

Email Best Practices

compiled by Beth Catherwood

#1 - Test Send to Yourself & a small controlled list

Subject Line

- Short - under 50 chars.
- Descriptive
- Interesting
- Personalize
- Ask a question
- Have a deadline
- Be unique
- Don't use the same one over & over
- Don't be spammy (Buy Now! or FREE!)

Preheader Text

- Summarize the benefit of the email

How to Avoid Spam Filters

- Have a personalized 'To'
- Be in their Address Book
- Send to a verified domain

Automation

- Have an Autoresponder series to follow up on certain website behavior.

Segmenting

- Active subscribers
- Inactive subscribers
- Geographic location
- Customer behavior patterns
- Level of interest (hot, warm, cold)

A/B Testing

- Subject lines/Preview Text
- Time
- From
- Content - CTA, images, headlines, etc.

Answers the questions:

- How often to send?
- What should I send?
- When should I send?

Social Media

- Post your emails on your social media
- Encourage social sharing

Call-To-Action

- Above the fold
- Use action words
- Keep them short
- Tell people what to do
- 1 per email
- language - have a library of standard language



Reports

- Analyze to learn about your readers

Evaluate

- Conversion rate
- Subject lines
- Segmentation performance
- Click-through rates

Style Guide

- To have a consistent look & feel
- Based on company's branding
- Template - Header
- Template - Footer
- Rules for: Sender name
Subject Line
Preview Text
- Limit to 3 fonts
- Color palette
- Develop tone, voice, messaging
- Best to stick with Web Fonts
- Have a library of Frequently Used Content

Examples of Frequently Used Content:

- Headers
- Footers
- Navigation bars
- Guarantees
- Disclaimers
- Tag lines
- Product descriptions