

Campus Back to School Email 2020

You can promote your campus dining venues by sending out an email communication to all of your students. This will instruct them to download and sign up for Campus dining on Grubhub.

Instructions (if you have a marketing automation tool):

1. Go to the Campus landing page:<https://lp.grubhub.com/campus/campusdining/>
 - a. Under Back to School Assets, click on the arrow to expand the selection for Campus Email
2. Select the email in the Landing Page. After you click on your selection, right-click and “save as” on your desktop or in downloads. It will save as a .jpg file. Remember the name of the file!
3. Create a new email in your marketing automation tool. Insert the .jpg
4. Use our suggested [Subject Lines and Pre-headers](#) below.
5. Open the Unique Campus Deeplinks file from the Campus Landing page. Find your campus and copy the unique link. This link will take the user to the Grubhub app and drop them into the campus dining onboarding experience with their campus.
<https://lp.grubhub.com/campus/campusdining/>
6. Copy and Paste your link as a hyperlink to the image.
7. Test and then send your email.

Instructions (if you are using a mail client):

1. Go to the Campus landing page:<https://lp.grubhub.com/campus/campusdining/>
 - a. Under Back to School Assets, click on the arrow to expand the selection for Campus Email
2. Select the email in the Landing Page. After you click on your selection, right-click and “save as” on your desktop or in downloads. It will save as a .jpg file. Remember the name of the file!
3. Create a new email in your mail client. Insert the .jpg
4. Use our suggested [Subject Lines and Pre-headers](#) below.

5. Open the Unique Campus Deeplinks file from the Campus Landing page. Find your campus and copy the unique link. This link will take the user to the Grubhub app and drop them into the campus dining onboarding experience with their campus.

<https://lp.grubhub.com/campus/campusdining/>

- a. Now you need to create a hyperlink. For Gmail, follow these instructions:

<https://www.gmass.co/blog/add-link-to-image-in-gmail/>

- b. ii. For Outlook, follow these instructions

<https://www.bettercloud.com/monitor/the-academy/add-hyperlinks-outlook-email-messages/>

6. Test and send your email.

Subject Lines & Pre-Headers:

1. SL: Welcome Back! Enjoy Grubhub campus dining.
PH: Avoid the line with Grubhub

2. SL: Start the school year with Grubhub campus dining
PH: Order food with Grubhub