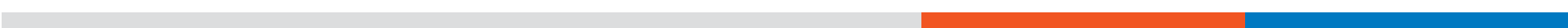


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The key to STRONGER content: this free interactive ebook

Published February 25, 2016 by Jada Cash
Categories: Content marketing, Web and UX trends

WIN at content in 2016—see how



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Extra, Extra! We've got a new FREE ebook—[The Content Strategist's Workout Plan](#)—that's yours for the taking! This interactive workbook is chockfull of **straightforward, actionable exercises and tools that will help you WIN at content in 2016.**

Here's a taste of what's inside:

- The Content Conundrum and how to conquer it
- How to see the big picture BEFORE you dive in
- Pre-planning exercises to improve your content ideation
- An easy-to-use, comprehensive content planning matrix
- Tips to measure and optimize content performance

Competing in today's content Olympics takes dedication and stamina—but unlike running the 100-meter dash in 10 seconds flat, content marketing victory is well within your reach.

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PPC ACCOUNT AUDIT GUIDE

Published on February 22, 2016 by LoSasso Admin
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Published on February 29, 2016 by Amanda Klapper
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Making the Case for Marketing to Millennials
Published on October 21, 2016



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Published on October 7, 2016

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THE CONTENT STRATEGIST'S WORKOUT PLAN

Actionable planning and optimization exercises to help you go for the gold

WORKOUT 1: DISCOVERY

Flexing your strategic muscles

Workout 1 exercises:

- 1.1: What's happening?
- 1.2: Who's listening?
- 1.3: What's your special sauce?
- 1.4: What's working?
- Bonus exercise: Keyword calisthenics

WORKOUT 2: PRE-PLANNING

A warm-up for more powerful brainstorming

Workout 2 exercises:

- 2.1: Content types
- 2.2: Content home bases
- 2.3: Distribution channels
- Bonus exercise: Funnel fitness

WORKOUT 3: THE MAIN EVENT

Ready? Set. Go!

Workout 3 exercises:

- 3.1: Reflect and prepare
- 3.2: Think themes, not things
- 3.3: Fill in your matrix
- 3.4: Tips for creation

WORKOUT 4: STRETCH & REPEAT

Measuring and optimizing digital content performance

Workout 4 exercises:

- 4.1: Establish goals
- 4.2: Establish tracking parameters
- 4.3: Dive into the data
- 4.4: Establish a cost per conversion

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You already know that digital content has become a crucial piece of the marketing puzzle. The good news: with the straightforward, actionable exercises and tools in our FREE workbook, strengthening your content strategy is well within reach.

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Intro: The Content Conundrum and how to conquer it

Workout 1: Discovery

Flexing your strategic muscles by surveying your objectives, audiences, current content landscape and more

Workout 2: Pre-Planning

Identifying content types, home bases and distribution channels FIRST for more powerful brainstorming

Workout 3: The Main Event

Ready? Set. Go! Concepting content and filling in a content matrix

Workout 4: Measurement and optimization

Stretch and repeat to enhance content performance

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Published on October 21, 2016



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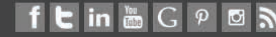
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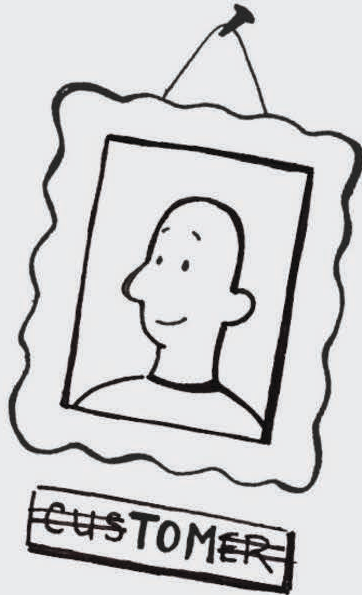
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Fearless team



Supercharge your marketing technology with the Guerilla Guide to Customer Focus

The evolution of digital marketing has given companies an abundance of new ways to reach prospects. Unfortunately, if you're delivering poorly targeted, non-differentiated campaigns, new technology does little good. You must align what you have to offer with what your prospects actually care about, but buy-in and budgets for audience research can be scarce. The LoSasso Guerilla Guide to Customer Focus contains simple ideas for a shoestring budget or tight timeline.



You'll learn how to:

- Leverage your web analytics and paid search reports
- Find hidden insights in site search and customer comment forms
- Mine industry forums for unexpected problems you can solve
- Get free customer research from industry media partners
- Release siloed insights from your sales team and distribution channel



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Supercharge your marketing technology with good old fashioned Customer Focus
Published on November 10, 2016



3 smart ways to grow your PPC program next year
Published on November 7, 2016

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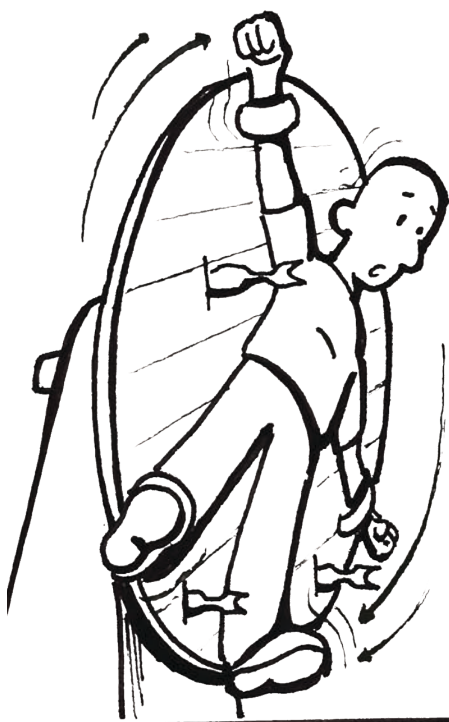
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Supercharge your marketing technology with good old fashioned Customer Focus

Published November 10, 2016 by David Fabbri
Categories: Audience insights, Marketing research, The business of marketing

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Better technology doesn't guarantee better marketing

The evolution of digital tools and tactics has given today's marketers an abundance of ways to get messages in front of prospects. Social media, marketing automation, programmatic ad buys—there is a long and growing list of tactics that increase our ability to control who we reach, when and where. Unfortunately, many of these new opportunities are being wasted. The problem isn't with the new technology—it's an underlying problem with marketing fundamentals.

