

Introduction to the newsletter guide

This guide provides comprehensive instructions to help you create newsletters tailored for healthcare professionals.

It outlines key principles and best practices to ensure your newsletters are professional, engaging, aligned with the high standards of the medical field, and follow DILAPAN-S visual guidelines.

Consult this guide whenever you're not sure how to craft subject lines, refine preheaders, design layouts or need recommendations for headers, footers, CTA buttons and overall email structure...

The content is **organized into three clear sections:**

1. [Email subject line, preheader, email size](#)
2. [Basic recommendations for working with the DILAPAN-S' template](#)
3. [Template example](#)

Email subject line, preheader, email size

Email subject line

The email subject line is a key element in reaching out to contacts.

Things to have in mind (for optimal delivery and open rate):

- Keep the length up to **70 characters**
- Use a “**hook**” instead of describing the email content
- Use (moderately) **emojis** to draw attention to the subject line
- Minimize **exclamation points**
- Minimize the use of words written in **ALL CAPS**

Preheader

We recommend regularly using the preheader. However, if the subject line exceeds the recommended 70-character limit, it may no longer be visible in the line.

The ideal use of the preheader is to further clarify the subject or include a call to action.

Email size

For the best email deliverability, pay attention to the overall email size. This is mainly affected by:

- The number and size of images
- The size of attachments

For this reason, we recommend using images with a maximum size of 2 MB.

Using “hooks” in subject lines and preheaders

The subject line and preheader of an email should spark interest. They should not be too descriptive, so the recipient feels compelled to open the email. Together, the subject and preheader should form an attractive combination that hints at the content for marketing (not transactional) emails.

The subject and preheader should respond to the recipient’s needs and offer something they need—even if they aren’t aware of it yet. It’s important to know your recipient and to group similar contacts into segments.

What not to do:

Find out more about DILAPAN-S | a synthetic osmotic dilator (*subject / preheader*)

What to do:

Save dozens of hours of work | thanks to DILAPAN-S (*subject / preheader*)

For more information on how to write about DILAPAN-S, please, consult our [Communication Manual](#).

Basic recommendations for working with the DILAPAN-S' template

Basic template settings

For DILAPAN-S newsletters, we exclusively use brand colors, combining them to achieve the best possible contrast.

- For the **main background (outside the email content)**, we use **color #FFF7F2**.
- For the **main background (behind the email content)**, we use **color #FFFFFF**.
- An **inverted background (behind the email content)** can also be used, in which case we use **color #4E5871**.
- For **H1, H2, and H3 headings and hyperlinks**, we use **color #C80078**.
- For **standard text**, we use **color #4E5871**.
- For **divider lines**, we use **color #4E5871**.
- For **CTA buttons**, we use:
 - **color #4E5871 (button color)**, with text in color **#F4F5F8**,
 - or the **opposite combination** when using an **inverted background**.

For optimal display, we always set the email width to **600 px**.

In newsletters (excluding graphics), we exclusively use the Helvetica font in the following sizes:

- **15 px** for **standard text**
- **15 px** for **secondary CTAs**
- **18 px** for the **introductory text (perex)**
- **18 px** for the **main CTA**
- **18 px** for **H3 headings**
- **24 px** for **H2 headings**
- **30 px** for **H1 headings**

Alignment and indentation of texts

Standard text (+ Introductory text)

- If in a **single block**:
 - Alignment: centered
 - Indentation: 60 px from left/right and 10 px top/bottom
- If in multiple blocks (excluding introductory text – always in a single block):
 - Alignment: right-aligned
 - Indentation: 30 px from left/right and 10 px top/bottom

CTA

- **Primary:**
 - This is a larger CTA that dominates the template
 - Indentation: 60 px from left/right and 20 px top/bottom
- **Secondary:**
 - Indentation: 30 px from left/right and 10 px top/bottom

Headings

When headings are used in a **single column** (especially for **H1**), always choose:

- Alignment: centered
- Indentation: 60 px from left/right and 10 px top/bottom

When headings (usually **H3**, but can also be **H2**) are used in **multiple columns**, choose:

- Alignment: right-aligned
- Indentation: 30 px from left/right and 10 px top/bottom

Header

The email header should always contain the option to view the email online (in a smaller size than standard text – if the tool allows, we recommend choosing 8–10 px).

