

# HOW-TO MAKE A GREAT EMAIL

To ensure your email campaigns perform at their best take a look at the guidelines below.

## Subject Line

The most engaging subject lines are the ones that offer the most value. These often coincide with popular content on media sites like YouTube.

Example:

- How-to's
- Top Lists
- Current Events / News

## Personalize

Common personalization tactics include using first name, location, or industry to capture their attention. Emails that include personalization see a **14%** increase in open rate, and a **10%** increase in conversion.<sup>1</sup>

## Accessibility

Not everyone has blazing internet speed, or the newest technology. Images need to be as small as possible while retaining quality. Images should remain under 500kb, and Text sections need to be default web fonts, at a minimum of 16pt size. No fancy gradients, or videos.

## Mobile First

**50%** of all emails are being read on mobile devices.<sup>2</sup> It makes sense, there is a lot of idle time where a mobile device is far more accessible than a desktop, or laptop computer.

## Engaging Header

Design the email to be eye catching and interesting. Your goal above the fold is to pique interest and drive engagement.

## Calls to Action

The rule of thumb is to include as many calls to action as you do value propositions. Do not be afraid to ask people to "learn more" or "download." This is a great way to build a relationship.

## Some Notes on Internet Security

Email clients have implemented their own form of security on emails being sent, and received. This means that google, yahoo, microsoft, etc... are checking each email that comes in and goes out in order to make sure it is from a reputable source. Some email clients such as google can even categorize emails as they come in as promotional, social, or newsletter type items.

Your emails need to have the content, and text sections appropriate to your message in order to stay out of the spam folder.

Some of the things to consider for email security:

- Make sure images in emails are hosted on secure sites
- Include address somewhere in the email
- Make sure all links are working when clicked
- Provide the option to unsubscribe
- All content should be links



We are an end-to-end marketing supply chain company with over a decade of experience in creative, logistics, and everything in between.



### Engaging People

Engagement isn't just about finding new customers — it's also about understanding the ones you already have.



### Delivering Results

From brainstorming through transport, our team will work tirelessly to make every step of the supply chain as productive — and efficient — as possible.



### Exceeding Expectations

Every business has goals. Ours is to make sure you do more than just reach yours.