The truth is, that while many marketers pay lip service to focusing on customer needs, most don't know enough about the prospects they are trying to reach. What are their needs, challenges and aspirations? What real problems can we help them solve or goals can we help them achieve? The more information we have, the easier it is to cut through the noise and connect. If we end up reaching more people in more places, but are stuck using the same off-target, non-differentiated messages and content, the new technology simply increases our ability to get ignored.



Bring it into focus

Marketing works best when it is built on a rich understanding of what target customers really care about. It aligns their wants, needs and challenges with the information, products and services you have to offer, enabling messaging and content that engages prospects, because it's more relevant to their situation and interests. It helps you speak to them in the familiar, as a helpful friend, rather than as marketer to customer. This is a marketing fundamental that's all too often glossed over. At LoSasso, we call it **Customer Focus**.

The problem with what (you think) you know

Most companies claim to know their customers, but the information many marketing teams have to work from is very one-dimensional – a few key industries, job titles and some general demographic info. Without deeper insights, marketing teams end up focusing on what product managers think is most important – product features, specs and price points. All important information, but not much in the way of real customer benefits, and not much help unless your prospect already knows you and is fast approaching the bottom of the sales funnel.

If we are going to do our most effective work as marketers—on the client and agency side—we have to push for greater customer insights. We need to identify where we have gaps, propose strategies for gathering and documenting information, and paint a clear picture of why it's so important to supplement the tribal knowledge and industry stereotypes that often go unquestioned, with a new, more informed perspective.

Off the soap box and back to reality

When reminded of the importance of Customer Focus, most sales and marketing types get fired up about the impact deeper customer insights could have on their marketing and sales performance. Unfortunately, the desire for richer knowledge doesn't always trigger an immediate investment in new research and focus groups. If you find yourself in that situation – maybe it's the end of first quarter and budgets are already set for the year; or maybe your boss would "love to do this, but there's just no money right now" – don't despair, we've all been there. There are always things you can't control. Set the table for the future and keep advocating for change.

You can still make it happen

If you're not in a position to commission a formal deep dive now, but you can sense how valuable it would be to supplement what you know about your customers – it may be time to take matters into your own hands, write your own rules and go guerilla.

The **LoSasso Guerilla Guide to Customer Focus** is a guidebook full of simple ideas to help you get customer insights when you have to get down and dirty and find the information yourself. You'll learn how to:

- Leverage your web analytics and paid search reports
- Find hidden insights in site search and customer comment forms
- Mine industry forums for unexpected problems you can solve
- Get free customer research from industry media partners
- Release siloed insights from your sales team and distribution channel

And more...27 ideas in all to be exact. It's not rocket science, it's marketing 101, but sometimes you have to get back the basics and shore up the foundation. So download, **LOOS**, get busy and go guerilla. Because if you don't know what matters to your key customers, you're probably not giving them what they really want. Which means, all the fancy targeting technology in the world won't stop them from scrolling right past you with a yawn.

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MAKING THE CASE FOR MARKETING TO MILLENNIALS

Published on October 21, 2016 by Paige Dolton
Categories: Audience insights

SUPERCHARGE YOUR MARKETING TECHNOLOGY WITH GOOD OLD FASHIONED CUSTOMER FOCUS

Published on November 10, 2016 by David Fabbri
Categories: Audience insights, Marketing research, The business of marketing

From the blog:



Supercharge your marketing technology with good old fashioned Customer Focus
Published on November 10, 2016



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Why brands are going "lean"

Published March 29, 2016 by Tim Testroet
Categories: Design and visual trends



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By now, you may have noticed the design trend toward which many modern brands are shifting: Flatter, "leaner" graphics have grown immensely in popularity over the last few years. Look at our website for example. Is "flat" just a fad or is there something palpable that can explain this rise to glory?

These minimalistic and flat characteristics have rooted themselves in modern graphic design because they are so dynamic. As a business, to make a connection with your viewers there is a lot you have to consider, and the vernacular of your brand is very important. Many brands even have a particular ring or a scent with which they are associated. However, one of the most important aspects of your brand is how it functions visually. Imagery is a quick and efficient way to communicate a lot without actually saying anything at all. Think of brands that consumers recognize just by seeing the symbol, e.g. Target or Nike. The latest generation of graphics software has eased the process of making designs responsive and scalable so that they can fit various formats across a breadth of dimensions.



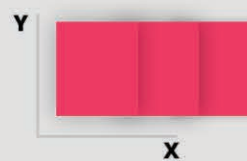
These images were recreated from memory in 30 seconds. Which brands can you recall visually?

This flexibility is essential in giving your brand presence. After all, branding is bonding. By that we mean, the more your brand is seen, the better it is known and the more likely it is shared. Skeuomorphism—which is the digital representation of real-world objects—has phased out over the past decade. Instead of seeing app icons on your phone that look like three-dimensional representations of metal, paper and wood, print design is mimicking the digital space. For example, stationery is often styled to look like the landing page of a website. It is now easier to market yourself in the digital realm than it is in the print realm. Thus, why it is important to favor a design that fits this new frontier.



Skeuomorphic (left) VS Material (right)

Since flat design has gained popularity, a common criticism is that it may not be intuitive enough for less experienced users. Flat design, for instance, might not feature common signifiers such as blue underlined hyperlinks or the rounded look of a button. Luckily, Google has developed guidelines for a style that borrows the versatility of flat design but makes up for its lack of intuition. *Material design* still incorporates bold, graphic and intentional visuals that are creatively executed but still grounded in reality. For example, applying the use of the z-axis as a reference for shadows or adjusting the curves of velocity in an animation to make its appearance flow more natural.



In order to stay current, you will inevitably have to adjust your brand to fit the constantly evolving technology of the digital space. However, when you do, keep in mind that the goal is to be versatile yet recognizable. Don't sacrifice your brand's personality, but allow it to move fluidly from one space to another while maintaining consistency.

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CREATING AN AMAZING CUSTOMER EXPERIENCE IS TOUGH, BUT ESSENTIAL

Published on March 18, 2016 by Katie Stipanovich
Categories: Branding, Event marketing

4 WAYS THE GOOGLE TEXT AD CHANGE COULD IMPACT YOU

Published on April 1, 2016 by LoSasso Admin
Categories: Analytics and performance optimization, Digital media strategy

From the blog:



Making the Case for Marketing to Millennials
Published on October 21, 2016



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Published on October 7, 2016

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We've got a meeting in 5!
Did you get that email?

