# Disney ONLINE POST OFFICE
# How-To-Guide

**The speed and efficiency of email marketing is at your fingertips with the *Disney Online Post Office*. Now you can send emails with content created by Disney and customized with your agency's call-to-action.**

**The *Disney Online Post Office* includes a variety of email content from *Disneyland*® Resort, *Walt Disney World*® Resort, *Disney Cruise Line*® and *Adventures by Disney*®. Under each Disney destination, you'll find booking offers, e-Brochures, thank you notes and more.**

**This how-to-guide will help you understand the basic workings of the *Disney Online Post Office*. The best way to learn it though is by doing it yourself. Try sending a few emails to co-workers, friends and family. You'll get the hang of it quicker than you think!**


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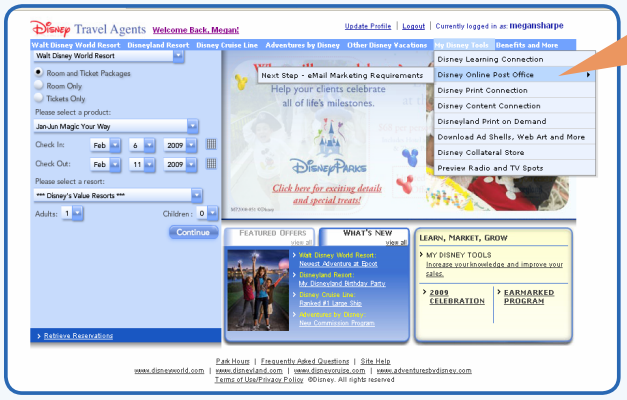
# Access the *Disney Online Post Office*

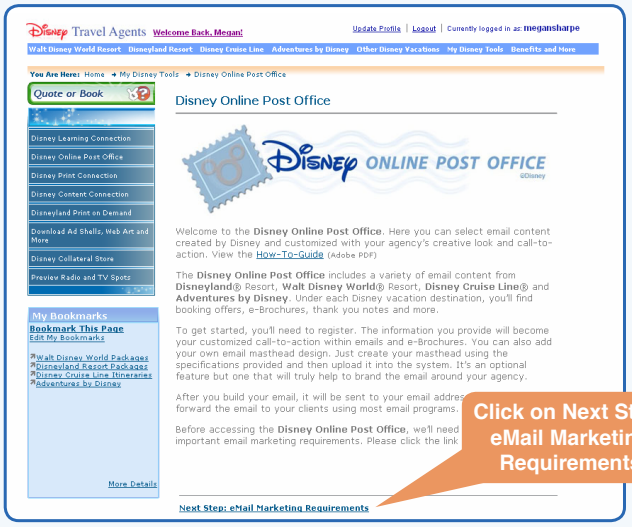
## Access the *Disney Online Post office* via *disneytravelagents.com > My Disney Tools*

