

Residential Dining Campus Emails 2020

You can promote your residential dining venues by sending out an email communication to all of your students who use these dining halls. 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 Residential Dining, click on the arrow to expand the selection for the Residential Dining Email or the Reservation Only 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 Residential Dining Email Campus Deeplinks Fall 2020 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 Residential Dining, click on the arrow to expand the selection for the Residential Dining Email or the Reservation Only 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 Residential Dining Email Campus Deeplinks Fall 2020 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:

Reservation Only Email -

SL: Reserve a time to eat with Grubhub

PH: It's easy and convenient

Residential Dining Email -

SL: Use Grubhub to order from the dining hall

PH: Make reservations and order for pickup