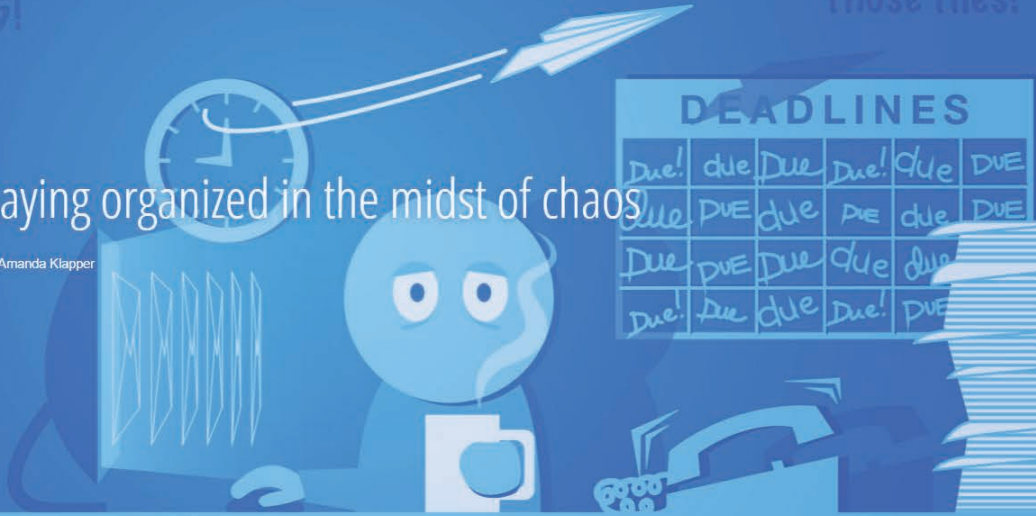
Did you send that report?

Have you proofed those files?

5 tips for staying organized in the midst of chaos

Published February 29, 2016 by Amanda Klapper
Categories: Agency news

Can you forward that?!



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It's Monday morning. You have 57 unread emails and three back-to-back meetings starting in five minutes. You haven't even had a cup of coffee yet. At any ad agency, the day can quickly become hectic and overwhelming. Sometimes it's hard to stay focused and productive. But regardless of where you work, these five tips can help you stay organized in the face of chaos.



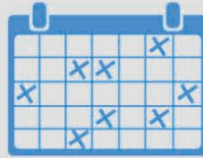
1. **Prioritize.** While it may seem like your to-do list is never-ending, prioritize hot items to make it more manageable. Often, I'll break my list into urgent tasks to complete in the next hour, items for today, and things that can wait.



2. **Try Evernote.** Rather than scribbling to-dos on random Post-its and various notebooks, keep everything in one place by downloading Evernote. It's a simple, free app that will sync between all your devices. I've been using Evernote for a few years now and it helps me easily keep track of my notes, to-do lists, and everything in between. When I'm on the train and think of a random email I need to check, I can make a note on my phone, and it's on my to-do list when I get to work.



3. **Keep a clean inbox.** In the marketing world, emails can start piling up fast. I try to keep my inbox clean, creating folders and filing emails I need to save, deleting emails I don't need anymore, and only keeping the ones I need to take action on in my inbox.



4. **Schedule your day.** Think through the work day, what meetings are scheduled, and what time you have at your desk. Plan out what you want to accomplish in between meetings and try stick to it!



5. **Take a deep breath.** One of the hardest things I learned early on in my career is that I'll never get everything on my to-do list done, and that's okay. When you're feeling extra stressed and overwhelmed, take a deep breath and remember that you're only human, there are only so many hours a day, and some things can probably wait!

Next time you feel like you don't know where to start at work, remember these tips and try to bring some organization to your daily grind.

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THE KEY TO STRONGER CONTENT: THIS FREE INTERACTIVE EBOOK

Published on February 25, 2016 by Jada Cash
Categories: Content marketing, Web and UX trends

THE ULTIMATE PINTEREST MARKETING GUIDE: 5 KILLER BRAND STRATEGIES AND TIPS

Published on March 7, 2016 by Natasha Miisav
Categories: Social media



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Making the Case for Marketing to Millennials
Published on October 21, 2016



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Published on October 7, 2016

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Seamless customer experiences online nurture "real, lasting relationships"

Published June 9, 2016 by Julia Skulstad
Categories: Audience insights, Branding, Web and UX trends



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Cracker Jack is to baseball as America is to tradition. Rings, temporary tattoos and plastic figurines stuffed deep between layers of caramel popcorn and peanuts—it has always been the same.

Not this year. In a recent company move to dress the 125-year-old brand's nostalgia and customer loyalty up for the millennial generation, Cracker Jack swapped its time-honored plastic toys for an assortment of four machine-readable, trackable matrix barcodes. The new prizes, unboxed by Frito-Lay in April 2016, take the form of QR codes that link to four baseball-themed digital games available for download on the Blippar app—allowing yesterday's plastic toys to meet today's consumer demand for engaging brand experiences.

The prize plays off Cracker Jack's connection to baseball, a bond immortalized in the years since American songwriter Jack Norworth wrote "Take Me Out to the Ball Game" in 1906. The new toy offering, no surprise, is emblematic of the pressures advertisers face today. Advertisers are now charged with merging mass media interaction with economic driving forces in order to create an experience, according to a recent Adobe report.

"Today, we have the ability to create truly engaging and personal experiences for all our clients," the report says. "The purpose of these experiences is to build relationships—real, lasting relationships."

But when it comes to engagement, you can't just focus on one device.

Engaging brand experiences only work when they are seamless. Advertisers need to stretch their limits in order to reach a larger audience across a variety of devices. It's an important skill to master—because consumers today are constantly crossing the lines. Google reported record highs of "second-screen searching" after the 2016 Super Bowl, with 82 percent of TV-ad-driven searches coming from a smartphone device. Google's report shows the increasing demand to be able to turn to a smartphone to search for more information after seeing something advertised on TV.

"That means that if you advertise on the big screen, you also have to think about how you engage people on the small screen. Be there, and be useful," the report says. "For brands, that means a presence on the big screen isn't complete without a strategy for the small screen, too."