1



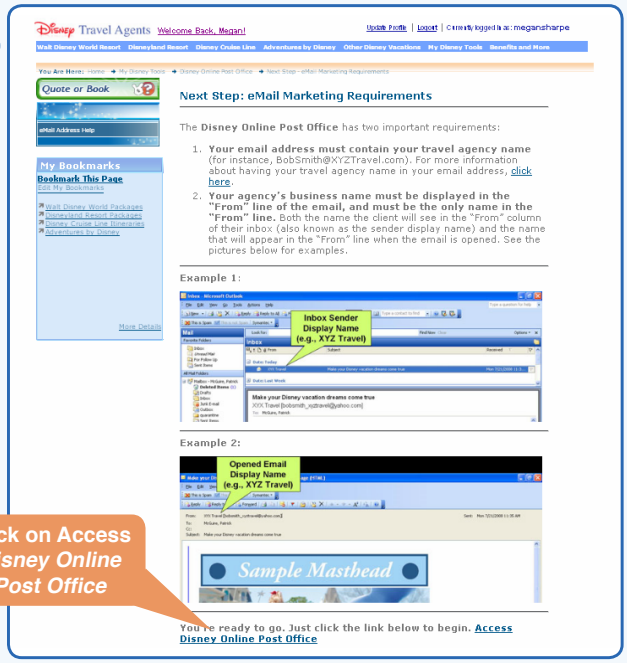

Click on *Disney Online Post Office*

2



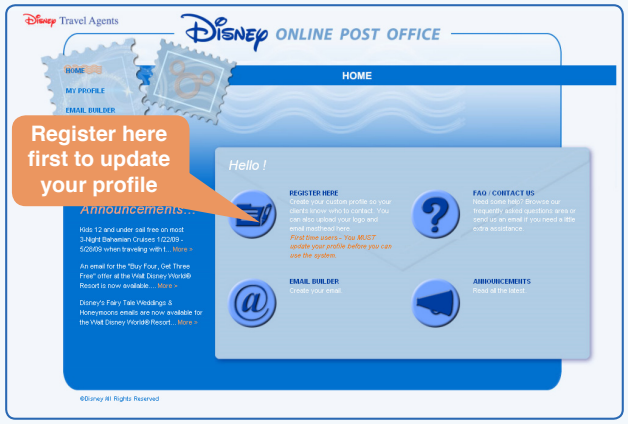

Click on Next Step: eMail Marketing Requirements

3




Click on Access *Disney Online Post Office*

4




Register here first to update your profile



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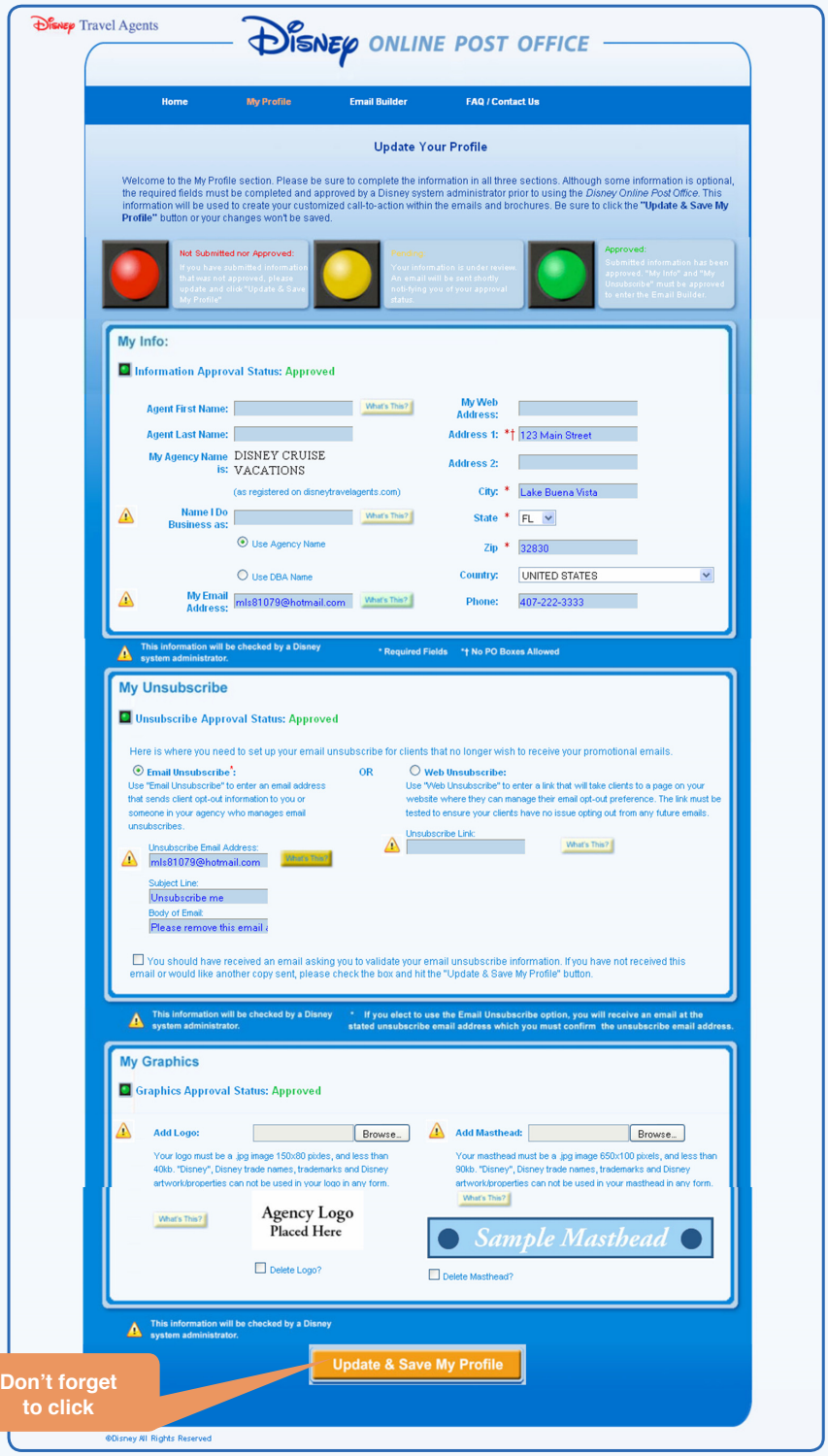
# My Profile