Since this is not part of the email body, the background color is transparent (background color #FFF7F2).

The header should also always contain the DILAPAN-S logo, centered. If you are using two logos, use a divider line to separate them as specified in the DILAPAN-S graphic manual.

We recommend a size of at least 440 px for the DILAPAN-S logo. If two logos are used, maintain proportionality. Additionally, we recommend adding at least a 10 px space between the logo block and the text above.



Footer

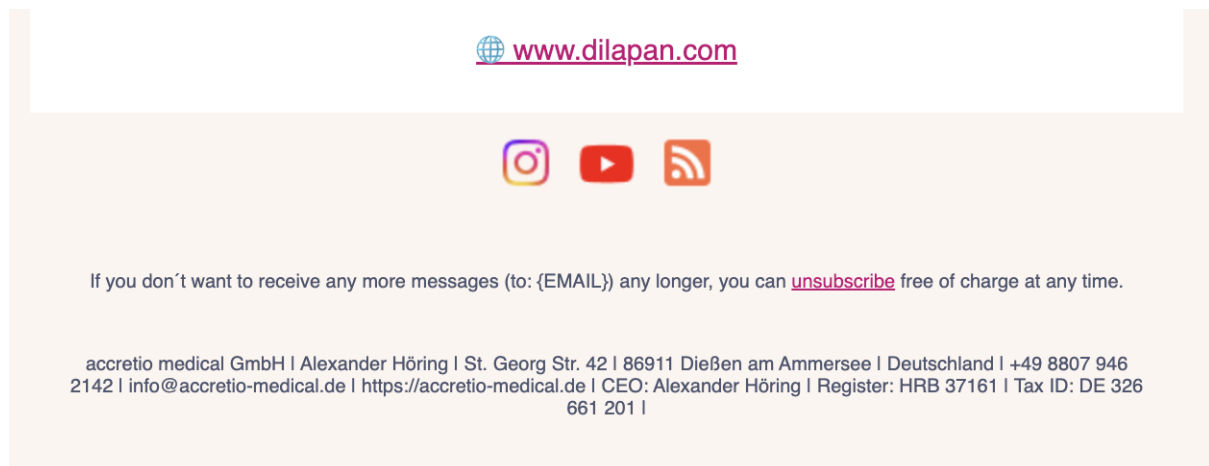
The footer background color is transparent, like in the header (background color #FFF7F2).

It should always contain:

- DILAPAN-S social media icons – [Instagram](#) and [Youtube](#)
- Information that the recipient received this newsletter because they expressed interest in it
- A transparent unsubscribe option for the newsletter
- Contact information of the newsletter sender, including:
 - the full company address
 - phone contact and email

In addition to social media icons, these are mandatory fields that every newsletter must include. Similarly to the header, we strongly recommend using a reduced font size compared to standard text – we suggest 6–8 px.

Email tools typically use placeholders for the unsubscribe option, which display the recipient’s specific email or the unsubscribe link (see below).



Newsletter body

In addition to a clear header and footer, the newsletter should contain other basic blocks, primarily including:

An introductory banner (photo)

 **Dilapan-S**[®]



- **Indentation from Other Blocks:** 15 px from the right, left, top, and bottom

Headings

H1 (Introductory heading)

- Can optionally be added to the introductory photo/graphic
- Only one H1 heading is used throughout the entire newsletter



**Unser erster Newsletter:
Entdecken Sie DILAPAN-S für
eine sanfte Geburtseinleitung**

H2 & H3 Headings

- Can also be added to a photo or graphic
- Unlike H1, they can be used across multiple columns

Einladung zum Webinar

Save the date: Unser nächstes Webinar findet am 20. November 2024 um 14.30 statt.

