completely as needed. The small “Business Unit” text and larger “Title” text should be 0-2 lines on desktop views to help get the user to the content sooner.

### Preface - intro with double sweep

This adds the double sweep with editable text in the area where the two sweeps intersect. This text should be 0-3 lines in desktop views. We’ve provided several variants of the double sweep images here:

[Portfolio](javascript:GetCategoryListing('1851')) > Responsive

The text table background color should be modified to match the multiplied sweep color. Double click the text then right click it, select “Table Properties” and modify the background color.

### Preface - date and utility link

This provides an editable date area on the left and a button/CTA on the right. Each of these should be limited to a single line of text in desktop views.

The button/CTA is intended to match the non-red sweep color. Double click the button/CTA then right click it, select “Cell Properties” and modify the background color.

To remove the button/CTA completely double-click the tab then right click and select “Delete Column.”

### Preface - table of contents

This provides anchor, jump or “bookmark” links to each section of the email sections. Sections links can be copied and pasted to different columns or cells as needed.

To remove a section link double-click the link then right click and select “Delete Column.”

### Section – header

This provides a header for each section. Section headers are intended to match the non-red sweep color. In the this case it may be best to create a new widget for each color since it will generally be reused multiple times on the same page.

### Article - text only

This provides an article with only text and no images.

### Section - back to top

This separates sections and also provides an anchor/jump/bookmark link back to the top of the email.

Back to top is intended to match the non-red sweep color. In the this case it may be best to create a new widget for each color since it will generally be reused multiple times on the same page.

### Footer - full social

This is the full footer with the 4 social icons. The social icon links can be modified. Each icon can also be removed.

The social icons should be 42px x 42px.

## Essential Information Example

The Essential Information Example can be found here in ExactTarget:

[My Emails](https://members.s6.exacttarget.com/Content/Email/AdvEdit.aspx?eid=12332&view=edithtml) > [Responsive](https://members.s6.exacttarget.com/Content/Email/AdvEdit.aspx?eid=12332&view=edithtml) > Essential Info Example

This template was initiated with the Essential Info Template as the base. It includes the following Content “widgets”:

### Header - CSS styles

The Cascading Style Sheet (CSS) controls some of the more advanced and responsive layout behaviors of the email. Since there is no user facing content in the CSS, it collapses to a thin dotter outline across the very top of ExactTarget’s html email editing tool. The CSS is the same for this and the Essential Information Template. In general the CSS should not need to be modified.

### Header - web version and tab

The web version text and link can be modified or even removed once added to an email. Similarly the “INTERNAL USE ONLY” tab text can be modified or removed.

To remove the tab completely double-click the tab then right click and select “Delete Column.”

### Header - logo and title

The logo will likely never be altered. The Business Unit and Title text can be modified or removed completely as needed. The small “Business Unit” text and larger “Title” text should be 0-2 lines on desktop views to help get the user to the content sooner.

### Preface - intro with double sweep

This adds the double sweep with editable text in the area where the two sweeps intersect. This text should be 0-3 lines in desktop views. We’ve provided several variants of the double sweep images here:

[Portfolio](javascript:GetCategoryListing('1851')) > Responsive

The text table background color should be modified to match the multiplied sweep color. Double click the text then right click it, select “Table Properties” and modify the background color.

### Preface - date and utility link

This provides an editable date area on the left and a button/CTA on the right. Each of these should be limited to a single line of text in desktop views.

The button/CTA is intended to match the non-red sweep color. Double click the button/CTA then right click it, select “Cell Properties” and modify the background color.

To remove the button/CTA completely double-click the tab then right click and select “Delete Column.”

### Section – header

This provides a header for each section. Section headers are intended to match the non-red sweep color. In the this case it may be best to create a new widget for each color since it will generally be reused multiple times on the same page.

### Article - image full width

This provides an article with a full width image. Images should be at least 450px wide for standard resolutions; or 900px wide if retina display quality resolution is desired.

