



# Disney ONLINE POST OFFICE How-To-Guide

## What Will You Celebrate?



When you think about it, there's so much in life worth celebrating. Birthdays. Anniversaries. Reunions. Personal triumphs. Or promising new beginnings. All deserve to be wrapped in magic and transformed into magnificent memories that will live forever in your heart.

During 2009, Disney Parks will make it easier for you to magnify these moments in wonderful Disney style. This is the year to gather with all the people who make you the happiest and celebrate any of life's most special moments at the place where dreams come true.



Flip through the brochure, watch videos and more ▶



Contact us to plan your magical Walt Disney World® Resort vacation:

Agency Name: Sample Travel Agency  
Phone: 800-222-3333  
Email: [bobsmith@sampletravelagency.com](mailto:bobsmith@sampletravelagency.com)  
Web: [www.sampletravelagency.com](http://www.sampletravelagency.com)

## What Will You Celebrate?



There's so much in life worth celebrating. Birthdays. Anniversaries. Graduations. Reunions. Personal triumphs. Or promising new beginnings. So during 2009, the Disneyland® Resort will make it easier for you to magnify these moments in wonderful Disney style! This is the year to gather with all the people who make you the happiest and celebrate any of life's most special moments at the place Where Dreams Come True.



Click through the brochure now and discover ways to maximize your Disneyland® Resort vacation ▶

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## Thank You



Your trust in letting me handle your vacation arrangements is greatly appreciated. We know you'll celebrate the lifetime of memories a vacation like this will make.

If you need more information, please contact me. Thanks again!

John Smith  
WDW Travel Co. 212 111 2222  
[katre50@gmail.com](mailto:katre50@gmail.com)  
[www.AgencyWebsite.com](http://www.AgencyWebsite.com)



## The world is a MAGICAL place.



An Adventures by Disney vacation is an unforgettable journey into lands of wonder, enchantment and remarkable stories. Where you can choose from one of 23 incredible itineraries to some of the world's most spectacular destinations – sharing amazing experiences and making lasting memories with your whole family. From ziplining in the Swiss Alps to safarizing by jeep in South Africa. From rights in an ivy-covered Irish castle to day-tripping along the breathtaking Italian coast.

This is no ordinary vacation. It's a chance to experience the world not as a tourist, but as an adventurer.

Call us today to plan where your next magical adventure will take you:

Bob Smith  
Sample Travel Agency 800-222-3333  
[bobsmith@sampletravelagency.com](mailto:bobsmith@sampletravelagency.com)  
[www.sampletravelagency.com](http://www.sampletravelagency.com)



Flip through the brochure, watch videos and more ▶

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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.

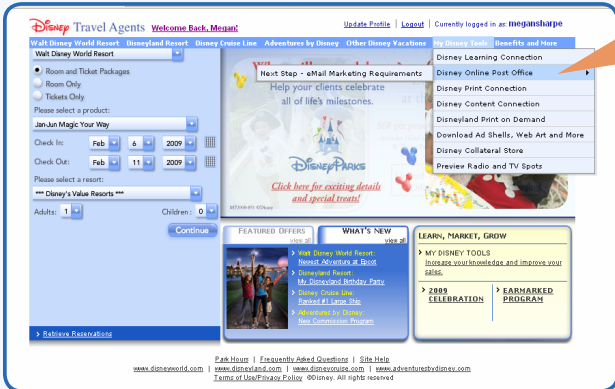
The *Disney Online Post Office* includes a variety of email content from *Disneyland® Resort*, *Walt Disney World® Resort*, *Disney Cruise Line®* and *Adventures by Disney®*. Under each Disney destination, you'll find booking offers, e-Brochures, thank you notes and more.

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!