**You want your clients to call you. Here's where you tell them how to do that. To begin, click the "My Profile" button, then complete your profile with your contact information. For added branding, add your logo and/or email masthead. Be sure to roll over the "What's This?" buttons for helpful tips on creating your profile.**

1




**After updating your profile, it will be sent to Disney for approval. You will be informed of your status via email within 1-2 business days.**



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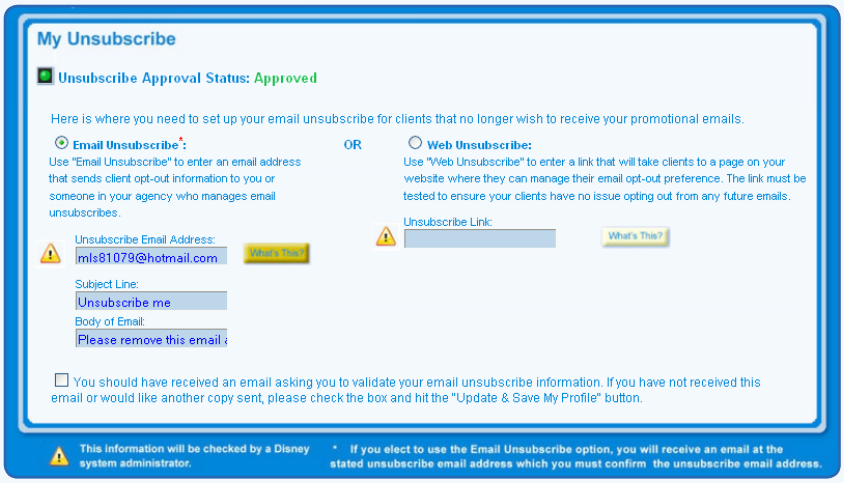
# My Unsubscribe

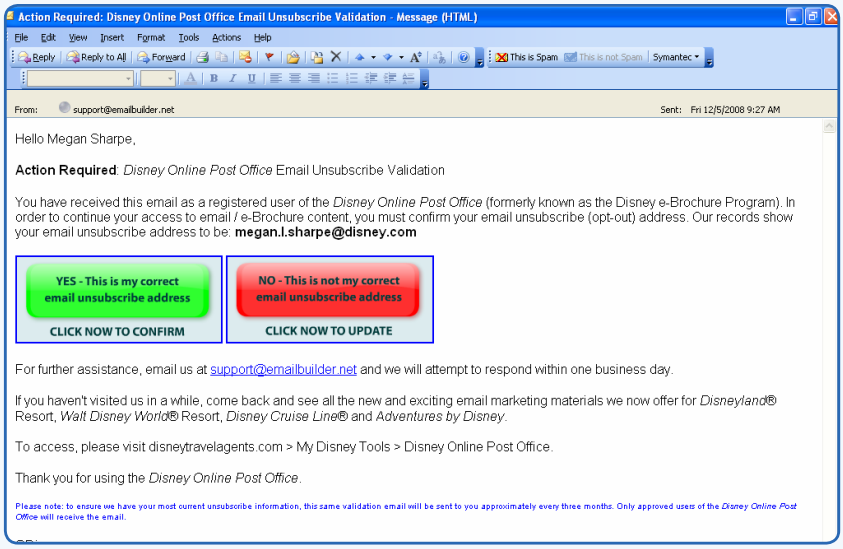
**Very important! You must establish your opt-out mechanism for your email. You should use your agency's standard procedure to set up the opt-out. Select Email Unsubscribe* or Web Unsubscribe and fill-in the required fields.**