What does this tell us?

Real, lasting relationships will never come from fragmented experiences that do not add up across devices. They come from interactive, developed and personal connections consumers feel with brands. Pulling a plastic toy out of popcorn isn't enough anymore.



Not sure where to start? Follow these tips and tricks to create engaging, seamless experiences:

- **Hand control to the users—functionality is king.** Take a multi-device approach to planning and make sure your mobile, tablet and—**not** or—desktop experience is intuitive. Implementing seamless, personalized experiences involves connecting points of contact across multiple devices, capitalizing on best-practice, device-specific design and functionality trends across mobile, tablet and desktop interfaces.
- **Give users what they need first.** This goes for event dates, contact information, gated submission forms, etc. Make sure users don't have to look too far, on any device, to get the information they need fast. When it comes to getting the message right the first time, less is usually more.
- **Keep things consistent.** Create guidelines and follow them for all devices. Make sure users are able to recognize your brand promise throughout all interfaces.
- **Grab information when you can.** Don't forget to include contact submission forms or create gated content in order to grab personal information, like an email address, to increase your lead generation rates and provide additional opportunities to connect with prospective customers.

How is your brand taking a page from Cracker Jack's book? Check out [this post](#) for more tips on evolving your marketing.

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Published on March 18, 2016 by Katie Slipanovich
Categories: Branding, Event marketing

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Published on June 14, 2016 by Jada Cash
Categories: Agency news, Design and visual trends

From the blog:



Simple ways to win at SEO
Published on March 24, 2017



Social media questions worth knowing the answer to
Published on March 15, 2017

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Fix these 5 common SEO mistakes

Published December 10, 2015 by Ben Lipfert
Categories: Analytics and performance optimization, Web and UX trends



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Search engine optimization. Chances are you've heard of it. You probably even know how important it is, but maybe you aren't sure what it really means or what tactics can help improve it.

To the non-marketer or layman, SEO can be a difficult concept to grasp. Truth is, SEO is not that complicated, and you can improve your site's ranking by doing several basic things. While there are countless practices for improving SEO, a few things must be made a priority.

Fix these common SEO mistakes and you will be certain to notice improvement in your overall website health and ranking over time.

1. Website can't be crawled

If your website isn't indexed properly, it isn't crawlable—meaning search engines are unable to find and scan its content. Pro tip: Connect your site to Google and Bing Webmaster Tools so you can learn even more about how search engines see your site.

2. Generic homepage title

Imagine your website was a book. The title on the front cover is the first thing people would read. Similarly, the homepage meta title is the single most important piece of SEO real estate. Make sure it contains your business name and the most important keywords describing what your business does or what your site is about. Pro tip: Ideally, every page of your website, but certainly the most important pages, should have unique page titles and meta descriptions.

3. Broad or narrow keyword targeting

Targeting keywords and phrases that are too competitive or that no one is searching for is a huge problem. Think like a user. Ask yourself, "What would I search if I were looking for this page?" Start by writing down all the words and phrases that come to mind. Run those keywords through a traffic estimation tool or perform the searches in Google on your own; see what publishers and content rank well. Pro tip: If other high-ranking, authoritative websites rank well for the keywords you're going after, chances are you will not beat them. Consider going after more specific terms. MozBar is a wonderful Google Chrome extension to use for checking the domain authority of any website or webpage, as well as other SEO elements.

4. Bad or duplicate content

The catchphrase, "content is king," became popular because it's true. Google does not like duplicate content or content that is overstuffed with keywords. Well written website copy that clearly articulates what the page or website is about is crucial in achieving good rankings. Pro tip: Google is smart enough to connect a user query with your content, even if the query does not exactly match the target keyword phrase. Consider how people type and include those phrases in your copy.

5. "Building" links

Links are important. When other websites link to yours, it shows credibility. Google sees highly authoritative links as being more valuable than links from sites with lower domain authority. When thinking about ways to obtain links from other sites, focus on compelling content and marketing rather than link building as a practice. Pro tip: Ask yourself, "Why would someone want to link to my website or this piece of content we developed?"

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LOSASSINS GETTIN' PHYSICAL: A LOOK BACK AT 2015

Published on December 2, 2015 by Amanda Marker
Categories: Agency fun

WHAT PIÑA COLADAS HAVE TO DO WITH THE MOST POPULAR B2B CONTENT OF 2015

Published on December 16, 2015 by Julia Skulstad
Categories: Content marketing



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Published on October 21, 2016



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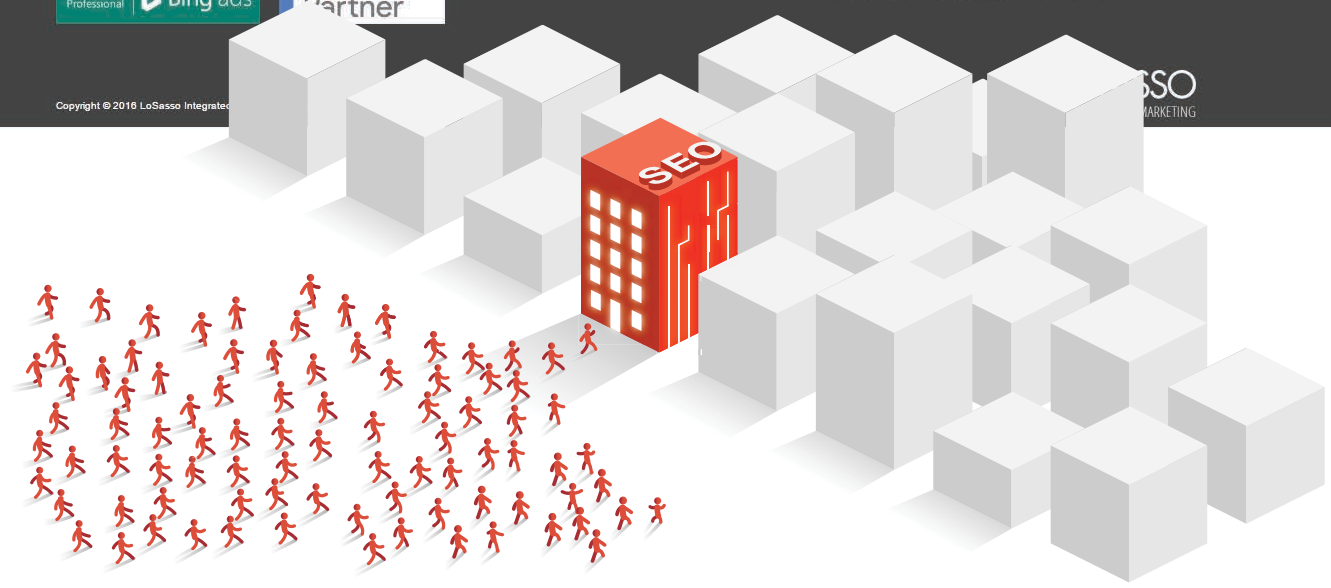
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Why responsive email is enveloping the market and how to open up its full potential

