Email Marketing

Advertising specification

Cogora

We know healthcare

Types of Cogora bespoke emails

50:50 Bespoke Email

This e-newsletter is a 50:50 editorial: sponsored information split.

600px wide
Up to 250 – 300 approved words including the references and a logo or image (JPG only) must be submitted. Prescribing information should be provided in a separate pdf.

Approved URLs must also be submitted, in order to re-direct recipients who have clicked on your copy and logo or image.

You supply approved copy, up to 250 - 300 words (in a Word document), including references. and prescribing information. Images and your logo to be supplied as JPGs. Approved URLs must also be submitted, to re-direct recipients who have clicked on your copy and logo or image.

Option to also include a Leaderboard ad on the email.

Cogora will design and build the HTML for you to review prior to distribution. Cogora will then share key statistics with you.
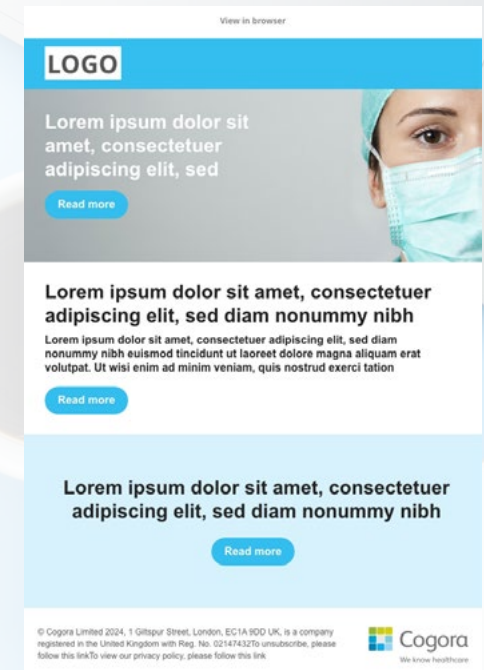
Bespoke email

This email is 100% your sponsored information.

600px width

Cogora will use your HTML file to send the email to our database. You supply the approved and complete HTML which includes copy, images, a call to action(s), references and prescribing images, and will be mobile friendly. Cogora will add the appropriate header and footer to your content and send a test copy for you to review prior to distribution. Cogora will then share key statistics with you.

Bespoke email services

Email distribution

Cogora will use your HTML file to send the email to our database. You supply the approved and complete HTML which includes copy, images, a call to action(s), references and prescribing images, and will be mobile friendly.

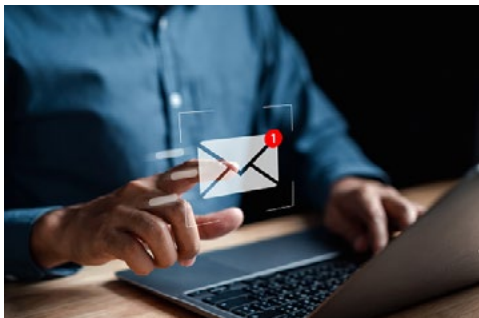Cogora will add the appropriate header and footer to your content and send a test copy for you to review prior to distribution. Cogora will then share key statistics with you such as number of recipients, open rate, click rate and geo-target breakdown.

Where HTML content is provided to Cogora, please see our email specification on the following page.

Email build and distribution

Cogora will use your design to build a working HTML version of your email. Designs should be provided as a high res PDF document, links should be added as comments where applicable.

Please note, Cogora may alter your design so it meets industry and best practice standards. This may include adjustments to the layout and/or content to ensure that your email is displayed correctly across mobile and desktop devices. This allows us to provide our subscribers with excellent content, reducing unsubscribes and increasing open and click through rates. Cogora will then report on the performance of your email.

Where designs are provided to Cogora, please see our email specification on the following page.

Email design, build and distribution

You will provide the content of your email in a simple word document. Cogora will extract your text, add images (where images are not supplied) and build a working email ready for distribution.

The email produced by Cogora will meet industry and best practice standards and will work across mobile and desktop devices. Cogora will then report on the performance of your email.

50:50 bespoke emails

50:50 bespoke emails can be sent via any of our media brands – Pulse, Nursing in Practice, The Pharmacist, Management in Practice, Healthcare Leader, Hospital Pharmacy Europe, or Hospital Healthcare Europe. Emails can be sent to our full audience or targeted to specific job titles and/or geographies.

The first half of the email is written by our team of medical writers, on a topic chosen by the client. The second half of the email is sponsored content, provided to us by the client. This sponsored section allows clients to showcase their products, services, or relevant offerings to our healthcare professional audience, guaranteeing maximum visibility and engagement. Client branding, images and external links can be included.

Once copy has been agreed, our Studio team will design and build the HTML ready for send.

Clients also have the option to include a banner ad at the top of the email.

Email specifications

Email distribution –
HTML to be provided to Cogora

You supply the approved and complete responsive HTML which includes copy, images, a call to action(s), references and prescribing information. All images must be embedded into the HTML or provided in a folder for us to host.

Files must follow industry standards.