### Article - image stack

This provides an article with two right aligned images with text that wraps around them. These will go to full-width on narrower screens. Images should be at least 450px wide for standard resolutions; or 900px wide if retina display quality resolution is desired.

### Article - image wrap

This provides an article with a right aligned image with text that wraps around them. This remains roughly 50% wide on smaller screens. Image should be at least 225px wide for standard resolutions; or 450px wide if retina display quality resolution is desired.

### Article - text only

This provides an article with only text and no images.

### Aside - image full width

This provides an aside with a full width image. Images should be at least 450px wide for standard resolutions; or 900px wide if retina display quality resolution is desired.

### Aside - text only

This provides an aside with only text and no images.

### Footer – promos

This provides a 3x3 matrix of promos by default. Promos can be deleted.

### Footer - full social

This is the full footer with the 4 social icons. The social icon links can be modified. Each icon can also be removed.

The social icons should be 42px x 42px.

## Event Example

This example is delivered as a non-ExactTarget template. The below outlines what we see as individual widgets to be created in ExactTarget by Cardinal Health as needed.

### Event Header - CSS styles

The Cascading Style Sheet (CSS) controls some of the more advanced and responsive layout behaviors of the email. In general the CSS should not need to be modified.

Event and Event Confirmation use the same CSS.

### Header - web version and tab

The web version text and link can be modified or even removed once added to an email. Similarly the “INTERNAL USE ONLY” tab text can be modified or removed.

### Header - logo and title

The logo will likely never be altered. The Business Unit and Title text can be modified or removed completely as needed. The small “Business Unit” text and larger “Title” text should be 0-2 lines on desktop views to help get the user to the content sooner.

### Event Header – intro and image

This intro area is intended to contain basic event name, city and/or date(s) followed by a color sweep. We recommend limiting the text to 0-2 lines at desktop sizes.

We’ve provided several single sweep color images within ExactTarget.

### Description

This allows for a basic full width description or overview of the event along with a large image that links out to a video, site, webinar or other supporting media.

The image is intended to be a maximum of 400px wide.

### Speaker

This area contains more specific information about the speaker(s) and/or their talk.

The image here is intended to be a photo of the speaker using the Article – image Wrap widget.

### Social

This is intended to contain supporting social media links and information.

Longer URLs should probably be spelled out on the front end to avoid long lines that could break the layout.

The social icons should be 42px x 42px.

### Basics

This area is for the basic logistical information about the event such as time(s), date(s), location(s), phone number, Conference ID, and Registration Number.

### Details – iCal and related information

This area allows for optional iCal and related information such as similar event links or further event details.

The iCal (.ics) file should exist on the web in some location the email recipient can access.

### Footer - full social

This is the full footer with the 4 social icons. The social icon links can be modified. Each icon can also be removed.

The social icons should be 42px x 42px.

## Event Confirmation Example

This example is delivered as a non-ExactTarget template. The below outlines what we see as individual widgets to be created in ExactTarget by Cardinal Health as needed.

### Event Header - CSS styles

The Cascading Style Sheet (CSS) controls some of the more advanced and responsive layout behaviors of the email. In general the CSS should not need to be modified.

Event and Event Confirmation use the same CSS.

### Header - web version and tab

The web version text and link can be modified or even removed once added to an email. Similarly the “INTERNAL USE ONLY” tab text can be modified or removed.

### Header - logo and title

The logo will likely never be altered. The Business Unit and Title text can be modified or removed completely as needed. The small “Business Unit” text and larger “Title” text should be 0-2 lines on desktop views to help get the user to the content sooner.

### Event Header – intro and image

This intro area is intended to contain basic event name, city and/or date(s) information followed by a an image.

We recommend limiting the text to 0-2 lines at desktop sizes.

The image is intended to be a picture of the city or some general scene. It should be 600px wide.

### Message

This allows for a basic confirmation or similar messaging to the user.

This should be kept to a simple one-line message.