# Access the *Disney Online Post Office*

## Access the *Disney Online Post Office* via [disneytravelagents.com](http://disneytravelagents.com) > *My Disney Tools*

1



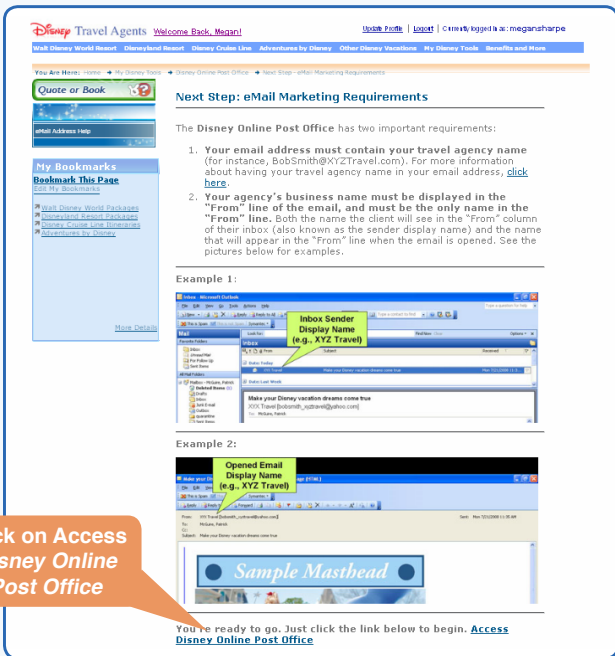
Click on *Disney Online Post Office*

2



Click on *Next Step: eMail Marketing Requirements*

3



Click on *Access Disney Online Post Office*

4



Register here first to update your profile

# 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

Disney Travel Agents

Disney ONLINE POST OFFICE

Home My Profile Email Builder FAQ / Contact Us

### Update Your Profile

Welcome to the My Profile section. Please be sure to complete the information in all three sections. Although some information is optional, the required fields must be completed and approved by a Disney system administrator prior to using the *Disney Online Post Office*. This information will be used to create your customized call-to-action within the emails and brochures. Be sure to click the "Update & Save My Profile" button or your changes won't be saved.

**Not Submitted nor Approved:** If you have submitted information that was not approved, please update and click "Update & Save My Profile"

**Pending:** Your information is under review. An email will be sent notifying you of your approval status.

**Approved:** Submitted information has been approved. "My Info" and "My Unsubscribe" must be approved to enter the Email Builder.

#### My Info:

Information Approval Status: **Approved**

Agent First Name:  [What's This?](#) My Web Address:

Agent Last Name:  Address 1: \*

My Agency Name: **DISNEY CRUISE VACATIONS** Address 2:   
(as registered on disneytravelagents.com) City: \*

Name I Do Business as:  [What's This?](#) State: \*

Use Agency Name Zip: \*

Use DBA Name Country:

My Email Address:  [What's This?](#) Phone:

This information will be checked by a Disney system administrator. \* Required Fields \*† No PO Boxes Allowed

#### My Unsubscribe

Unsubscribe Approval Status: **Approved**

Here is where you need to set up your email unsubscribe for clients that no longer wish to receive your promotional emails.

**Email Unsubscribe:** OR  **Web Unsubscribe:**

Use "Email Unsubscribe" to enter an email address that sends client opt-out information to you or someone in your agency who manages email unsubscribes.

Use "Web Unsubscribe" to enter a link that will take clients to a page on your website where they can manage their email opt-out preference. The link must be tested to ensure your clients have no issue opting out from any future emails.

Unsubscribe Email Address:  [What's This?](#) Unsubscribe Link:  [What's This?](#)

Subject Line:

Body of Email:

You should have received an email asking you to validate your email unsubscribe information. If you have not received this email or would like another copy sent, please check the box and hit the "Update & Save My Profile" button.

This information will be checked by a Disney system administrator. \* If you elect to use the Email Unsubscribe option, you will receive an email at the stated unsubscribe email address which you must confirm the unsubscribe email address.

#### My Graphics

Graphics Approval Status: **Approved**

Add Logo:   Add Masthead:

Your logo must be a .jpg image 150x80 pixels, and less than 40kb. "Disney", Disney trade names, trademarks and Disney artwork/properties can not be used in your logo in any form.

