You've Got Mail!

4 Tips for Creating **Attention** Grabbing Emails

1) Grab Their Attention!!

A) Make your subject catchy and actionable. Use action words **NOW!**

B) Use ellipses (three dots) in your subject line for a **22%** increase in your open rate...

C) Emojis have proven to increase email open rates dramatically but be cautious when choosing which emojis to use or your email will look like

D) If your automation platform allows for a "preview" give the receiver an inside look at the meat and potatoes of your message

E) Connect with your customer in a more personal way by updating your "friendly-from" field to a clear, memorable, and relatable title. Example: if you're sending a newsletter, consider "Company Times"

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2) Technical Mumbo Jumbo (that is important!)

A) Make sure your emails look good on both desktop and mobile devices.

B) Only send a handful of emails at a time, and **no more than 200 per day** or the **SPAM** filters will get you!

C) Creating specific lists can help you send a clearer message to a more direct audience. Consider a few different things while choosing your segmentations:

   i) **B2B** – What industry is the person in? What sort of buying power do they have within their organization? How frequently are they in need of products?

   ii) **B2C** – Is this person a new or repeat customer? What type of products have they shown interest in previously?

D) **Dynamic Content:** Creating dynamic content for different personas helps you create many specified emails in the time it takes to build one generalized email. Consider changing images or product offerings based on who your persona is and what their interests are.

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3) Make It **Easy** to Read

A) Use **14px** for body content & **22px** for titles

B) Keep your **paragraphs short**, the recommendation is that they remain under 5 sentences

C) **Bullets:** Use bulleted lists for easy skimming

D) **Key Messages:** Highlight key messages in titles and subtitles

E) **Imagery:** Images help bring an email to life. Choose images that fit the solution you provide outlined in your message. Consider who might be reading the email and what they might relate to. Imagery is also a great opportunity to highlight your drive towards diversity and inclusion!

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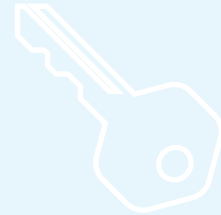
4) Tell Them What to Do Next

A) Only have **one CTA** per email. However, feel free to repeat the CTA more than once!

B) People are willingly providing their personal information to gain access to more **valuable premium content**. However, you must make sure that your content is perceived as **valuable**, or people will be reluctant to share their email address in order to get it!

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