### Basics

This area is for the basic logistical information about the event such as time(s), date(s), location(s), phone number, Conference ID, and Registration Number.

### Details – iCal and related information

This area allows for optional iCal and related information such as similar event links or further event details.

The iCal (.ics) file should exist on the web in some location the email recipient can access.

### Description

This allows for a basic description or overview of the event.

### Speaker

This area contains more specific information about the speaker(s) and/or their talk.

The image here is intended to be a photo of the speaker using the Article – image Wrap widget.

### Sponsor

This is intended to contain logos of the event sponsors.

These images should be no wider than 210px wide to layout properly across various email clients.

### Footer - full social

This is the full footer with the 4 social icons. The social icon links can be modified. Each icon can also be removed.

The social icons should be 42px x 42px.

## Product Example

This example is delivered as a non-ExactTarget template. The below outlines what we see as individual widgets to be created in ExactTarget by Cardinal Health as needed.

### Product Header - CSS styles

The Cascading Style Sheet (CSS) controls some of the more advanced and responsive layout behaviors of the email. Since there is no user facing content in the CSS, it collapses to a thin dotter outline across the very top of ExactTarget’s html email editing tool. In general the CSS should not need to be modified.

### Header - web version and tab

The web version text and link can be modified or even removed once added to an email. Similarly the “INTERNAL USE ONLY” tab text can be modified or removed.

### Header - logo and title

The logo will likely never be altered. The Business Unit and Title text can be modified or removed completely as needed. The small “Business Unit” text and larger “Title” text should be 0-2 lines on desktop views to help get the user to the content sooner.

### Product Header – intro

This intro area is intended to contain a 2-3 line product name followed by a 1-2 line tagline or extended product name.

### Order – image and order button

This area allows for an optional image of the product followed by an order button and text area.

The image should be at least 480px wide.

### Product Basics

This allows for a basic overview of the product.

This should be kept to roughly the same height as the image and order area in the right column at desktop sizes.

### Description

This allows for a more detailed and extensive description of the product.

### Specials

This is intended for related specials and promotions.

### Download – brochure and button

This area is for an optional download image and button.

The image should be 480px wide.

### Footer - full social

This is the full footer with the 4 social icons. The social icon links can be modified. Each icon can also be removed.

The social icons should be 42px x 42px.

## Sponsored Example

This example is delivered as a non-ExactTarget template. The below outlines what we see as individual widgets to be created in ExactTarget by Cardinal Health as needed.

### Sponsored Header - CSS styles

The Cascading Style Sheet (CSS) controls some of the more advanced and responsive layout behaviors of the email. Since there is no user facing content in the CSS, it collapses to a thin dotter outline across the very top of ExactTarget’s html email editing tool. In general the CSS should not need to be modified.

### Header - web version and tab

The web version text and link can be modified or even removed once added to an email. Similarly the “INTERNAL USE ONLY” tab text can be modified or removed.

### Sponsored Header - logo and title

This is a modified version of the standard header - logo and title to allow for more space for the title text at a smaller font size.

### Sponsored Main

This is intended to be a simple full width area for text and images.

The full width image should be 600px wide.

### Sponsored Inset

This is intended to be a simple full width area for highlighted text.

### Sponsored Partnership

This is intended to be a simple full width area for information about the sponsorship including social links.

The social icons should be 42px x 42px.

### Footer - full social

This is the full footer with the 4 social icons. The social icon links can be modified. Each icon can also be removed.

The social icons should be 42px x 42px.

## Transactional Example

This example is delivered as a non-ExactTarget template. The below outlines what we see as individual widgets to be created in ExactTarget by Cardinal Health as needed.

### Transactional Header - CSS styles

The Cascading Style Sheet (CSS) controls some of the more advanced and responsive layout behaviors of the email. Since there is no user facing content in the CSS, it collapses to a thin dotter outline across the very top of ExactTarget’s html email editing tool. In general the CSS should not need to be modified.

