



Authored various relevant content for Delta Air Lines including this Bolding Point of View on marketing email for the CRM Style Guides document:



TYPE STYLES

Bolding in emails

The use of bolding in emails is an objective creative decision based on purpose of the email message. It can certainly be a powerful technique when implemented the right way.

Bold fonts are an effective means for calling out important information. Accordingly, bolding should be used for impact and enhancement in cases where appropriate.

Here are some items to keep in mind though when using a bold font in email:

- Font style variations such as bold should be kept at a minimum as a standard email best practice.
- Since most email recipients probably won't read the entire email, marketers should use font bolding sparingly where appropriate to highlight certain key words and phrases.
- In many cases, marketers can avoid making bold loose impact by not bolding the entire sentence or the majority of one.
- A paragraph with a lot of bold will probably not look legitimate and spam filters may pick up on that.

Make sure to follow these basic precepts for optimal results when using bold within email copy.

CONTACTS

If you have questions regarding proper use of these guidelines, contact eCommerce Channels or your Marketing Communications Managers.

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Purchasing Whitney

The Whitney font is available from Hoefler & Frere-Jones.
<http://www.typography.com>

They can be reached by phone during business hours (Eastern time) at +1 212 777 6640. Fonts are delivered quickly by email, and at no additional cost; orders can also be shipped by FedEx, or by messenger within New York City.

Signature and Supergraphic Artwork

To gain access to electronic signature and supergraphic artwork files, please contact your Marketing Communications Managers.

Writing sample from Terry Sartor



Oversaw the production of numerous marketing emails such as the weekly fare match emails from Delta Air Lines in 2013 – which meant managing various agencies including Experian (email production and deployment), Digitas (graphics) and Jackson Spalding (copy) as well as coordinating with internal stakeholders like Legal, Marketing Communications and Revenue Management:

From: Delta Air Lines [DeltaAirLines@delta.com]
Sent: Wednesday, May 30, 2012 5:02 PM
To: Sartor, Terry
Subject: Delta Deals From Detroit Starting At \$87*

To view this email on a mobile device, click here.

Terry Sartor
Surfline # 0019622212 Account Activity
Comment/Complete | Add to Address Book | Star Connection

DELTA
Book a Flight | Reserve Car & Hotel | Check In | Earn Miles

DELTA DEALS FROM DETROIT

Putting low fares back on the map. [FIND A FLIGHT](#)

ShareThis

Hello Mr. Sartor,

Take advantage of our discounts on each-way fares between Detroit, Wayne County, MI and select cities before they expire on May 31, 2012. Check out the low fares listed below, then visit delta.com to plan your trip today.

Sample Each-Way Fares* (based on required round trip)

Roundtrip Business Detroit-Wayne County, MI (DTW) and (ONT) and:	Fare	Book Now
Baltimore, MD (BWI)	\$87	Book Now
Bloomington, IL (BMI)	\$137	Book Now
Chicago-Midway, IL (MDW)	\$87	Book Now
Chicago-O'Hare, IL (ORD)	\$87	Book Now
Kansas City, MO (MCI)	\$153	Book Now
Norchester, MA (NHT)	\$254	Book Now
Minneapolis/St. Paul, MN (MSP)	\$249	Book Now
Mohe-Quad Cities, IL (MLI)	\$137	Book Now
Nashville, TN (BNA)	\$93	Book Now
Chattanooga, TN (CAK)	\$245	Book Now
Peoria, IL (PIA)	\$127	Book Now
Raleigh/Durham, NC (RDU)	\$200	Book Now
Richmond, VA (RIC)	\$224	Book Now
Savannah, GA (SAV)	\$269	Book Now
St. Louis, MO (STL)	\$87	Book Now
Washington-Reagan National, DC (DCA)	\$205	Book Now

* additional fees/instructions/supplies charges not shown. Fares are valid in either direction. Fares are each-way. Round-trip purchase is required.

A portion of travel for some itineraries may be on the Delta Connection® carrier: Chautauque, Comair, Contour Airlines, ExpressJet Airlines, Inc., Endeavor Airlines, Mesaba, Penair, AirTran, Shuttle America aka Delta Shuttle, and SkyWest.

Find a Flight

Smart Phone, Smarter Travel. Get the Fly Delta app, available for all smartphones.

4,000 SKYMILES
INTRODUCTORY PRICING
Increase your mileage balance faster by using Message Board. Earn up to 3,000 additional bonus award miles. Learn more.

HYATT
EARN 4 TIMES MORE
Stay at any participating hotel from May 1 - August 31, 2012 and earn up to 4 times more miles.

4,000 SKYMILES
DETAILS, UPDATES AND MORE
Sign up now to get the latest SkyMiles® deals, promos and mileage news to your inbox delivered to your email inbox.

Hertz
EARN UP TO 3,400 MILES
Now, when you book a rental car, you can earn up to 10% off your total rental with this special market-hertz offer.

Work sample from Terry Sartor