



Four Steps to your User Guide

Getting your message into the hands of potential customers has never been easier with our simple, *easy-to-follow Guide* to creating your very own, personalised **HurdlGram**.

The **HurdlGram** has been invented to allow you to send a targeted marketing message, delivered straight into the hands of your potential and existing customers. You send us the copy, choose your artwork and we do the rest. The templates are clean and crisp, the technology clever and effective, just follow our guide and you'll have the perfect **HurdlGram** ready to go in no time.

Step One: Getting the info together

First of all, we need data, and it needs to be in a certain format, either *.csv* or *Excel spreadsheet*. This is then transferred to a *Data Lookup Table* (DLT) that our clever tech guys turn into the perfect **HurdlGram**. In just 72 hours it lands on doormats up and down the Country. Here's an example below:

URN	CUSTOMER NAME	ADDRESS LINE 1	ADDRESS LINE 2	TOWN/CITY	COUNTY	POSTCODE	CLIENT LOGO	PORT	LAND	HL 1	SH 1	BC 1	SH 2	BC	SH 3	BC 2	HL 2	BC 3	CTA		

The DLT needs as much information as possible, but the tech is very clever and will insert default images or words if you don't have everything. It will send it back to you to check, you can add in more copy, so don't worry too much. Fill in as much as you can. Although you can have different text and pictures for all sections of the **HurdlGram** there will be some that can be the same for everyone.

Here's the **A-Z** of what we'll need:

Front & Back Template Portrait Version

Finished Size - 140mm Square

URN (unique reference number – if you have one it's probably on your database already)

