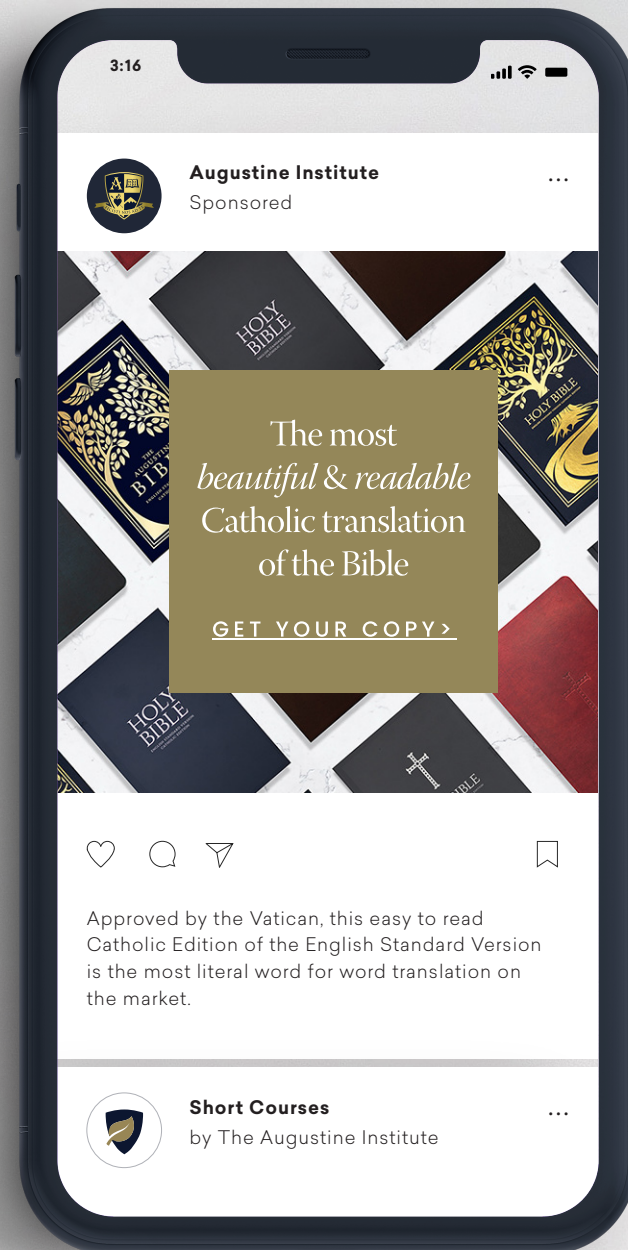




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STYLE GUIDE

Email, Display, & Social Media



The Customer Journey

The online customer journey describes a consumer's path throughout all product, brand, and company touch-points that help enable decision making. This process is called a journey because consumers usually look at a product or brand several times before deciding to take an action.

MARKETING CHANNELS

1. Display Ads
2. Social Ads
3. Website Landing Pages
4. Email Campaigns



Emails

Email marketing is the most direct and effective way of connecting with your leads, nurturing them, and turning them into customers, consistently delivering greater ROI than all other marketing channels. Email marketing is the highly effective digital marketing strategy of sending emails to prospects and customers. Effective marketing emails convert prospects into customers, and turn one-time buyers into loyal, raving fans.

FREQUENCY

1-2 per week

TACTICS & RECOMMENDATIONS

Email Subject Line: 7 words max

Main Headline: 25-70 characters

Body Content: 50-125 words ideally, no more than 200

Call To Action: At least two per email, one in the upper 3rd and lower 3rd



EMAIL COPYWRITING REMINDERS:

- 1. Identify “who” and “what” before you start writing the email**
Conduct a ‘Buyer Persona’ strategy exercise prior to initiating a new email campaign. This will ensure the email will connect with your ideal customer.
- 2. Keep subject lines short and to the point**
6-10 words or less is ideal for email subject lines.
- 3. Make a clear promise in the subject line**
Straight-forward and promise-based headlines perform better than writing for creativity
- 4. Consider using the subject line to create a curiosity hook**
Our audience is searching for answers to specific questions. By using a question in your subject line, treat the question like a promise that will be answered in the content of the email. If you aren’t going to answer the question in the email, it’s better not to ask it.
- 5. Avoid subject lines with spam trigger words (e.g., free, success, problem)**
- 6. Align the body copy with the subject line**
Maintain alignment between the subject line, the body copy, and the call to action (CTA)
- 7. Remember the power of storytelling in the body copy**
Stories outperform and outshine other types of content via email. Whenever possible, consider if a story (personal or anecdotal) can be written in the copy to engage prospects and customers
- 8. Take advantage of split testing and experimentation**
Use A/B Testing with subject lines by sending Email A to 10% of your list and Email B to a different 10% of your list. After evaluating the results of the 20% test, send the email that performed better to the remaining 80% of your list.