1




*** Please note that if you select the Email Unsubscribe option, you will receive an email at the stated unsubscribe email address asking you to validate that address. Once your email unsubscribe address has been confirmed, you will be able to access the Email Builder portion of the site. This validation will be sent approximately every three months, to ensure that your information is up-to-date.**

2



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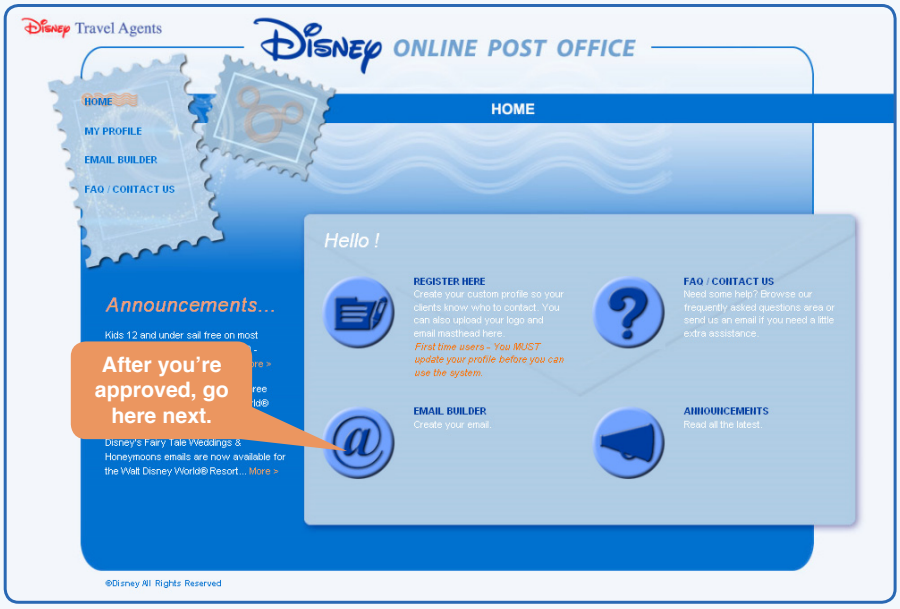
# Email Builder

## Start

**You received an email saying your profile has been approved. Great, now you're ready to begin sending emails! If you received an email saying you were not approved, review the issue and go back to the My Profile page to correct the issue.**