- Fit the size of 600px wide
- Include a mixture of text and graphics
- Include a call to action (where appropriate)
- Distribute content evenly across the body of the email
- Split vertically rows equally
- Use appropriate web fonts only
- Include a footer

To ensure your HTML emails render correctly we suggest you avoid using:

- A background or moving image
- External CSS (only inline CSS within the HTML)
- JavaScript/ASP/PHP or any other server-side programming

Email build –
copy to be provided to Cogora

You supply the approved and complete copy, images, a call to action(s), references and prescribing information.

Image guidelines:

- Please provide all images as a Jpeg, static gif or png file
- All images need to be optimised for web so file sizes are reduced

Quality HTML

The quality of HTML construction significantly impacts the deliverability of emails, affecting whether your message reaches the recipient's inbox or ends up in spam. It also determines whether it displays correctly across all inboxes and devices.

To ensure top code quality, write clean, well-structured HTML with proper indentation and inline styling. Inline CSS is necessary for compatibility, but it should be concise and optimised. Use semantic HTML whenever possible, even in table-based layouts, to make your code easier to maintain and debug. Keep the code lightweight to reduce load times, avoiding unnecessary elements or scripts. Ensure that you remove any old / un-used links that may have been used for other delivery platforms.
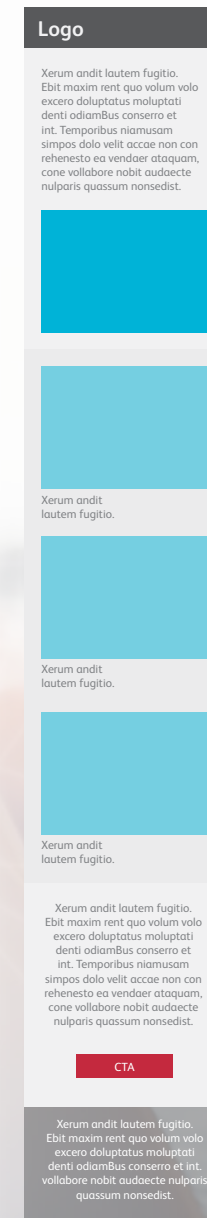
Consistency in code formatting is important – use standardised attributes, close all tags properly, and validate your HTML before deployment to prevent errors.

Additionally, ensure the email is responsive by using media queries and fluid layouts for mobile users.
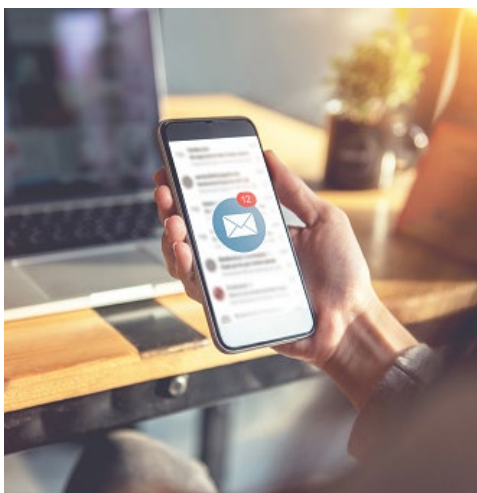
Example on desktop
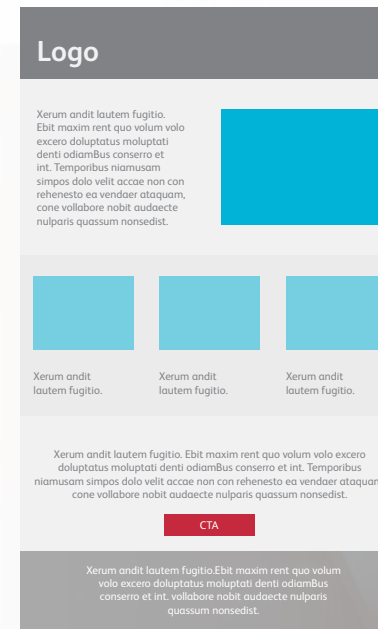
Example on mobile

Email design best practice

Subject Line: Keep it short

The subject line is the driving factor for email opens. It is, therefore, necessary to optimize your email subject lines for mobile devices. A typical desktop subject line displays around 60 characters, while mobile devices show only 25-30 characters. Make the subject line short, crisp and compelling in order to convince the users to open.

Utilise preheader text

The preheader is the line of text that is usually visible under the subject on a mobile. It should act as a continuation of the subject and gives valuable context that can increase open rates.

Ensure preheader copy is short (30-80 characters), attention-grabbing, and the main messages are towards the beginning. It should elaborate on the subject and could include a CTA, summary of your email, a question, personalisation, or urgency to encourage opens. Avoid repeating your subject line and test for best results.

Content: Be short, concise and relevant

Trim your content for mobile emails. Include only relevant and valid information in the form of text, links, and images. Include the main message above the fold because when it comes to viewing the email on a mobile device, the top portion is critically important. Highlight the key elements using different font styles; this will help you draw readers' attention to the important part of the email.

Layout: Single column template

Keep the layout of the email template simple. Avoid complicated structures that will fail to render on small screens. A linear and single column template layout will deliver the best results in most cases. Also, scale your emails to between 320-550px width to fit the width of the mobile screen.