COMPONENTS OF AN EFFECTIVE EMAIL

- + An understanding of the target audience
- + An attention-grabbing headline
- + Focused body content with a specific goal

Brand Emails *Visual Guide*

EMAIL TEMPLATE

600 px

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600 px wide

FULL  IMAGE

64 px wide

Main Headline

Sub Headline

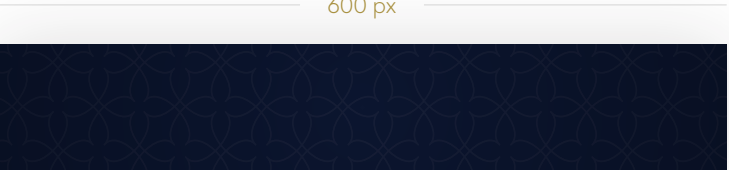
HEADING

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et

CTA BUTTON

64 px wide

HEADER BG PATTERN



Content Section A

475 px wide

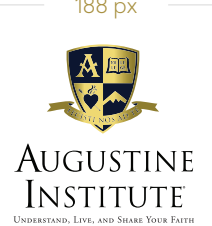
SINGLE  IMAGE

Single Column Layout w/ Copy

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et

CTA BUTTON

FOOTER LOGO



Content Section B

222 px wide

2 - COL  IMAGE

Sub Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore.

CTA BUTTON

222 px wide

2 - COL  IMAGE

Sub Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore.

CTA BUTTON

BUTTON



COLORS

Dark Navy

#1F2737

Gold

#968554

Background

#F4F4F4

DESIGN ELEMENT

.75pt Gold Keyline

FONTS

Publico Banner Light
52 pt, 57 pt line space

Main

Publico Banner Light
30 pt, 42 pt line space

Sub

Sailec Regular
15 pt, 200 character space

HEADING

Sailec Regular
19 pt, 36 pt line spacing

Body copy



Display Ads

Display advertising is the process of advertising AI products through visuals like images and videos on networks of publisher websites such as the Google Display Network and Facebook etc. Display ads are placed on relevant third-party websites in the form of banner, image, and text ads.

KEYWORDS

English Standard Version Catholic Edition, Catholic Bible, Vatican Approved, New Translation, Catholic Gift

