



Expert Content Newsletter Program

Expert Content newsletters are designed for organizations to help engage their existing and potential customers. These are intended for the majority and are published as such, but each type or issue may not be applicable to all verticals or use cases. Each newsletter should be reviewed and adjusted by the marketing administrator before they deploy it to ensure that the content meets their organization's standards, offerings, and compliance requirements. All Expert Content newsletters are published to the Expert Content tab of the Email Gallery (which opens when you navigate to **Email Marketing** → **Emails** and click the **Create Email** button).

Newsletter Offerings

Newsletter Name	Elevate	Financial Fitness	Expert Update
Target Market	Homeowners and potential homebuyers. The current clients or prospects of our mortgage customers .	The typical customers of financial institutions, intended for all demographics.	Real estate agent co-marketing partners of loan officers of our mortgage customers .
Style	Modern, informative, and personal. Engaging blend of home financing updates, credit education, and timely seasonal content for all borrower profiles.	Modern, informative, and casual. Shows customers the organization cares about more than just their transactions and cares about their financial well-being.	Modern, informative, and business casual. Provides referral partners with relevant and useful mortgage and real estate industry news. Join me on TE!
Point of View	Third person	Third person	Third person
Customer-Facing Deployment Date	1st Friday (of the first full week) of the month, by end of day.	3rd Friday of the month, by end of day.	Wednesdays , by end of day.

Note

Around major holidays, such as Thanksgiving, Christmas, and New Year's, the publishing of newsletters may occur ahead of schedule or may be skipped. These changes will be communicated to customers via the Total Expert Customer Newsletter and through in-app notifications.

Note

Second person messaging may be used when referencing the individual user-to-consumer relationship. For example, "I'm here for you" or "We're looking forward to helping you" will be included where possible to personalize the messaging.



FAQs

Are there size guidelines specific to the newsletter images?

The **article images** are 1250px x 650px and the minimum width in the code is set to 532px. The email builder then fills the space to 100% to make sure it will show well on Retina-type displays as well. Email builder does not work well with edge-to-edge or bleed-like imagery. Because of this, **header images** are smaller and the background color is changed to separate the header area (for example, the ELEVATE image is 450px wide).

How do I distribute the newsletter to my users and their contacts?

Reference the *Expert Content Newsletter Delivery* resource for additional information on how to find and deploy the emails: <https://totalexpert.freshdesk.com/support/solutions/articles/22000278993-expert-content-newsletter-delivery>

How do I find the source article links?

Links can be found at the bottom of each newsletter that direct the reader to the homepage of the source. Direct source article links can be found in the description of the email template. This ensures that source articles with potential references to competitors or their programs can be genericized to the reader. It also allows administrators to review and use the direct-source links if desired.

How do I know if a newsletter was published this week?

All newsletter email templates include the edition date in the email name. For example, the weekly newsletter will include the date it was published and monthly newsletters will include the month and year it was published.

TOTAL EXPERT

