

## Customized Email Marketing

### Why?

Emails are a great, easy and free way to reach parents. They can also generate amazing sales results for schools just like yours! Do you need to customize your email message to promote events or information specific to your school? Let Walsworth write the email for you.

### How?

1. Log in to Members Only.
2. Click **Go>** in Marketing Central.
3. Find the Custom Email Campaigns area and click **Get It**.
4. Click **Request New Email**. Complete the information requested on this form and **Save**.

The marketing team will create your emails and send to you for approval within a week of the email send date. You can send the email from the school, or we can send on your behalf.

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### Sample Custom Email



Dear Parent,

Don't wait to reserve your student's copy of the West High School yearbook! **Buy online** with a credit card, debit card or PayPal at [yearbookforever.com](http://yearbookforever.com). **Yearbooks are on sale** for \$50 now but the price will increase throughout the semester!

These are the days your student will want to remember forever. Buy their yearbook now to help make it unforgettable.

Go Panthers,  
West High School Yearbook Staff

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