

Broadcast Email Marketing Guidelines

Intake Process & Point Person Responsibilities

All requests must be submitted via the intake form **at least 10 business days** before your ideal send date: <https://www.bu.edu/alumni/digital-marketing-request/email/>

Communication

- Communicate only via email to webreq@bu.edu. Avoid emailing or messaging individual Webreq team members.
- Keep all communication about a request in the same email thread.
 - If a thread exists, do not start a new one.
 - If starting a new thread is necessary, include the email name and scheduled send date (not the event date).
- Only the Point Person will be added to the Outlook calendar invite confirming the send date. They may forward it to stakeholders, but Webreq will communicate solely with the Point Person.

Content Submission

- The Point Person must email the finalized Content Document and Audience List to webreq@bu.edu at least **four business days before** their scheduled send date.
- The Content Document (available on the intake page) should include finalized copy, header image, subject line, and registration page link. *See document for more info.*
- The Audience List must be a single-column CSV file containing GUIDs (System Record IDs).

Edits & Approvals

- We allow **one round of edits** for each broadcast email. Please consolidate all stakeholder feedback before submitting changes to Webreq.
 - Do not CC Webreq on internal review discussions.
- Only the Point Person should reply with "Approved" to Webreq at least **one business day before** the scheduled send. Earlier approval is appreciated.
- Once approved, the email is locked for deployment with no further edits permitted.