Published August 26, 2016 by Tim Testrodt

Categories: Content marketing, Design and visual trends, Digital media strategy, Web and UX trends

WIN at content in 2016—see how



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Today, responsive email design is more important than ever before. Roughly 50 percent of all emails are opened on a mobile device, and that number is projected to climb each year with younger smartphone users entering the professional world. Plus, email is becoming easier to check with the increasing speed of modern mobile devices. Whether you're in the car (shame on you, shame on us all), on the train, on the toilet, lying in bed or laying out at the beach, your email can be accessed in a matter of seconds.

WIN at content in 2016—see how



Of course, with the increasing popularity of Web browsing on mobile devices, along with thriving social media apps such as Facebook, Snapchat, and Instagram, the way we consume information is changing. People are becoming accustomed to scrolling through hundreds of pieces of content daily, on average, and these behaviors are no different for email browsing. In order to captivate your audience, your newsletter needs to be able to stand out among the rest, while also being dynamic and intuitive. If your email is missing one of these properties, then the viewer will lose interest faster than you can say "Shit." Much like the modern approach to responsive Web design, responsive email design must be implemented with mobile in mind, first and foremost. The term "responsive" will become a thing of the past as new technology continues to facilitate the integration of responsive design into marketing, and non-responsive content will fade away, unable to compete. What we're left with is one option for email design: make it responsive.

However, it doesn't end there. The trend has been growing for a few years now and soon everyone will be moving forward with it. There are many ways to take your responsive email campaign to the next level. Below are some of the best practices and reasons why you need to start now.

Don't come on too strong

People don't want to see spam in their inbox. It's easy for someone to overlook the title of the sender and instantly judge the subject line, seeing key spam phrases like "As seen on," "Order your," "Click here," "Get" or "Compare." So be careful about your phrasing of that beautiful responsive email you've worked so hard on will never even be opened.



Make it pop

Bright colors and high contrast naturally draw attention. Bold, canny colors can excite the reader and shift the hierarchy to your liking. For example, making your logo and call-to-action brighter and bolder will help the reader find the most important information right away. Color is also a great way to break up the monotony by separating sections of the email with accents and thin rules, or partitioning the layout with alternating background colors. This will help guide the reader and you can highlight elements that you deem the most important.

WIN at content in 2016—see how



And ... Action!

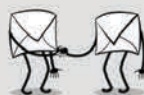
A popular feature of many email designs is the use of animated GIFs. These spectacles can be used to command the viewers' attention. GIFs aren't a new concept but the extra effort can yield a more entertaining effect. Naturally, when people see motion they don't want to look away until they know what they're seeing, just make sure that it's clear what you're trying to communicate and don't make the animation too long.



Know your content

Part of the fun in making layouts responsive is seeing multiple columns collapse into one as the screen size is adjusted. (Wow, like magic!) However, don't build multiple columns just for the sake of proving that you can do it. Single-column layouts are easier to scroll through for the reader. Plus, this reinforces the reader's ability to retain the information in a linear fashion. Don't overcomplicate the flow of your email if you have less content.

WIN at content in 2016—see how



Paint a pretty picture

Imagery conveys a message in an instant. For example, think of all the arrows and stick figures on signs you walk past every day. Accompanying type with an icon or a small illustration can reinforce the meaning of the copy. Photography has the same effect, and can be used with reverse type or type overlay to create a more substantial piece of information. As we all know, "a picture is worth a thousand words," so be careful not to overload type on an image, use several words at most, then let the picture speak on behalf of the other 900-something words.



WIN at content in 2016—see how



Finally, what you really need for a successful responsive email campaign is a back-up plan. Even when you've accomplished all of the previous points and you've made a beautiful responsive email, there are some email clients that do not support media queries (and those clients are a large percentage of the market). In many cases this will result in your email loading without any images, which is going to make your email look pretty bad.

Fortunately, there are some ways you can safeguard your email and still get your message across. First, link copy to all of your images as descriptions. For example, if your image is showing a photo of a musician in concert (for promotion, etc.), then title the image block as "Insert famous musician here! performing on stage!" so that the reader knows what the image is supposed to be. Also, make sure that when images are not loaded, the image block is minimized, that way all of the content is still visible. If the image block retains the same size that it would have been if it were loaded, then all you're left with when the viewer opens your email is a big empty block that pushes other important content out of the way. Keep in mind that it is recommended to keep roughly a 90:40 ratio between copy and image. That way, if images aren't loading and the image blocks are collapsed, then the reader can still see all of the crucial information.

Opportunities for email designs are constantly improving, and responsive designs are here to stay. Integrating the right elements in your email and practicing proper development techniques will guarantee success in your responsive email campaign.



Leave a Reply

LAKESHORE RUNS (AND OTHER WAYS LOSASSINS AVOID BURNOUT)

Published on August 25, 2016 by Jill Herman
Categories: Agency fun

JOB POSTING: ACCOUNT EXECUTIVE

Published on September 6, 2016 by LoSasso Admin
Categories: Agency news, Careers

WIN at content in 2016—see how

From the blog:



Making the Case for Marketing to Millennials
Published on October 27, 2016



Finding hidden value in trade shows
Published on October 7, 2016

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LoSasso works with National Robotics League (NRL) to help fight the manufacturing skills gap

Published December 17, 2015 by Julia Skulstad
Categories: Agency news



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Can robots help manufacturers fill their talent pipelines and fight the manufacturing skills gap? We think so—and so does the recipient of our agency's 25th Anniversary nonprofit giveaway, the National Robotics League (NRL).

