



### 1. GET THE RIGHT MESSAGE TO THE RIGHT PERSON

“More” isn’t always “better”. Putting your message in front of a more narrowly targeted audience via a segmented send can reportedly mean as much as a **760% increase in revenue**. Let us help you target your email to an audience that’s ready to hear it with demographic and behavioral targeting. If you only choose one tactic on this list to adopt – this should be the one.

(Source: <https://www.campaignmonitor.com/resources/guides/email-marketing-new-rules/>)

### 2. PERSONALIZATION WORKS

Establishing a 1-to-1 relationship with your customer is a great marketing goal. Make the recipient feel like you know them by adding the first name of the recipient in the opening of the email – or even in the subject line. Using a name in your subject line can **increase open rates by 26%**.

(Source: <https://www.campaignmonitor.com/resources/guides/email-marketing-new-rules/>)

### 3. BE QUICK ABOUT IT

Readers don’t have time for a deep dive into email. Remember the 3-5-7 Rule:

**3 – You have 3 seconds to get someone’s attention**  
via a subject line

**5 – You have 5 seconds to make your case** in the text

**7 – You have 7 seconds to compel a conversion** via CTA

Create your emails accordingly!

### 4. IMAGES ARE A MUST

Compelling and attractive **images increase readability and engagement**, so consider them a must-have element for a successful send. You can even use gifs and small animation – but make sure key information is on the first frame in case they don’t play, and also take care to reduce the file size as much as possible to decrease load times.

### 5. IMAGES AREN’T A MUST

Many email clients block images as a matter of safety, which means that those compelling and attractive images you included might never be seen. **Optimize your headlines and body copy** so they can carry your message without the help of an image and avoid embedding critical content in your images. Last, include thoughtful image alt-tags as these show to the reader even with images turned off.



## 6. SUBJECT LINES ARE CRITICAL

According to a recent survey by HubSpot, **47% of recipients open based on the subject line alone**. Use simple, straightforward subject lines that offer a clear reason to open your message.

(Source: <https://blog.hubspot.com/sales/subject-line-stats-open-rates-slideshare>)

## 7. MAKE THE MOST OF YOUR CTA

Prominent calls to action are critical for the success of your email. **Use large, colorful buttons and striking, actionable text** to invite a next step from your recipient. Position your CTAs at the top AND the bottom of your email to make it easy for your customers.

## 8. BE THE RIGHT TYPE

Not all email clients display fonts in the same way. The most common email clients – Outlook, Apple Mail, and Gmail – have sets of default fonts and, unfortunately, they differ from each other. That means your email can look different from recipient to recipient. Your safest font bets are **Arial, Courier/Courier New, Georgia, Geneva, Helvetica, Lucida, Palatino, Tahoma, Times New Roman, Trebuchet MS and Verdana**.

## 9. IT'S THE LITTLE THINGS

About half of all email opens happen on a mobile device – a number that only increases each year. **Keep the mobile user in mind** and optimize your send for a mobile environment thinking about and testing your email on a smaller screen. Is your text legible? Can you click the call-to-action button with your finger?

## 10. BE SOCIAL

**Include opportunities to follow your social media channels** in your email design and even explicitly ask for them to follow you. It's a great way to gain followers and, ultimately, customers.

## BONUS TIP: YOU'RE JUST GETTING STARTED

Remember that your email is the beginning of a customer journey. Create a post-click experience that is consistent with the look, feel, and messaging you established in the email. Your landing page, social media, and subsequent emails should all carry consistent branding to build trust and ensure an optimal experience.

## THINGS TO REMEMBER WHEN CREATING YOUR TARGETED EMAIL

- All links must be coded into the HTML file
- Text should be coded as HTML text rather than embedded in images
- Do not use Flash, Rich Media, Javascript or Image Maps