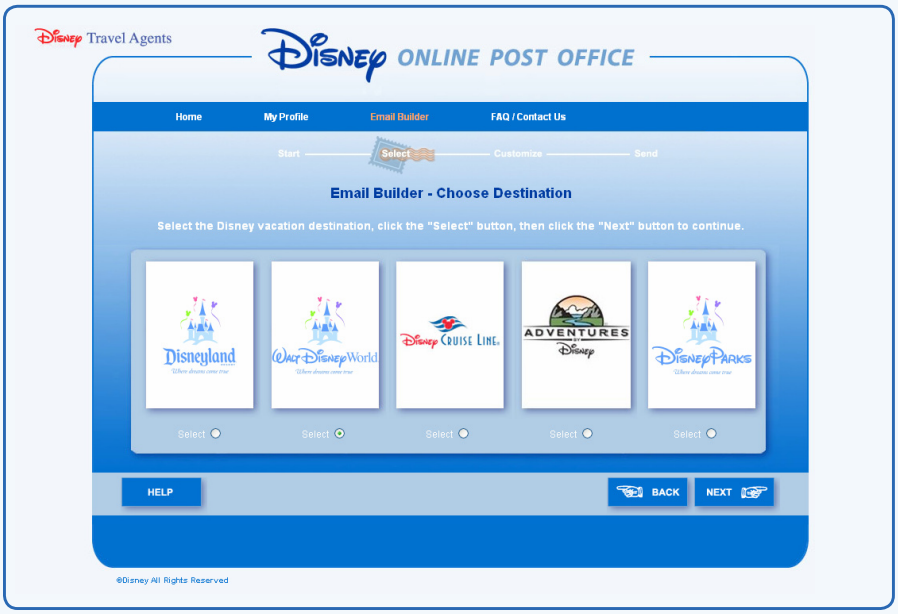
1




## Choose

**Select the Disney Destination you wish to use and click Next.**

2



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# Email Builder

## Select

**All available email templates for the destination you chose will now be displayed. Simply choose the one you want by clicking on the Select button beneath the template and then click Next.**

3

Rollover each template to enlarge the creative and view a detailed description, validity dates and other important information.

## Customize

**Choose from a palate of colors to personalize the look and feel of your email Masthead and Footer. Select a color that best complements your agency's color scheme along with the email creative. If you don't upload a Masthead, your agency name (and logo, if loaded) will be displayed instead.**

4

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# Finish

## Send

**A preview of your email, including your Masthead, Footer and Call-to-Action information will be displayed. If there are any errors, please use the *Back* button to correct.**

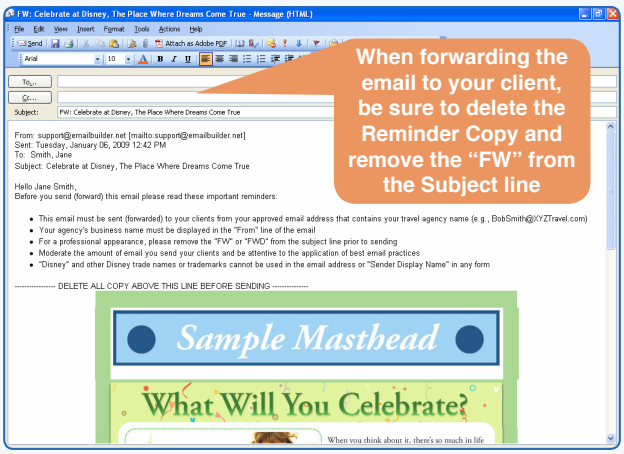
5

Once the email is ready to be sent, simply click on *Send Email* to have your email delivered directly to your Inbox. It can then be forwarded to your clients.

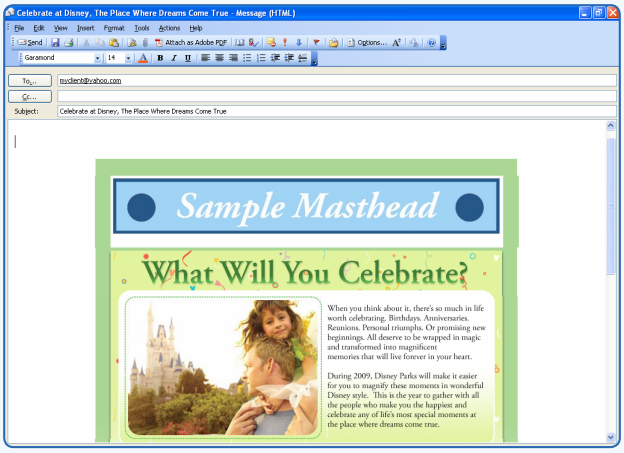
## Your Inbox

**You've now recieved the email in your inbox. Please read and then delete the "reminder" text and forward the email to your clients.**

1




2



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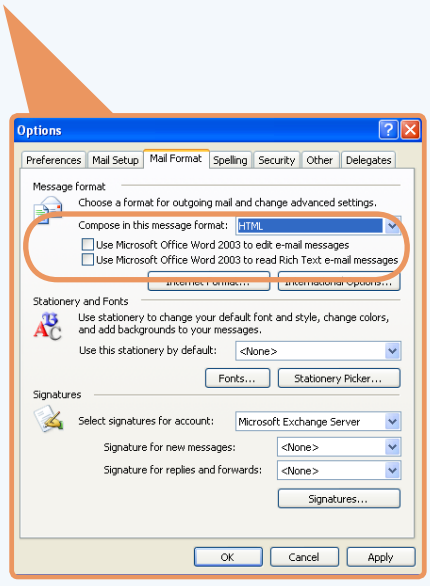
# Tips