At the National Tooling and Machining Association's (NTMA) fall conference, we unveiled the result of our work together—a platform of web-based tools designed to help member companies build their local talent pipeline through the NRL's combat robotics program.

The fun and excitement of robot battle has proven a successful way for manufacturers to build relationships with schools and get students excited about manufacturing. Our landing page and digital toolkits aimed to get manufacturers and job shops on board to fuel the fire—advising local student teams in the design and construction of their combat robots.



LoSasso created this digital hub to house information materials that encourage manufacturers to get involved in the NRL.

"Only manufacturing companies are able to truly train the next generation of workers and change the perceptions of working in the industry, making them vital to the process and the NRL," Bill Padnos, Director at NRL said. "The new landing page and downloadable toolkits will dramatically help getting businesses involved. Thanks to LoSasso for generously sharing their time and deep understanding of communicating in our business."

The topic of the manufacturing skills gap is deeply engrained in LoSasso—because it directly affects many of our clients. When those in the industry—as well as educators and parents—get involved in helping young people see manufacturing as a viable and exciting career path, everyone wins.

As our work with the NRL comes to a close, we're looking forward to continuing to work with metalworking clients on efforts to bridge the industry's skills gap. Because when the end of a project feels like the beginning—then we know we're on to something.

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WHAT PIÑA COLADAS HAVE TO DO WITH THE MOST POPULAR B2B CONTENT OF 2015

Published on December 16, 2015 by Julia Skulstad
Categories: Content marketing

THERE'S NOTHING LIKE 5 NEW HIRES TO RING IN 2016

Published on December 28, 2015 by Julia Skulstad
Categories: Agency news



From the blog:



Making the Case for Marketing to Millennials
Published on October 21, 2016



Finding hidden value in trade shows
Published on October 7, 2016

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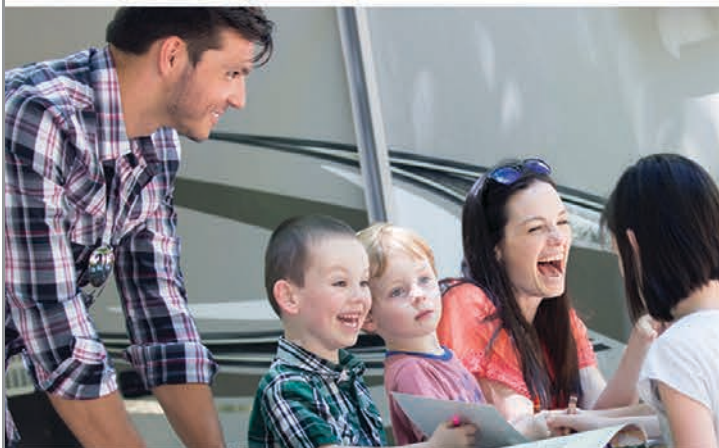
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Amenities like full-featured kitchens, spacious slideouts, bunkhouse models and pillow-top Simmons® mattresses pack value and comfort in a strong, lightweight travel trailer. Meanwhile, Tracker-Wide™ axles with Super Lube™ help distribute weight more evenly for a smooth ride.

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eco advantage™

Through smart sustainability efforts, we're creating better ways to build better RVs. And after nearly 50 years in the RV industry, we know all about long-term commitment and the unwavering passion it requires.

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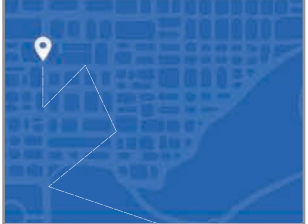
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WHAT'S YOUR CAMPING TRIP PERSONALITY?

Calling all outdoor enthusiasts: It's time to rev those engines, stock up on snacks and hit America's campgrounds, beaches and national parks. Does your itinerary match your trip personality? See how your travel style stacks up—and get personalized travel tips for your next camping adventure.

[TAKE THE QUIZ](#)