1: **Title:** *Mr, Mrs, Ms, Rev, Lord, Lady, Knight, Dragon slayer....*

First name and Surname

Address line 1

Address line 2

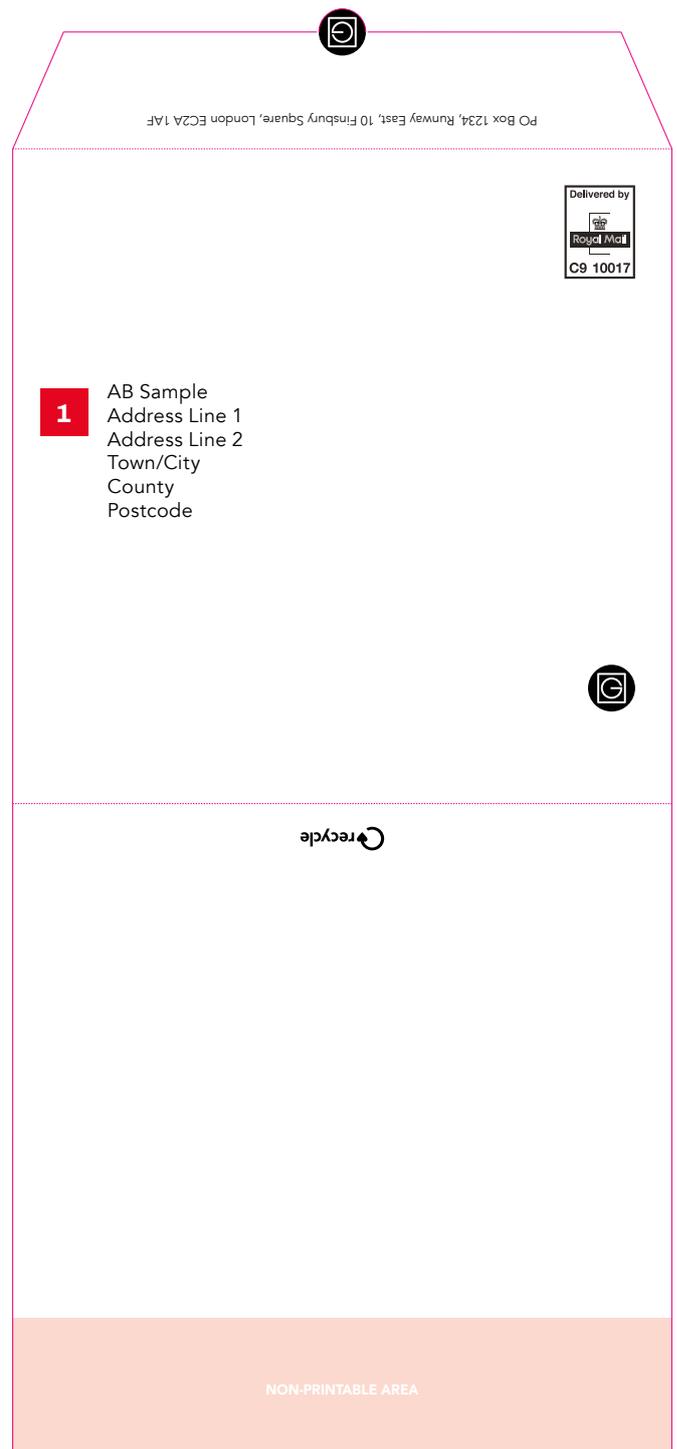
Town/City

Country

Postcode

Font/Style used:

Address - Avenir Book 12/14.4pt



Inside Template Portrait Version

- 1: Picture P1:** (the main one)
- 2: Picture P2:** (the smaller one)
- 3: Heading H1:** (100 characters)
- 4: Subhead SH1:** (36 characters)
- 5: Body copy BC1:** (163 characters)
- 6: Subhead SH2:** (36 characters)
- 7: Bullet point 1:** (43 characters)
- Bullet point 2:** (43 characters)
- Bullet point 3:** (43 characters)
- 8: Subhead SH3:** (36 Characters)
- 9: Body Copy BC2:** (121 characters)
- 10: Headline H2:** (65 characters)
- 11: Body Copy BC3:** (331 characters)
- 12: Call to action CTA:** (96 characters)
- 13: Your logo:** (300dpi minimum or vector)

Font/Style used:

**Headline 1 / Salutation -
Avenir Black 14/16.8pt**

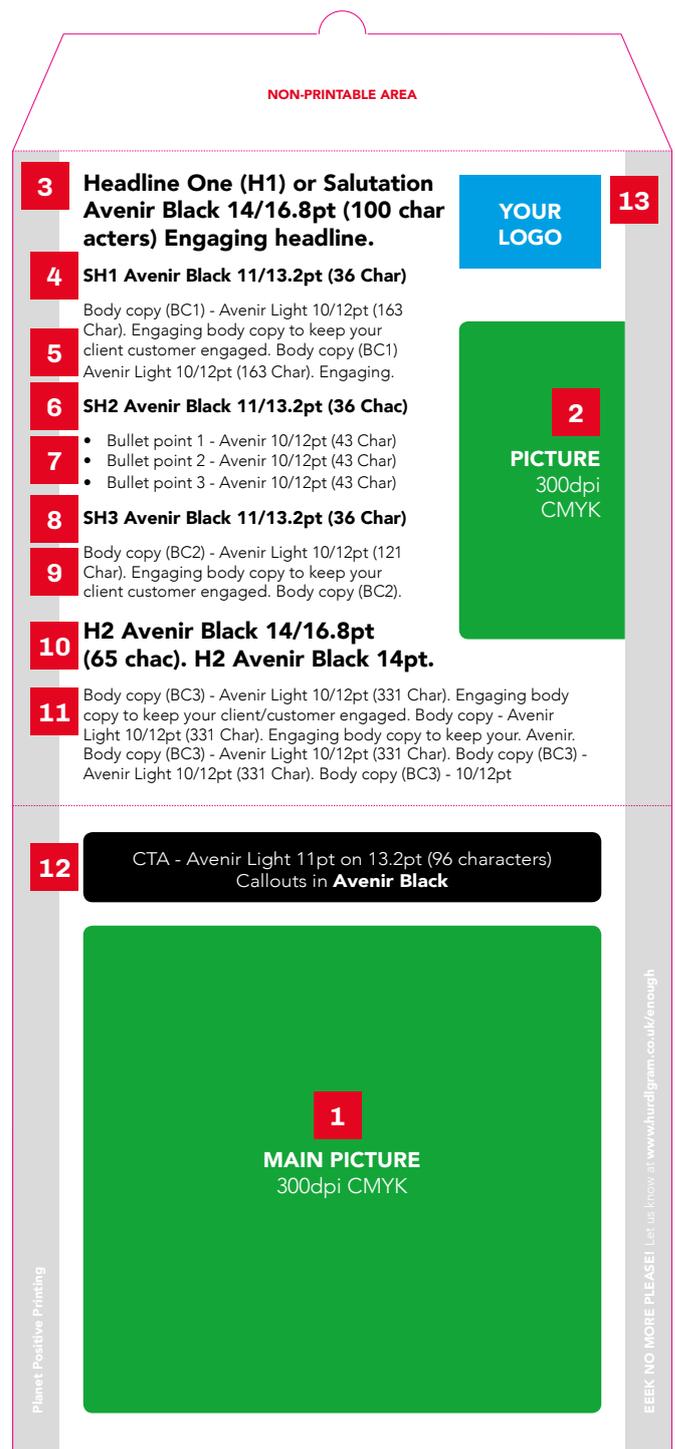
Headline 2 - Avenir Black 14/16.8pt

Subheads 1 - Avenir Black 11/13.2pt

Bullet Points - Avenir Light 10/12pt

Body copy 1/2/3 - Avenir Light 10/12pt

CT3 - Avenir Light/Black 11/13.2pt



Here's the **A-Z** of what we'll need:

Front & Back Template Landscape Version

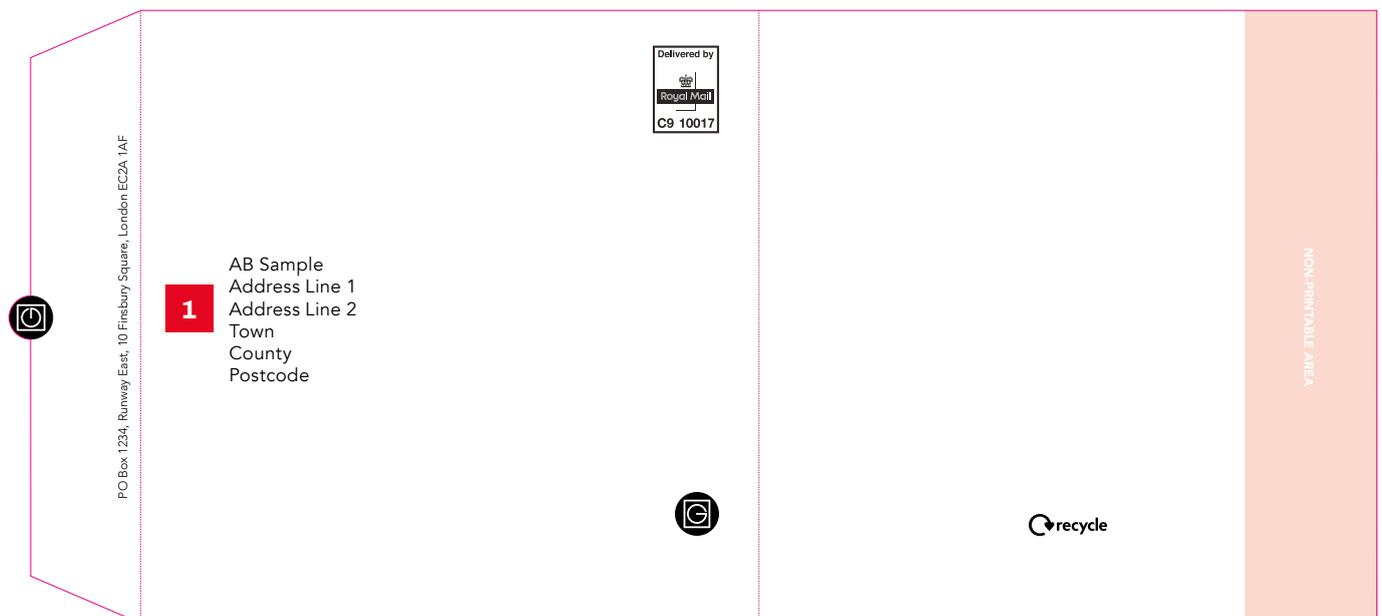
Finished Size - 140mm Square

URN (unique reference number – if you have one it's probably on your database already)

- 1:** **Title:** *Mr, Mrs, Ms, Rev, Lord, Lady, Knight, Dragon slayer....*
First name and Surname
Address line 1
Address line 2
Town/City
Country
Postcode

Font/Style used:

Address - Avenir Book 12/14.4pt



Inside Template Landscape Version

- 1: Picture P1:** (the main one)
- 2: Picture P2:** (the smaller one)
- 3: Heading H1:** (100 characters)
- 4: Subhead SH1:** (36 characters)
- 5: Body copy BC1:** (163 characters)
- 6: Subhead SH2:** (36 characters)
- 7: Bullet point 1:** (43 characters)
- Bullet point 2:** (43 characters)
- Bullet point 3:** (43 characters)
- 8: Subhead SH3:** (36 Characters)
- 9: Body Copy BC2:** (203 characters)
- 10: Headline H2:** (53 characters)
- 11: Body Copy BC3:** (415 characters)
- 12: Call to action CTA:** (120 characters)
- 13: Your logo:** (300dpi minimum or vector)

Font/Style used:

**Headline 1 / Salutation -
Avenir Black 14/16.8pt**

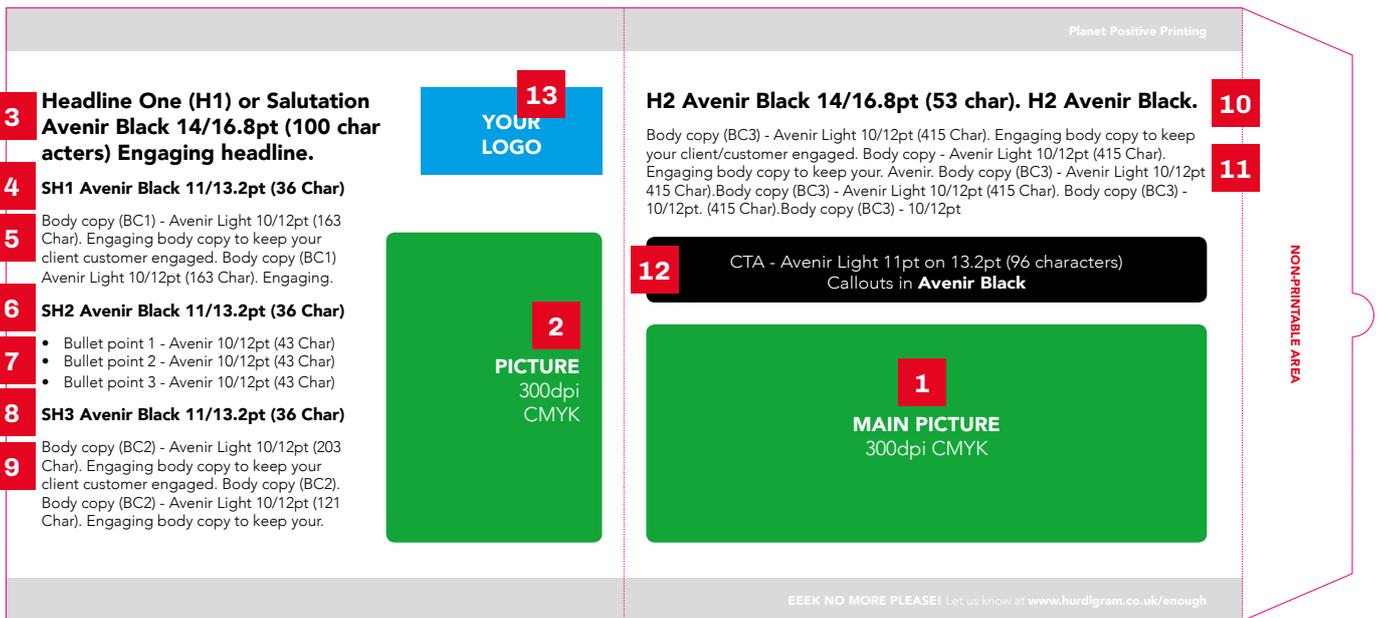
Headline 2 - Avenir Black 14/16.8pt

Subheads 1 - Avenir Black 11/13.2pt

Bullet Points - Avenir Light 10/12pt

Body copy 1/2/3 - Avenir Light 10/12pt

CT3 - Avenir Light/Black 11/13.2pt



Planet Positive Printing

3 **Headline One (H1) or Salutation Avenir Black 14/16.8pt (100 characters) Engaging headline.**

4 **SH1 Avenir Black 11/13.2pt (36 Char)**

5 Body copy (BC1) - Avenir Light 10/12pt (163 Char). Engaging body copy to keep your client customer engaged. Body copy (BC1) Avenir Light 10/12pt (163 Char). Engaging.