Nutzen Sie die Gelegenheit, sich mit erfahrenen Anwendern über den

Die Rolle der synthetischen osmotischen Dilatatoren

In den letzten Jahren haben synthetische osmotische Dilatatoren, insbesondere DILAPAN-S, als vielversprechende Alternative zu den traditionellen Methoden der präinduktiven Zervixreifung zunehmend an Bedeutung gewonnen. Die Effizienz und Akzeptanz dieser Dilatatoren ist wissenschaftlich fundiert. Sie bieten daher eine sichere und komfortable Methode zur Geburtseinleitung.



Was macht diese Publikation so besonders?

Diese von einem angesehenen deutschen Team veröffentlichte Übersichtsarbeit wertet über 10 klinische Studien aus den Jahren 2015-2022 aus, darunter auch in

Introductory text (Perex)

- This is the initial text under the introductory photo and H1 heading
- Its role is to expand on and explain the subject line, preheader, and H1 heading
- It should contain the most important message – for this reason, we use a larger font size compared to standard text (18 px), and **we highlight the most critical information**



Unser erster Newsletter: Entdecken Sie DILAPAN-S für eine sanfte Geburtseinleitung

Willkommen beim DILAPAN-S-Newsletter, der sich an medizinisches Fachpersonal wie Sie richtet. In diesem Newsletter finden Sie Neuigkeiten, klinische Beispiele und Expertenmeinungen zur Geburtseinleitung.

CTA buttons

- CTA buttons, or call-to-action buttons, play an important role when your goal is to prompt the recipient to take a specific action.
- To capture attention, CTA buttons are in a bold color compared to the rest of the email (in the case of an inverted color background, we recommend choosing a light-colored button with dark text on it).

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[Registration hier](#)

Divider lines

- To make the newsletter organized and easy to read, it is essential to use elements that separate individual blocks. These can be empty spaces or divider blocks. You have three options for divider blocks:
 - **Longest** – 90%
 - **Medium length** – 60%
 - **Shortest** – 30% (for example, for better clarity with multiple columns side by side)
- You can choose from two thicknesses of divider lines (for a total of 6 variations). Their use depends primarily on your aesthetic sense.



In Practice:

Einladung zum Webinar

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[Registration hier](#)

Sehr geehrte Damen und Herren,

In dieser ersten E-Mail freuen wir uns, Ihnen die neuesten Ergebnisse aus einer in Deutschland veröffentlichten evidenzbasierten Übersichtsarbeit "*Synthetic Osmotic Dilators for Pre-Induction Cervical Ripening*", verfasst von Prof. Dr. Dr. hc. Werner Rath, Dr. Julia Kummer,

... Or...

Ambulantes Potenzial:

Jüngste Studien deuten darauf hin, dass DILAPAN-S ein idealer Kandidat für die ambulante Zervixreifung sein kann. Es verkürzt die Dauer des stationären Aufenthaltes und trägt zur Einsparung von Krankenhauskosten bei.

VBAC-Kandidatin:

DILAPAN-S ist laut Produktinformationen die einzige zervikale Reifungsmethode, die für Frauen mit einem vorangegangenen Kaiserschnitt nicht kontraindiziert ist und somit eine sichere Option für diese Gruppe darstellt.

Wie die Autoren in ihrer Schlussfolgerung hervorheben, stellt DILAPAN-S einen bedeutenden Fortschritt bei der Zervixreifung dar. Mit dem Schwerpunkt auf Sicherheit, Patientenkomfort und Ambulanztauglichkeit entwickelt es sich zu einer wertvollen Option für die Geburtseinleitung.

Wenn Sie mehr über DILAPAN-S und seine potenzielle Rolle bei der Verbesserung der Praktiken zur Geburtseinleitung erfahren möchten, lesen Sie den vollständigen Artikel oder kontaktieren Sie uns.

Template example

Note: As an example, we've chosen a template for Germany. That is why there is the German distributor's logo next to the Dilapan-S logo. Of course, this can vary depending on the location and distributor.