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JAYCO FEATURES AND AWARDS



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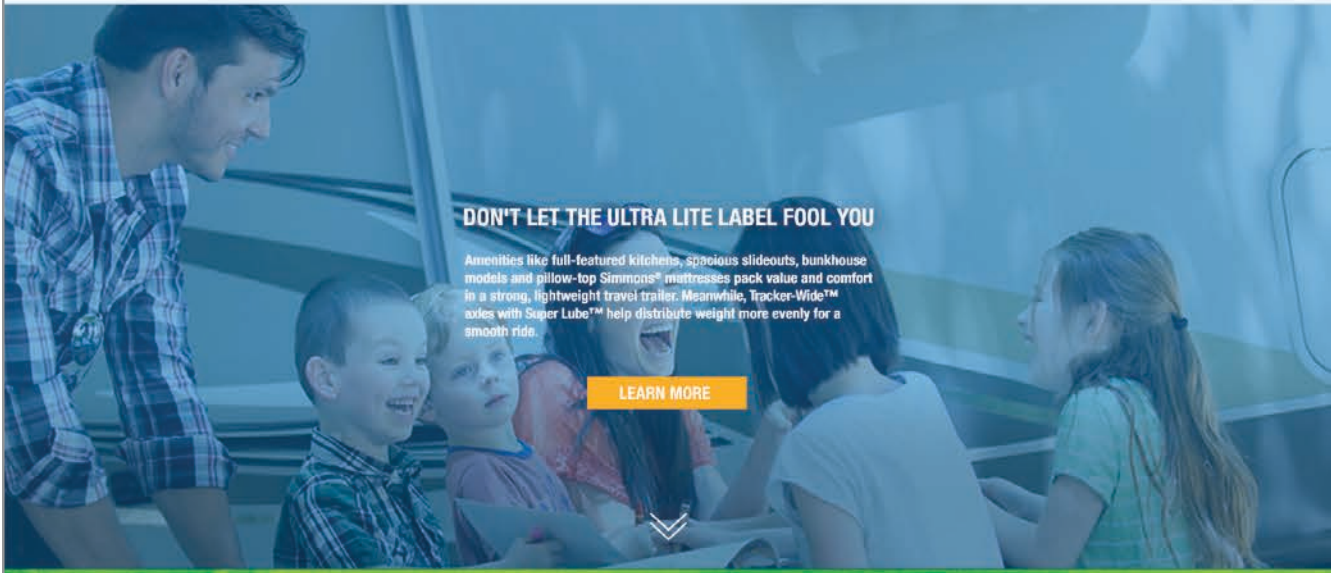
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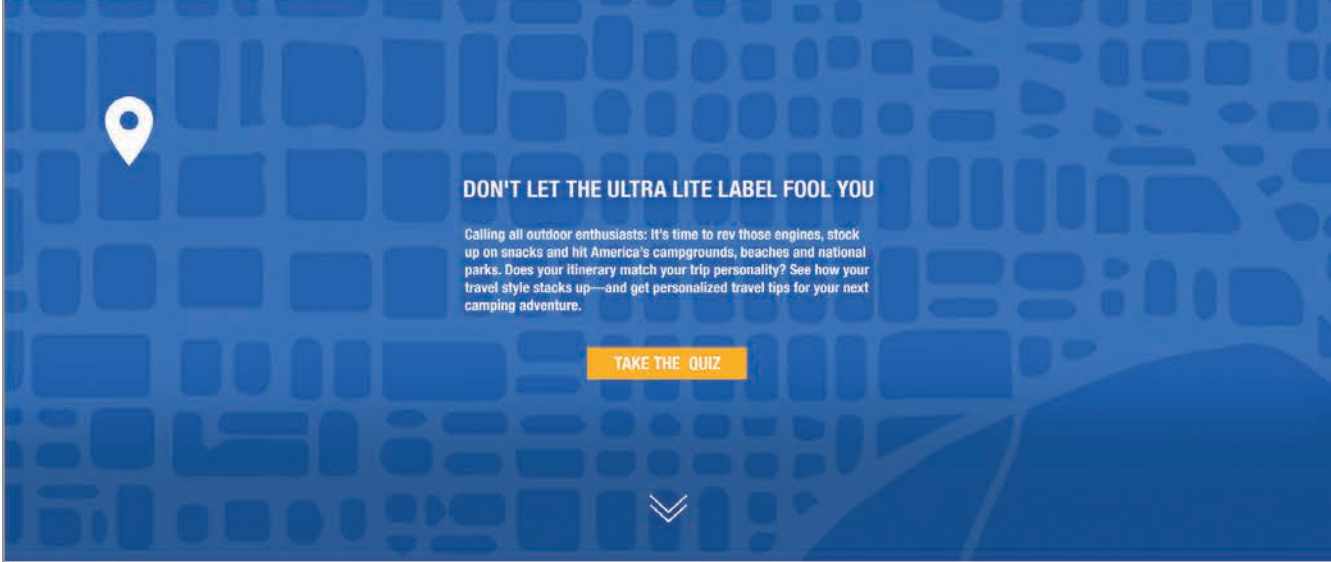
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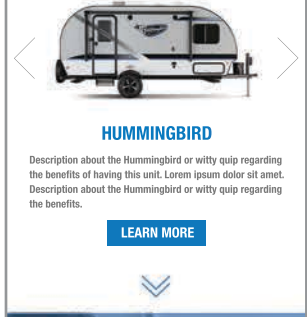


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JAYCO FEATURES



HUMMINGBIRD

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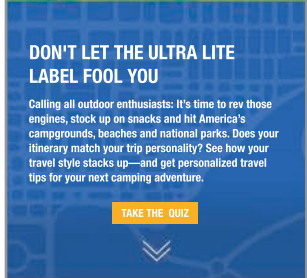
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FIND A LIGHTWEIGHT TRAVEL TRAILER FOR BIG-TIME FUN

INVENTIVE ENGINEERING FOR A VARIETY OF TOW VEHICLES, WE HAVE A FIT FOR YOU.

[HUMMINGBIRD | 3,500 LBS. GVWR](#)
[JAY FLIGHT SLX | 3,500 LBS. GVWR](#)
[JAY FEATHER 7 | 4,250 LBS. GVWR](#)
[WHITE HAWK | 6,500 LBS. GVWR](#)
[EAGLE HT | 9,950 LBS. GVWR](#)

HUMMINGBIRD



VEHICLE TOW LIMIT GUIDE

MAKE	MODEL	ENGINE
Suzuki	Grand Vitara	2.4L I-4
Ford	Escape*	3.0L V6
Chevrolet	Equinox	3.0L V6
GM	Terrain	3.0L V6
Mitsubishi	Outlander FWD	3.0L V6
Toyota	RAV4*	3.5L V6
Kia	Sorento*	3.5L V6
Hyundai	Santa Fe	3.5L V6

*Towing Package required
Note: The tow rating and above charts are not applicable to 8-foot-wide models.

OUR LIGHTEST TRAVEL TRAILER YET

The all-new Hummingbird may be a super lightweight travel trailer and boast a fuel-saving, aerodynamic teardrop design, but it doesn't skip on campground functionality or sacrifice the legendary construction Jayco's known for. All under 20 feet, each floorplan features a full bath, queen bed, kitchen and dinette.

3,500 LBS. GVWR

GVWR represents the operating weight of an RV. This is the number to check against what your vehicle is able to tow.

[Hummingbird floorplans and prices](#)



JAY FLIGHT SLX



VEHICLE TOW LIMIT GUIDE

MAKE	MODEL	ENGINE
Suzuki	Grand Vitara	2.4L I-4
Ford	Escape*	3.0L V6
Chevrolet	Equinox	3.0L V6
GM	Terrain	3.0L V6
Mitsubishi	Outlander FWD	3.0L V6
Toyota	RAV4*	3.5L V6
Kia	Sorento*	3.5L V6
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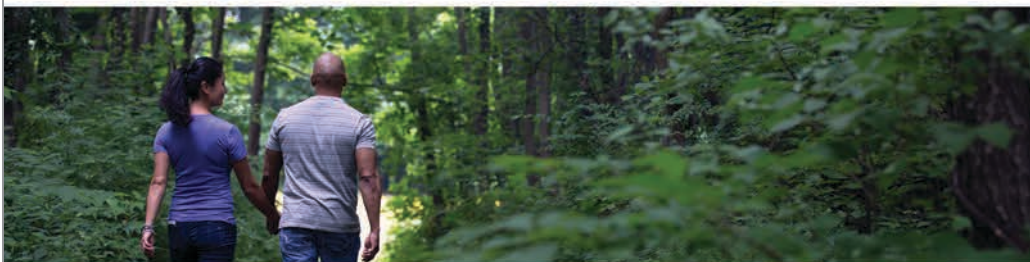
GET INTO THE BEST-SELLING TRAVEL TRAILER

With several models at just 7 feet long and starting just over 6 feet tall, the minivan-friendly, crossover-capable SLX is easy to see around when in tow and even fits into most residential garages. Easy to tow and affordable with high-end features and finishes, it's no wonder the Jay Flight family of lightweight travel trailers has been America's best-selling for more than a decade.