Email design best practice

Spacing: Increase line spacing and white space

Make your email readable and easy to scan by providing proper line spacing. Increase padding around the main text content to avoid clutter and illegibility.

Fonts: Enlarge them

Small text that can be easily read on a desktop may not be readable on small mobile screens. Hence, while designing for mobiles, set the fonts slightly larger than for traditional emails. The headline font should be of minimum 22px and the body font of 14px. Highlighting the key message with larger fonts will help you in capturing the users' attention.

CTA: Make them prominent

Make your CTA button a minimum size of 44×44 pixels with plenty of white space around it. Make sure you spread the button across the width of the email if possible, and set it apart from the rest of the email content so it's conveniently tappable.

Links and Buttons: Highlight clickable links

Make the links and buttons in your email copy easily visible and clickable. Highlight them using borders, outlines, big buttons and other effects and keep them well spaced. Use bold typefaces and different font colors to make the links stand out from the text in your email.

Email design best practice

Images: Use images carefully

All mobile OS except iOS block images by default and prompt the user to turn the images on. Therefore, use images carefully in your emails. Avoid using them to save space and balance them with plenty of body text by keeping the image size smaller and text size larger. Email should not be image only.

Use Retina images. it is a good practice to have an image of 1200px squeezed inside a container of 600px to render a pixel perfect image in your emails.

Use alt text on images

Alt text is alternative text to describe your images. It helps to provide context when images are blocked, turned off, or when readers are using screen readers. Alt text ensures your email is not only accessible but allows your messages to be clear and actionable with images disabled, which can help to increase email engagement.

Best practice for email engagement

**A guide to marketing best practice**

Subject Line

Driving effective email engagement, with strong open and click through rates, all starts with the subject line. This is the first impression you have on your email recipients.

- Short and sweet, fewer than 50 characters
- Consider how the subject line and preview text work together to encourage subscribers to open your email. When you don't set the preview text, the email will automatically pull from the body of your email. This can look messy and is a wasted opportunity to engage your audience.
- Create a sense of urgency to get people to act
- Start with action-oriented verbs – like call to actions, you want the language to inspire readers to click
- Use personalisation
- Pose a question
- Consider segmenting your audience, targeting users by job title, location and/or clinical interest to help personalise your recipients' experience
- A/B test your subject lines
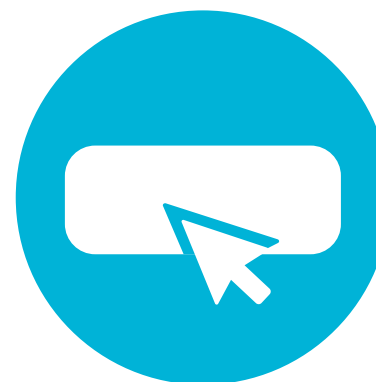
Call to action

Every marketing asset must have some sort of call to action (CTA) to drive engagement. First determine the goal of your campaign. Use this to create a strong CTA to motivate your audience to take action whilst scanning the email, and provide a tangible benefit if they do so.

Have your primary CTA prominent and towards the top of the email and repeated later in the email but avoid overwhelming readers with multiple different CTAs.

Make your CTAs stand out by using contrasting colours and separating from your main body copy.

Think beyond basic 'click here' messages – use positive action verbs and urgency to encourage a response.

Best practice for email engagement

A guide to marketing best practice

Test and optimise
A/B testing can help maximise your campaigns' performance. As well as testing your subject lines, test different preheaders, CTAs, layouts, send times, sender name, and content. Be sure to preview your campaign on a mobile, in different email clients, and with images off to ensure the messages are not lost and that the email is accessible.

Keep it simple

For best results, choose one topic per email – a single focused message is easier to process than a busy one. Don't be too wordy – use clear headings and simplified body copy to make your message obvious and easy to digest.

A simple email helps to build a positive association with your brand and increases the likelihood of engagement and conversion.

Vary content

For multiple sends, try to vary content on each campaign, for example, varying the banners, images, subject line, colours, and/or copy. This will help to increase engagement and clicks.

Make it personal
Where possible, personalise email content to make sure it's relevant to your target audience. Consider including the recipients' name, job title, location, industry, or clinical interest in the email body and/or subject to help boost engagement. Segment your audience and tailor the message and content to suit the audience and campaign. Personalising your content in this way can help to increase email engagement and clicks.

Best practice for email engagement

A guide to marketing best practice

Create a sense of urgency

If it's relevant to your campaign, building a sense of urgency can increase engagement. For example, counting down to an event, or including something of value with an expiration date and a series of emails up to the deadline. You can also use phrases to create a sense of urgency, for example: Last chance, don't miss out, register today, one week left, just launched, limited time only etc.

Include testimonials

If relevant, adding a couple of testimonials or stats can help to build trust and increase engagement with your campaign.

Don't forget the landing page

Ensure the look and feel of your email campaign is aligned with the landing page. Once readers click through on the email, messaging, colours, and design should be consistent to help increase engagement and conversion.

For further information please contact Cogora:

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cogora.com

Cogora

We know healthcare