## When updating your profile in the *Disney Online Post Office*, please keep the following in mind:

- Your Email Address must include your agency name
  Good Example: Bob_Smith@xyztravel.com
  Bad Example: Bob_Smith@email.com
- If you choose to add your agency logo to your Call-to-Action, it must be a JPG image, sized to 150x180 pixels and less than 40KB in file size
- If you choose to add a custom email Masthead to your Call-to-Action, it must be a JPG image, sized to 650x100 pixels and less than 90KB in file size
- Including a DBA, or "Doing Business As" name allows you to replace your "official" agency name that is carried over from disneytravelagents.com. If you choose to use a DBA name, your initial request (and any subsequent changes) require approval by Disney. This is a great option for home based agents that may operate under a different name than their host agency
- "Disney", Disney trade names/trademarks and Disney artwork/properties cannot be used in your email address, logo or masthead in any form
- Remember to click the Update & Save My Profile button after making any changes on the "My Profile" screen
- If you need help, assistance is just an email away! Send any questions or concerns to support@emailbuilder.net
- If you're using Microsoft Outlook and are having issues with white lines (gaps) in the email, you may be able to fix the issue by going to: Your Inbox > Tools > Options > Mail Format and make sure that neither "Use Microsoft Office Word 2003 to edit..." box is checked



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# Email Marketing Tips

## Overview

- The *Disney Online Post Office* offers you new ways to reach your clients with relevant and timely Disney marketing messages. Disney emails branded with your agency information offer a powerful combination to increase sales.

## Everything in Moderation

- Email is easy and inexpensive to deploy. Therefore, it's easy to get carried away. The last thing you want to do is damage the relationship with your clients.

- Email marketing should be a key method for establishing and maintaining a valuable relationship with your clients. But don't overwhelm them with email. We all get a lot of email. Make sure it's relevant to your clients before you send it. You need to be attentive to the application of best email practices.

## What it's Designed to Do

- The *Disney Online Post Office* is designed to be a self-service email marketing tool. Emails are sent directly from the *Disney Online Post Office* to the registered agent email address. You can then forward the email to your clients on a one-to-one or one-to-few basis. In other words, if you are simply forwarding the email to your clients, it's best not to forward it to thousands of your valued clients! Most likely it will be blocked by ISPs (Internet Service Providers) and may cause future emails you send to be blocked.

- Mass mailings can be accomplished with the email tool. We suggest using an email marketing service that follows professional mailing practices, unless you have an in-house email marketing team.

- Please remember if you wish to mass mail, you may not change or add to the email message. If you wish to make custom changes, please contact your Disney Sales Representative.

## Best Practices

- Prior Consent: As a best practice, commercial email (vs. transactional email) should not be sent to clients without prior affirmative consent. If you are collecting email addresses, you should confirm with the client they wish to be included on your commercial email list.

- Set Client Expectations: When clients opt-in to receive emails from your agency, tell them what to expect. For example, if the client is only interested in cruising, then tell them you will only send them cruise emails. If possible, you should also set expectations on frequency.

- Email Brand Recognition: Be sure to use standard From Addresses and From Names. This will help your clients recognize your emails.

- Stay Off Blacklists: Email administrators try to reduce the amount of spam that comes through their networks. If a particular IP Address (or domain name) is flagged as sending spam, the administrator will block that IP Address or domain name. Complaints are one way that a sender can get added to blacklists. You don't want your emails to be flagged as spam. Therefore, you want to minimize client complaints. How do you do this? It's easy, only mail to clients who have requested information from your agency.

- Keep Your Mailing List Clean: Haven't done business with a client in five years? Getting bounced email addresses? Take these clients off your list! Be sure the clients on your mailing list have specifically requested information from your agency.


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