Wird diese Nachricht nicht richtig dargestellt, klicken Sie bitte [hier](#).

 **Dilapan-S**[®]



**Main Heading in Color #C80078,
Helvetica, Centered**

Introductory Text (Perex):

Centered alignment – Helvetica, 18 px
Indentation 60 px from left/right

**This is what highlighted text in the introductory section
looks like.**

Call-to-Action Buttons

The CTA buttons are divided into **two types**.

Rounded to 12 px, they differ in padding around the text—both maintaining a 1:3:1:3 ratio.

The brand color **#4E5871** is used, with text in **#F4F5F8**. Both allow for **inverse color schemes**.

Primary CTA – 20/60/20/60 (top, left, bottom, right)

Secondary CTA – 10/30/10/30; can be right-aligned in this version

Primary CTA – helvetica/18 px, bold

Primary CTA – helvetica/18 px, bold

CTA – bolt/helvetica – 15 px – Centered alignment

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CTA – bolt/helvetica – 15 px – Centered alignment

CTA – bolt/helvetica – 15 px – Centered alignment

CTA – bolt/helvetica – 15 px – alignment to the left

CTA – bolt/helvetica – 15 px – alignment to the left

CTA – bolt/helvetica – 15 px – alignment to the left

CTA – bolt/helvetica – 15 px – alignment to the left



Standard text **aligned to the left**, size **15 px**, **Helvetica** font, in the brand color **#4E5871**

Indentation of 60 px from the left/right

This is what a highlighted hyperlink looks like.

If you use multiple hyperlinks that don't carry as much weight, use the same color, but without bold formatting.

We work with three variations of **divider lines**:

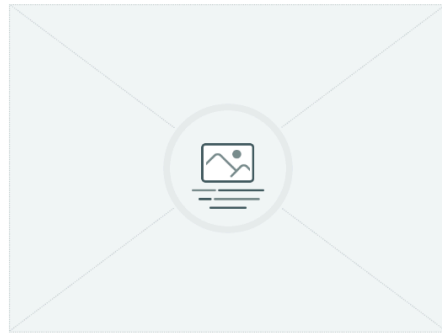
The longest for separating unrelated blocks – **90%**

Two-thirds of the longest for separating related blocks – **60%**

One-third of the longest for dividing smaller blocks (e.g., for better visual clarity when multiple blocks are side by side or stacked) – **30%**

We can combine multiple widths, but I don't recommend more than two in one email.

All in the brand color #4E5871



H3 heading

Standard text **aligned to the left**, size **15 px, Helvetica** font, in the brand color #4E5871

**CTA – bolt/helvetica – 15 px
– alignment to the left**

H3 heading

Standard text **aligned to the left**, size **15 px, Helvetica** font, in the brand color #4E5871

**CTA – bolt/helvetica – 15 px
– alignment to the left**





H3 heading

Standard text aligned to the left, size 15 px, Helvetica font

CTA – bolt/helvetica – 15 px – alignment to the left



H3 heading

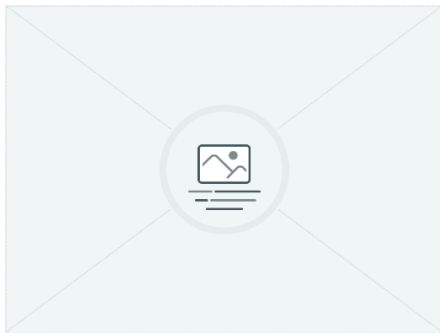
Standard text aligned to the left, size 15 px, Helvetica font

CTA – bolt/helvetica – 15 px – alignment to the left

H2 heading

Standard text aligned to the left, size 15 px, Helvetica font

Indentation of 60 px from the left/right



H3 heading

If you don't want to use CTA buttons, you can also use an alternative in the form of a standalone **hyperlink in the text**.

[Read more](#)



If you don't want to receive any more messages (to: alexander.keck@klinikum-os.de) any longer, you can [unsubscribe](#) free of charge at any time.

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