CHARACTER LIMITS

Ad Copy: 15 words max

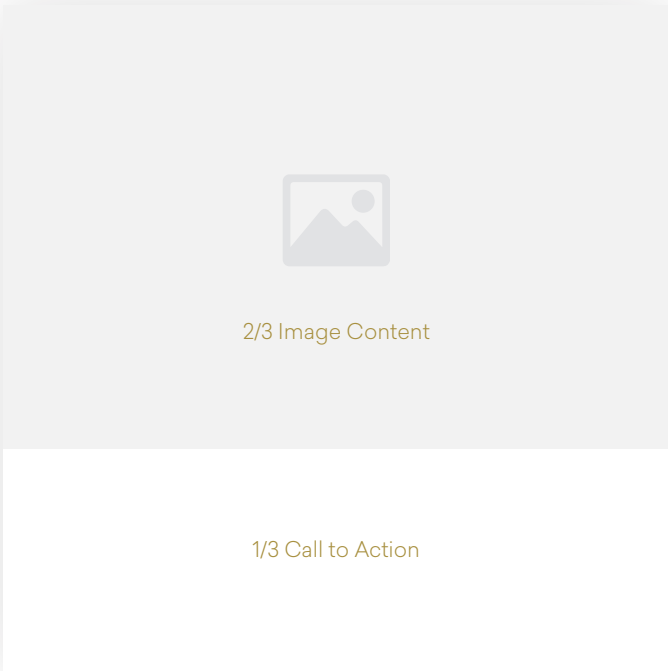
Call To Action: 5 words max

LAYOUT

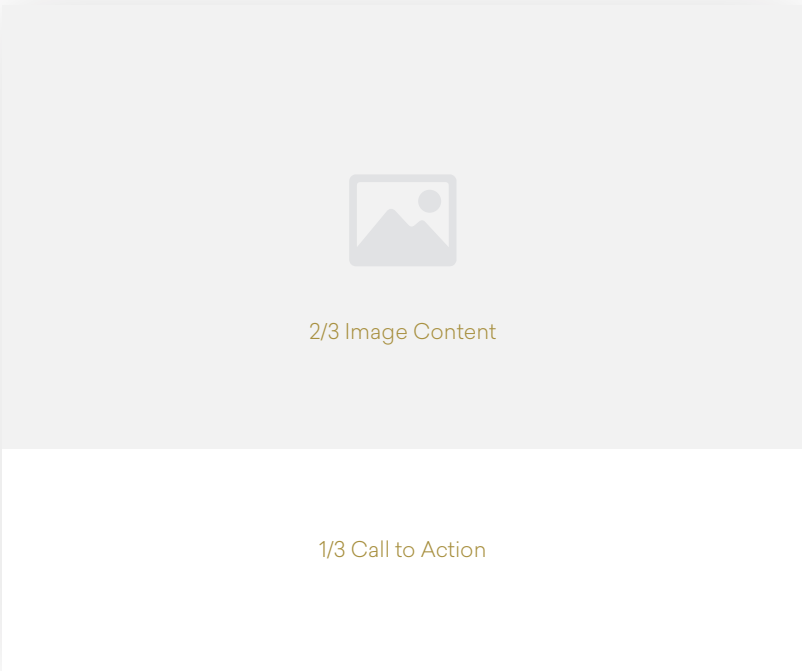
Clear contrast of type and link to website



SQUARE | 250 X 250 PX



MEDIUM | 300 X 250 PX



DESIGN ELEMENT

.75pt Gold Keyline

FONT S

Publico Banner Light
52 pt, 57 pt line space

Large

Publico Banner Light
30 pt, 42 pt line space

Medium

Sailec Regular
15 pt, 200 character space

SMALL

Sailec Regular
19 pt, 36 pt line spacing

Detail

COLORS

Dark Navy

#1F2737

Gold

#968554

LIGHT GREY

#E4E4E4

BUTTON

312 x 56 px

CTA BUTTON

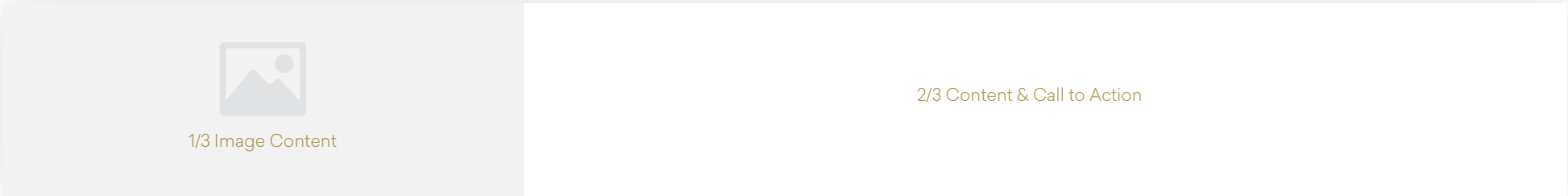
LOGO (NO TAGLINE)

Min 67px



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LEADERBOARD | 728 X 95 PX



Social Ads

High-level social platform strategy (JR to provide) - Unlike organic social media, paid social ensures your ad will be seen by your chosen audience, paving the way for increased leads, website traffic and sales. Through paid social, you can identify a set audience based on specified options, like gender, location, age and preferences.

RECOMMENDED SIZES

Facebook: 1,200 x 628 pixels (ratio: 16:9)

Instagram: 1,080 x 1,080 pixels (ratio 1:1)

FACEBOOK CHARACTER LIMITS [\(view more\)](#)