6 **SH2 Avenir Black 11/13.2pt (36 Char)**

7

- Bullet point 1 - Avenir 10/12pt (43 Char)
- Bullet point 2 - Avenir 10/12pt (43 Char)
- Bullet point 3 - Avenir 10/12pt (43 Char)

8 **SH3 Avenir Black 11/13.2pt (36 Char)**

9 Body copy (BC2) - Avenir Light 10/12pt (203 Char). Engaging body copy to keep your client customer engaged. Body copy (BC2). Body copy (BC2) - Avenir Light 10/12pt (121 Char). Engaging body copy to keep your.

13 **YOUR LOGO**

2 **PICTURE**
300dpi
CMYK

10 **H2 Avenir Black 14/16.8pt (53 char). H2 Avenir Black.**

11 Body copy (BC3) - Avenir Light 10/12pt (415 Char). Engaging body copy to keep your client/customer engaged. Body copy - Avenir Light 10/12pt (415 Char). Engaging body copy to keep your. Avenir. Body copy (BC3) - Avenir Light 10/12pt (415 Char). Body copy (BC3) - Avenir Light 10/12pt (415 Char). Body copy (BC3) - 10/12pt. (415 Char). Body copy (BC3) - 10/12pt

12 **CTA - Avenir Light 11pt on 13.2pt (96 characters)**
Callouts in **Avenir Black**

1 **MAIN PICTURE**
300dpi
CMYK

NON-PRINTABLE AREA

EEEEK NO MORE PLEASE! Let us know at www.hurdlgram.co.uk/enough

Step Two: Getting all creative

Getting the data together should be plain sailing, but getting the right message and rules over is the key to making a **HurdIGram** work successfully for you.

Here's some tips to get you started....

Think about what you want to achieve, do you want to *drive traffic* and *unique users* to your website or get the *recipient to engage* with your social media to increase numbers? Are you looking for *direct sales* or to *raise awareness* and *profile of your brand*? Your **HurdIGram** needs to have a clear point and purpose. So including an *in-store voucher* if you want footfall or *an offer code* if you want online sales will mean people keep hold of their **HurdIGram**.

Image is everything, so choose your pictures wisely. If you have fabulous in-house visuals brilliant just make sure they fit nicely into the spaces, but if not, then there's plenty of *Royalty-free image banks* that can help. Want a juggling dog? A fire-eating pixie? Image banks are the way to go. *Be aware too that your competitors* could well be using the same bank, so keep an eye on images used in others' ads and campaigns, *as that would be like turning up to a party in the same dress as someone else!*

Make the *heading short and punchy* and the body copy not too wordy. You only have 85 characters for your Headline and 193 or less for your body copy – *that's characters, not words*, so every space counts too.

Proof and proof and proof again. Get someone else to read it, get everyone to read it. It's important as you want your potential clients and customers to read your message, not mentally correct your *SPAG (spelling and grammar!)*.

Remember that a **HurdIGram** is going to someone who has already shown interest or bought from your brand. Think about what you'd need to do to close the next sale be that an *unbeatable offer* or a limited timeframe.

And remember we're only a phonecall away, if you need a bit of help.

Step Three: The legal bit

We are very keen to make sure that we only send **HurdlGram's** to those who are happy to receive them or would be legitimately interested in their contents. However, sometimes people decide they just don't want to get a **HurdlGram**, *I know right?!?*. Every **HurdlGram** will have the following statement to help make sure we do the right thing:

EEEE NO MORE PLEASE!
Let us know at www.hurdlgram.co.uk/enough

For all those who visit our super supportive and clear website to change their preferences we will need a way to keep you in the loop, so please make sure to *send us an email address* of someone responsible who can *update your customers preferences*.

Step Four: The techy bit

If your **HurdlGrams** are being sent because of visits to your website (from people you already know and who already know you) you will need to add a little *snippet of code to your website*. If you are running programmatic campaign online already this won't be anything new. We can send over the code doc from our data partners **Sub2Tech** *which will explain everything really clearly*.

To make sure we are all *'doing the right thing'* we will need to add a few words to your *Privacy Statement* and *Cookie Policy* to make sure everybody knows who's doing what.

Our data boffins will need to join up with your database – they are very friendly and used to working with lots of different systems but it does mean you have to share. If letting others in is not your thing, we understand and we have a few other options to make sure we get the right matches, *but it's really important that we do*.