## Start Here | How to Use Email Resources

Welcome to the email resources section! In this section, we provide email resources to help you inform your customers about your exciting new partnership with Route.

**Included in this section:**

- 1200x400 PNG "[Your Brand] + Route" Header Image
- 600x1000 PNG Route App Image
- 1200x815 PNG Route Asset Image
- Copy for a short email announcement
- Copy for a longer email announcement

**How to use:**

- Download all 3 images included
- Take the "[Your Brand] + Route" image and use a photo-editing tool to insert your brand's logo into the image
- Choose the email copy (short, long) that you prefer
- Use your normal processes to combine the images & the copy and send to your groups

**Best practices:**

To encourage engagement...

- Send during **optimal times** for your audience. For retail, we recommend the following:
    - Best times: Tuesdays and Thursdays at 10am and 8pm
    - Best day: Tuesday
    - Worst days: Saturday and Sunday
    - Worst times: Before 7am and after 5pm
- Personalize the email greeting using piped text
- Avoid using "No-Reply" in the sender's email address

**What to do if you don't see what you're looking for:**

Don't see what you're looking for? Reach out to the Route Marketing team with your request and they can spin up copy & images personalized to you. Simply email elle@route.com to submit your request!