Primary Text: 125 characters

Headline: 40 characters

Description: 30 characters

INSTAGRAM CHARACTER SUGGESTIONS

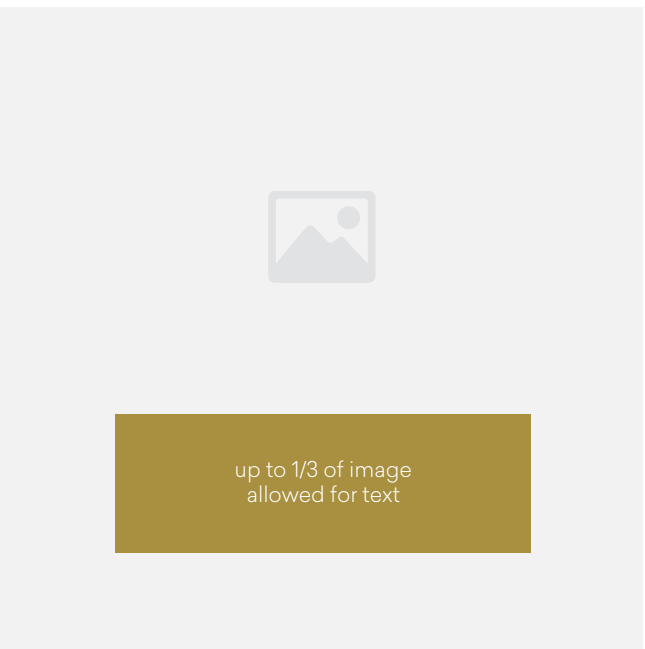
Primary Text: 125 characters



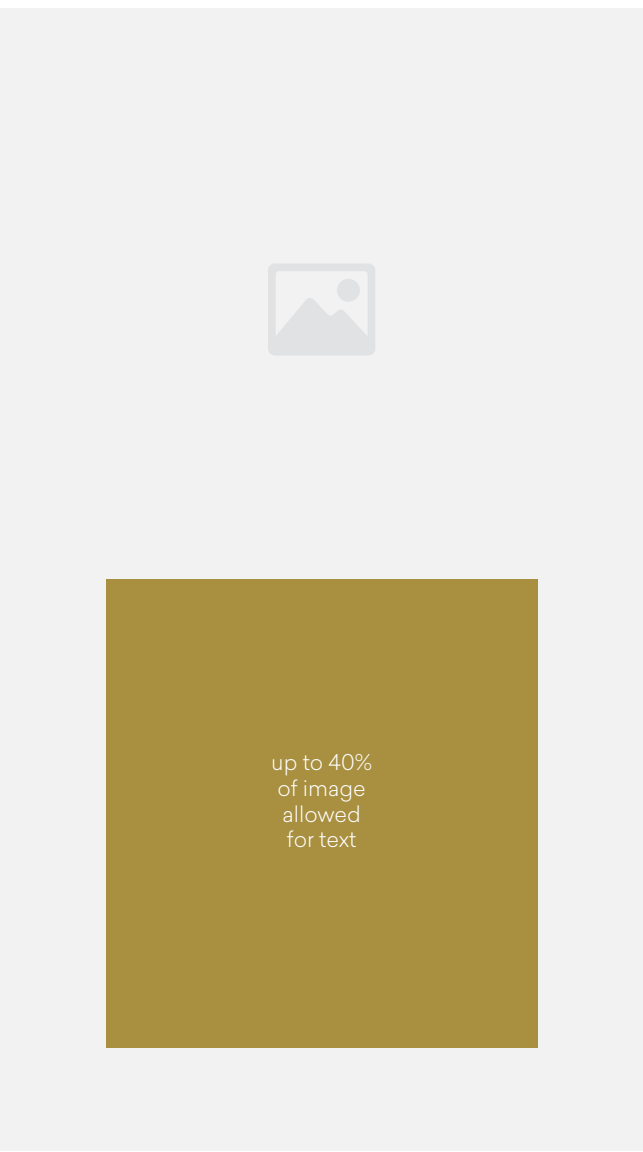
FACEBOOK AD IMAGE | 1,200 X 628 PX



INSTAGRAM AD IMAGE | 1,080 X 1,080 PX



STORY AD SPECS | 1,080 X 1,920 PX



FONT S

Publico Banner Light
52 pt, 57 pt line space

Large

Publico Banner Light
30 pt, 42 pt line space

Medium

Sailec Regular
15 pt, 200 character space

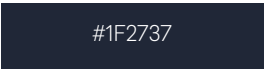
SMALL

Sailec Regular
19 pt, 36 pt line spacing

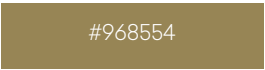
Detail

COLORS

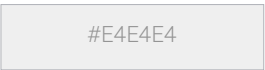
Dark Navy



Gold



LIGHT GREY



LOGO (NO TAGLINE)

Min 67px



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DESIGN ELEMENT

.75pt Gold Keyline