Your masthead must be a .jpg image 650x100 pixels, and less than 90kb. "Disney", Disney trade names, trademarks and Disney artwork/properties can not be used in your masthead in any form.

[What's This?](#)

Agency Logo Placed Here

Delete Logo?  Delete Masthead?

This information will be checked by a Disney system administrator.

**Update & Save My Profile**

Don't forget to click

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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.

# 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**

### My Unsubscribe

**Unsubscribe Approval Status: Approved**

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Unsubscribe Email Address:

Unsubscribe Link:

Subject Line:

Body of Email:

You should have received an email asking you to validate your email unsubscribe information. If you have not received this email or would like another copy sent, please check the box and hit the "Update & Save My Profile" button.

This information will be checked by a Disney system administrator. \* If you elect to use the Email Unsubscribe option, you will receive an email at the stated unsubscribe email address which you must confirm the unsubscribe email address.

\* 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**

Action Required: Disney Online Post Office Email Unsubscribe Validation - Message (HTML)

From: support@emailbuilder.net Sent: Fri 12/5/2008 9:27 AM

Hello Megan Sharpe,

**Action Required:** *Disney Online Post Office* Email Unsubscribe Validation

You have received this email as a registered user of the *Disney Online Post Office* (formerly known as the Disney e-Brochure Program). In order to continue your access to email / e-Brochure content, you must confirm your email unsubscribe (opt-out) address. Our records show your email unsubscribe address to be: **megan.l.sharpe@disney.com**

<b>YES - This is my correct email unsubscribe address</b> <input type="button" value="CLICK NOW TO CONFIRM"/>	<b>NO - This is not my correct email unsubscribe address</b> <input type="button" value="CLICK NOW TO UPDATE"/>
--	--

For further assistance, email us at [support@emailbuilder.net](mailto:support@emailbuilder.net) and we will attempt to respond within one business day.

If you haven't visited us in a while, come back and see all the new and exciting email marketing materials we now offer for *Disneyland® Resort*, *Walt Disney World® Resort*, *Disney Cruise Line®* and *Adventures by Disney*.

To access, please visit [disneytravelagents.com](http://disneytravelagents.com) > My Disney Tools > Disney Online Post Office.

Thank you for using the *Disney Online Post Office*.

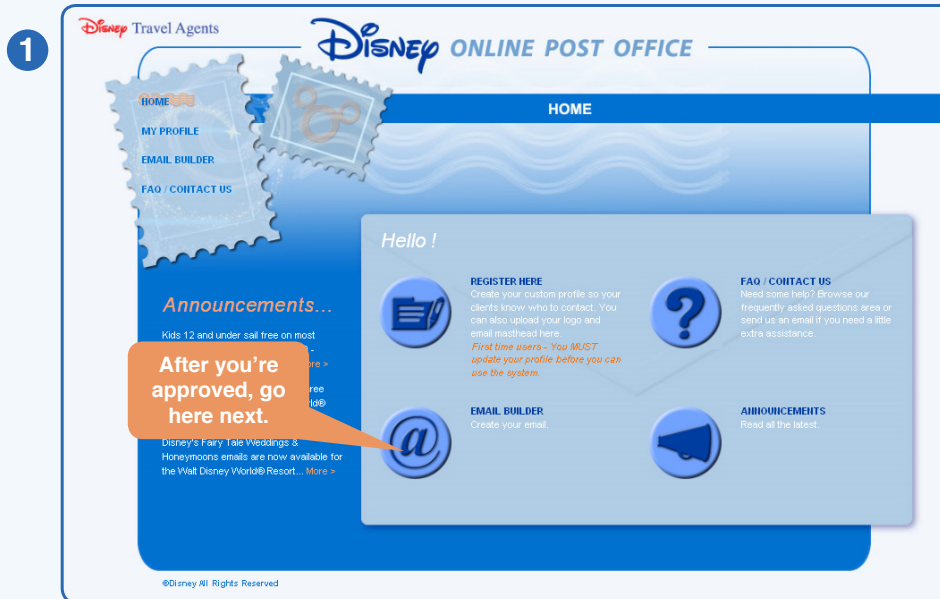
Please note: to ensure we have your most current unsubscribe information, this same validation email will be sent to you approximately every three months. Only approved users of the Disney Online Post Office will receive the email.