3,500 LBS. GVWR

GVWR represents the operating weight of an RV. This is the number to check against what your vehicle is able to tow.

[Jay Flight SLX floorplans and prices](#)



JAY FEATHER 7



VEHICLE TOW LIMIT GUIDE

MAKE	MODEL	ENGINE
Honda	Odyssey	3.5L V6
Toyota	Sienna**	3.5L V6
Nissan	Quest**	3.5L V6
Kia	Sedona	3.5L V6
Dodge	Grand Caravan**	3.6L V6
Chrysler	Town & Country**	3.6L V6

**Towing Package required
Note: The tow rating and above charts are not applicable to 8-foot-wide models.

WE CALL IT JAY FEATHER FOR A REASON

The Jay Feather 7 isn't just lightweight. It's Jayco's lightest Jay Feather yet. Sleeping up to 8 thanks to a variety of floorplan arrangements, the 7-foot wide lightweight travel trailer is as easy to handle on the road as it is comfortable at camp.

4,250 LBS. GVWR

GVWR represents the operating weight of an RV. This is the number to check against what your vehicle is able to tow.

[Jay Feather 7 floorplans and prices](#)

FROM MINIVAN-FRIENDLY RVs TO LIGHTWEIGHT FIFTH WHEELS, WE HAVE A FIT FOR YOU.

[HUMMINGBIRD | 3,500 LBS. GVWR](#)
[JAY FLIGHT SLX | 3,500 LBS. GVWR](#)
[JAY FEATHER 7 | 4,250 LBS. GVWR](#)
[WHITE HAWK | 6,500 LBS. GVWR](#)
[EAGLE HT TRAVEL TRAILER | 9,950 LBS. GVWR](#)

OUR LIGHTEST TRAVEL TRAILER YET

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3,500 LBS. GVWR

GVWR represents the operating weight of an RV. This is the number to check against what your vehicle is able to tow.

VEHICLE TOW LIMIT GUIDE

MAKE	MODEL	ENGINE
Suzuki	Grand Vitara	2.4L I-4
Ford	Escape*	3.0L V6
Chevrolet	Equinox	3.0L V6
GM	Terrain	3.0L V6
Mitsubishi	Outlander FWD	3.0L V6
Toyota	RAV4*	3.5L V6
Kia	Sorento*	3.5L V6
Hyundai	Santa Fe	3.5L V6

*Towing Package required
Note: The tow rating and above charts are not applicable to 8-foot-wide models.

[Click here to find your perfectly-sized travel trailer](#)

JAY FLIGHT SLX

GET INTO THE BEST-SELLING TRAVEL TRAILER

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VEHICLE TOW LIMIT GUIDE

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4,250

LBS. GVWR

GVWR represents the operating weight of an RV. This is the number to check against what your vehicle is able to tow.

Jay Feather 7 floorplans and prices



WHITE HAWK



VEHICLE TOW LIMIT GUIDE

MAKE	MODEL	ENGINE	EQUIPMENT
Toyota	Sequoia	All	
Volkswagen	Touareg	All	
Land Rover	Range Rover	3.0L V6	
Chevy	Tahoe	4WD 5.3L V8	3,421, cooling or other accessory pkg. required
GMC	Yukon	4WD 5.3L V8	3,421, cooling or other accessory pkg. required
Ford	Expedition EL	4WD 5.4L V8	Tow package required

**Towing Package required
Note: The tow rating and above charts are not applicable to 8-foot wide models.

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6,500

LBS. GVWR

GVWR represents the operating weight of an RV. This is the number to check against what your vehicle is able to tow.

White Hawk floorplans and prices



EAGLE HT TRAVEL TRAILER



VEHICLE TOW LIMIT GUIDE

MAKE	MODEL	ENGINE	CAB/RED	AXLE RATIO/EQUIPMENT
Chevrolet	Silverado 1500	6.2L V8	Extended/Standard	3.73:1, Towing Package
Dodge	Ram 1500 2WD	5.7L V8	Regular/Short	3.73:1, 5-speed AT
Ford	F-150 2WD	5.0L V8	Regular/Long	3.73:1
GMC	Sierra 1500 2WD	6.2L V8	Extended/Standard	3.73:1, Towing Package
Nissan	Titan 2WD	5.6L V8	King/Short	Premium Utility Package
Toyota	Tundra 2WD	5.7L V8	Regular/Long	Towing Package

**Towing Package required
Note: The tow rating and above charts are not applicable to 8-foot wide models.

LIGHTWEIGHT LUXURY PERFECTED

The Eagle HT travel trailer is designed especially for popular half-ton trucks. These lightweight travel trailers load up on comfort, luxury and safety thanks to American-made Goodyear tires. A standard 2-inch receiver hitch with a 3,000-pound tow rating and backup camera prep make the Eagle HT an even more appealing tow package.

9,950

LBS. GVWR

GVWR represents the operating weight of an RV. This is the number to check against what your vehicle is able to tow.

Eagle HT Travel Trailer floorplans and prices



2

YEAR WARRANTY

TRAVEL WITH CONFIDENCE

The best warranty in the business has you covered for 730 days, that's two full camping seasons

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Industry's best warranty

Two full camping seasons, 730 days*. Twice as long as the industry standard. No matter how you slice it, Jayco's industry-leading limited warranty gives you peace of mind others simply can't.

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The Jayco Difference

We go to great lengths to build better RVs. Learn about the extra steps we take to set our RVs apart—and the accolades we've earned as a result.

SEE THE DIFFERENCE

Jayco's legendary lineup

No matter how you like to travel, from rustic and remote to the luxurious long haul, you'll find a Jayco you can rely on.



For fast, fun and easy getaways

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Buyer's Guide: Find the RV that's just right

Whether you're considering your first RV or thinking about upgrading, narrow your search down to the ideal RV and floorplan in just a few clicks.

START NOW



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