

Broadcast Email Marketing: Expectations

What You Can Expect from Us

Timely Review & Scheduling

Your request will be added to the Webreq Outlook marketing calendar (and shared with the Point Person) within 48 business hours of submission. Note: While we aim to meet your preferred send date, availability depends on existing scheduled requests—so submit early!

Tip: Search & access the “ALU, Web Services” shared Outlook calendar to view available dates.

Strategic Guidance

Whether you need a compelling subject line or image, we provide expert guidance for maximum engagement, backed by best practices and past performance. Full copywriting support is only available for select campaigns or when working directly with DevCom.

Professional Execution

We'll send the Point Person a preview of the email(s) at least 2 business days before deployment. We'll ensure brand alignment and schedule deployment once the approval and audience list is received.

Performance Insights

We provide email reports with key metrics, including open rates, click-throughs, and conversions, to help you measure performance and refine future campaigns.

What We Expect from You

Clear Audience & Objectives

The more detail you provide in your submission, the better we can tailor messaging and avoid overlap with other BU communications.

Adherence to Deadlines

The Point Person must submit final content and audience list at least 4 business days before the send date. Earlier submissions are encouraged!

Responsiveness

Final preview approval is due 1 business day ahead of the scheduled deployment date. If you are out of office, please include a backup Point Person in your out-of-office message. If no backup is provided, we will proceed with moving your email rather than chasing approvals. If you know you'll be out and want to approve beforehand, let us know in advance—we will do our best to get you the preview ahead of time.

We know last-minute changes happen, and we'll do our best to accommodate—but please keep us informed as early as possible. Late changes or edits may impact your send date.

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(Point Person Responsibilities)

Only communicate with Webreq@bu.edu

The webreq@bu.edu inbox is managed by a team, not just one person. To keep things organized, please send all email-related questions to webreq@bu.edu (i.e., Avoid emailing or sending a Teams message to a specific team member).

Keep all communications within the same thread

If there is an existing thread for one of your requests, please do not start a new thread OR add people to it. If you must start a new thread, include the name of your email & the scheduled deployment date (not the date of your event).

Forward the Webreq Outlook Calendar Invite to your team as needed

Only the Point Person will be copied on the Outlook invitation, but you are free to FW it to as many people as you need to.

Submit Audience GUIDs

The list should be one Excel/.CSV format, one column of GUIDs, also known as System Record IDs (no filters on, no more than one column and no more than one tab in the Workbook). If another team member pulls the list, please have them send it to you first (and then FW to webreq).

Provide Finalized Content (Copy & List)

The content, including the registration link or main CTA URL, should be submitted in an attached Word doc. Any preferred images from you/your team should be emailed to Webreq as attached .jpeg or .png files. If another team member creates the copy or images, have them send it to you first. Please ensure that your content meets all internal approvals before submitting.

Consolidate Team Feedback

Gather any and all edits from stakeholders before submitting final changes to Webreq. Please do not CC Webreq on internal review discussions. Our goal is to minimize edits, with only one revision round if needed—so please review the preview carefully and communicate to stakeholders that additional changes won't be possible after the second preview.

Approve the Final Email

Only the Point Person should reply "Approved" to Webreq. Reminder that you must approve the email at least 1 business day before the scheduled send date; but the earlier you approve it, the better! Once approved, the email is locked in for deployment. This means that no edits can be made once approval has been submitted.

Broadcast Email Marketing: Timeline

(Calendar View)

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|----------------|--|---|---|--|-------------------------|----------------|
| | | 1 | 2 | 3 | 4 | 5 |
| | | | | | | <div></div> |
| 6 <div></div> | 7 <div>Request submitted</div> <div>10 business before ideal send date</div> | 8 | 9 <div>Send date confirmed/request added to Webreq calendar</div> | 10 | 11 | 12 <div></div> |
| 13 <div></div> | 14 <div>Content & list due</div> <div>4 business before send date</div> | 15 <div>Preview sent to Point Person</div> <div>Any edits to the email should be submitted at this time</div> | 16 | 17 <div>Approval needed</div> <div>1 business before send date</div> | 18 <div>Send Date</div> | 19 <div></div> |
| 20 <div></div> | 21 | 22 | 23 | 24 | 25 | 26 <div></div> |
| 27 <div></div> | 28 | 29 | 30 | 31 | | |

Broadcast Email Marketing: Timeline

(Responsibility Matrix)

