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## Ceres Insights Email Campaign

We recently launched an online campaign for **Ceres Insights**, a marketing staffing company. They had seen Young Design's own in-house emails, and wanted a similar feel – strong images with a quirky or humorous message.

### DESIGN AND DEVELOPMENT

We hired Liddy Heneghan of **Bellaceph** to develop and write the marketing copy. After brainstorming pain points and concepts with the client, we researched images and designed the emails and web landing pages. The right images were crucial to the campaign; they needed to illustrate the concepts, while providing a twist.

Along with the emails, Ceres' website had to be tweaked to include landing pages consistent with their branding. The website and their LinkedIn company page needed search engine optimization; we brought **MarketWise's** Kathryn McGeehan on board to implement SEO strategy. (Emails themselves are not subject to SEO, because they cannot be searched or indexed by search engines). **NOVA Web Group** did the coding.

### BEST PRACTICES FOR ONLINE MARKETING

We were set with images and dynamic copy; next up was applying some best practices:

- writing carefully crafted subject lines
- including a clear call to action
- including an offer with a contact form on the landing page

We also faced a common email campaign issue: Exactly when should the emails be blasted? There are statistics that claim to show which weekdays and times are best, but there's no clear winner. We chose Mondays at 9 a.m., with Wednesdays being our fall-back position.

We used the MailChimp email app for the email blasting. MailChimp has an easy interface, and great reporting and list management.

Take a closer look at the [email campaign in our portfolio slideshow](#).

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### Hunting for that special marketing skill set?

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