# Email Builder

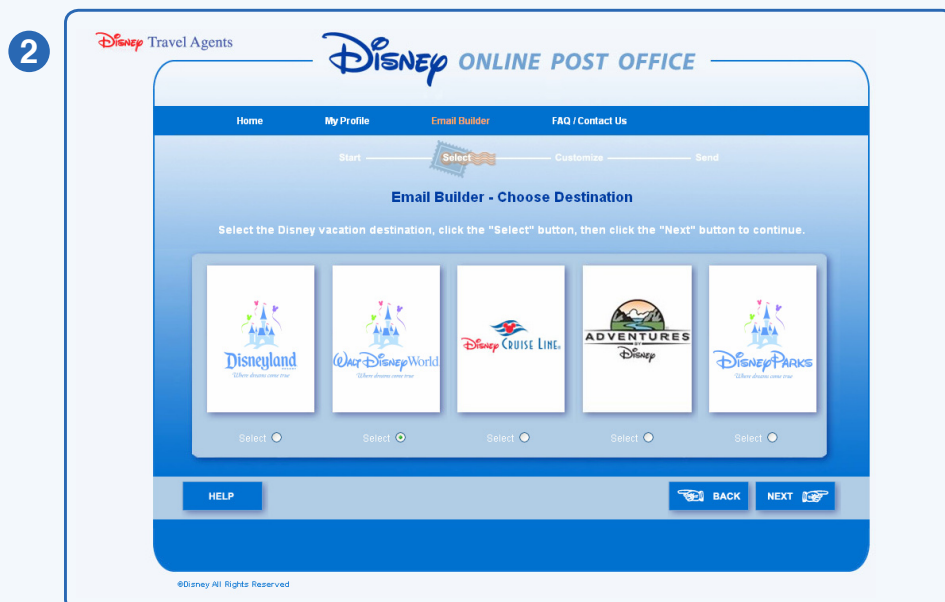
## Start

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.



## Choose

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





# 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



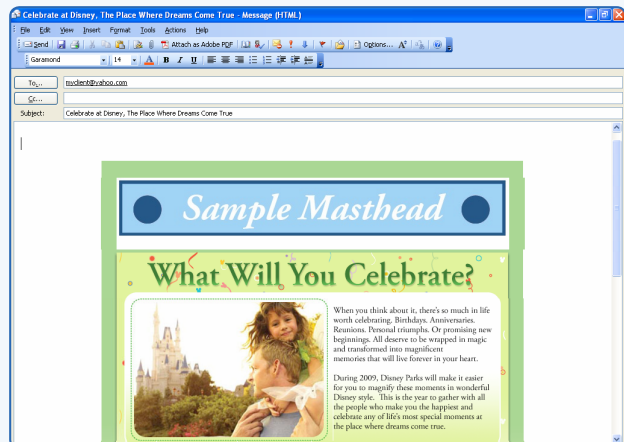
## Your Inbox

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

1



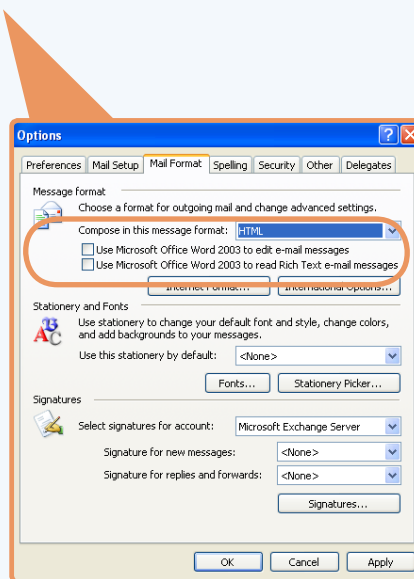
2



# 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





# 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.