



# ORCHESTRATION

April 5, 2017

*yes*

# CONTENTS

- 📍 What is orchestration
- 📍 Why is it important
- 📍 What does it look like

# ORCHESTRATION:

1. To score or arrange a piece of music for orchestra
2. The planning or coordination of the elements of a situation to produce a desired effect
  - Elements: YLM email + M.com (+ social + mobile)
  - Desired effect: consistency + efficiency

# ORCHESTRATION ENABLES:

- Consistency
  - Images + copy = brand voice
  - Ensures the brand voice is the same across channels
- Efficiency
  - Eliminates the need for each channel to create content from scratch each time

# MAIN CONSIDERATIONS:

- Image ratios
  - Variable image heights in YLM email template enable flexibility
- Character fields / counts

[http://preview.4at5.net/email\\_domains/mar/9700/orchestration.html](http://preview.4at5.net/email_domains/mar/9700/orchestration.html)

[http://preview.4at5.net/email\\_domains/mar/9700/orchestration\\_example.html](http://preview.4at5.net/email_domains/mar/9700/orchestration_example.html)



THANK YOU!