### Header - web version and tab

The web version text and link can be modified or even removed once added to an email. Similarly the “INTERNAL USE ONLY” tab text can be modified or removed.

### Header - logo and title

The logo will likely never be altered. The Business Unit and Title text can be modified or removed completely as needed. The small “Business Unit” text and larger “Title” text should be 0-2 lines on desktop views to help get the user to the content sooner.

### Description

This allows for a greeting and other general messaging.

### Billing

This is intended for basic user account/billing information such as street address, phone number and email address.

### Receipt

This is intended for basic order information such as order ID, receipt date and payment method.

### Order

This is intended for the order specifics. If more columns are added, some headers or content may need to be abbreviated (i.e. quantity becomes qty).

The optional images should be 115px wide.

### Totals

This is intended for the order tax, shipping and totals.

### Footer – promos

This uses the same base promos layout and code as the Essential Information promos section. The example just uses a single row of promos rather than three rows.

### Footer - full social

This is the full footer with the 4 social icons. The social icon links can be modified. Each icon can also be removed.

The social icons should be 42px x 42px.

## Thought Leadership Example

This example is delivered as a non-ExactTarget template. The below outlines what we see as individual widgets to be created in ExactTarget by Cardinal Health as needed.

### Thought Leadership Header - CSS styles

The Cascading Style Sheet (CSS) controls some of the more advanced and responsive layout behaviors of the email. Since there is no user facing content in the CSS, it collapses to a thin dotter outline across the very top of ExactTarget’s html email editing tool. In general the CSS should not need to be modified.

### Header - web version and tab

The web version text and link can be modified or even removed once added to an email. Similarly the “INTERNAL USE ONLY” tab text can be modified or removed.

### Header - logo and title

The logo will likely never be altered. The Business Unit and Title text can be modified or removed completely as needed. The small “Business Unit” text and larger “Title” text should be 0-2 lines on desktop views to help get the user to the content sooner.

### Thought Leadership Intro – headline, image and button

This allows for large header text with optionally highlighted lines. Ideally each line in the headline should be kept short enough to never wrap at any screen width.

This also allows for a large image and button that link out to a video, site or other supporting media.

The image should be 400px wide.

### Thought Leadership Message

This area contains the main message of the email.

The image here is intended to be a photo of the person the message is from using a variation of the Article – image Wrap widget.

### Thought Leadership Statement

This area contains the Cardinal Health logo and branded statement.

The logo should be 270px wide.

### Footer - full social

This is the full footer with the 4 social icons. The social icon links can be modified. Each icon can also be removed.

The social icons should be 42px x 42px.

# Miscellaneous Tips

### ExactTarget Content Widgets

The last six Raw HTML Templates provided have been updated to include more specific Content widget comment tags. We’ve added the word “WIDGET” if the commented segment is intended to be an ExactTarget Content widget versus just a comment:

<!-- BEGIN WIDGET: … -->

code

<!-- END WIDGET: … -->

You have some flexibility to divide, subdivide or combine widgets differently than what we’ve outlined if desired. The main issue to keep in mind is that if the Content contains any table elements (i.e. table, tr td, th), that entire table structure needs to be included in the widget. In general, any tag opened in a Content widget needs to be closed in the same Content widget:

Example Code:

<table><tr><td><strong>content</strong></td></tr></table>

Valid Content Widget (contains compete table tag structure):

<table><tr><td><strong>content</strong></td></tr></table>

Valid Content Widget (contains simple tags, but no table structure):

<strong>content</strong>

Valid Content Widget (contains no tags):

content

Invalid Content Widget (missing opening and closing table and tr tags):

<td><strong>content</strong></td>

Invalid Content Widget (missing closing td, tr and table tags):

<table><tr><td><strong>content</strong>

Invalid Content Widget (missing closing strong tag):

<strong>content

### Widows

To help prevent widows a non-breaking space (&nbsp;) can be placed between the last two words instead of a regular space. This forces the last 2 words to behave like a single word. So the html view for “a widow” would become this:

a&nbsp;widow.