Better Email – How to Optimize Your Outreach

October 26, 2018

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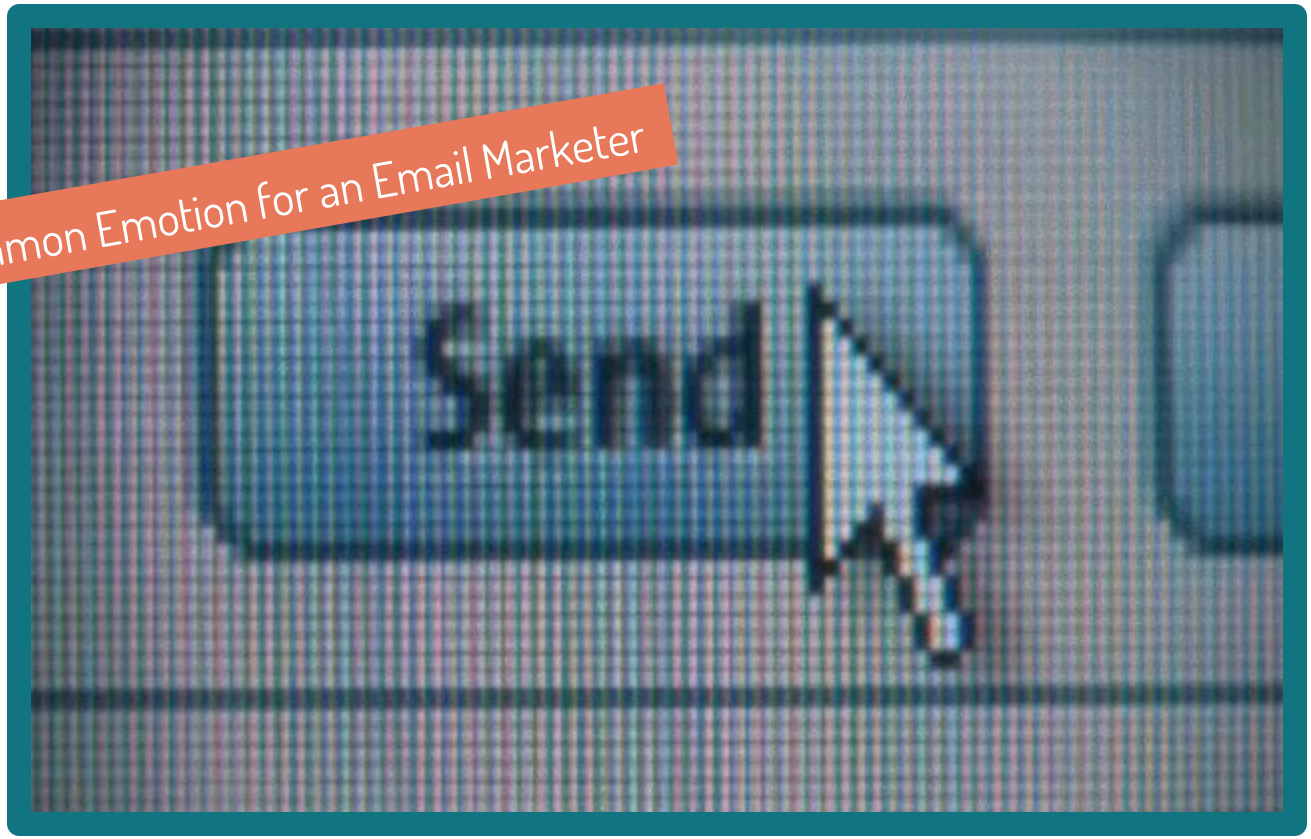
Common Emotion for an Email Marketer



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Common Emotion for an Email Marketer

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Common Emotion for an Email Marketer

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How you'll feel after today's Better U!

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No but all jokes aside, though, seriously...

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No but all jokes aside, though, seriously...

How many marketers does it take to screw in a lightbulb?

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No but all jokes aside, though, seriously...

How many marketers does it take to screw in a lightbulb?

None, because they've automated it!

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No but all jokes aside, though, seriously...

Why are email marketers so good at opening jars?

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No but all jokes aside, though, seriously...

They're obsessed with improving their open rates.

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Why are we here?

- Email marketing has an average ROI of 3,800 percent. (DMA National Client Email Report)
- For every dollar invested, the average return is $38. (Salesforce) ($32, according to DMA)
- Email is the third most influential source of information for B2B audiences, behind colleague recommendations and industry thought leaders. (WordStream)
- Email isn't going anywhere, with 3.7 billion global email users and a prediction of 4.1 billion users by 2021. (Statista)
- In 2017 alone, 269 billion emails were sent and received each day (Statista, 2018). That's a staggering amount of daily emails. Not just that, but this figure is expected to increase to over 333 billion daily emails in 2022. (Statista, 2018)
- Email continues to be the main driver of customer retention and acquisition for small and midsize businesses. According to the data, 81% of SMBs still rely on email as their primary customer acquisition channel, and 80% for retention. (Emarsys, 2018)

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More food for thought

How much does how we do it really matter?

- According to MailChimp's latest data, segmented email marketing campaigns get 14.64% more email opens and 59.99% more clicks compared to non-segmented campaigns.
- Emails deemed as “relevant” drive 18 times more revenue than broadcast emails. (Mailigen).
- The average email open rate is 20.81% (MailChimp). On the other hand, the average open rate for a welcome email is 82% (GetResponse, 2017).
- Sending three abandoned cart emails results in 69% more orders than a single email (Omnisend, 2018).

Is email as relevant for B2B as it is B2C?

- CTRs are 47% higher for B2B email campaigns than B2C email campaigns (Emfluence).
- 59% of B2B marketers say email is their most effective channel in terms of revenue generation (Emma).
- 73% of millennials identify email as their preferred means of business communication (Procurious).

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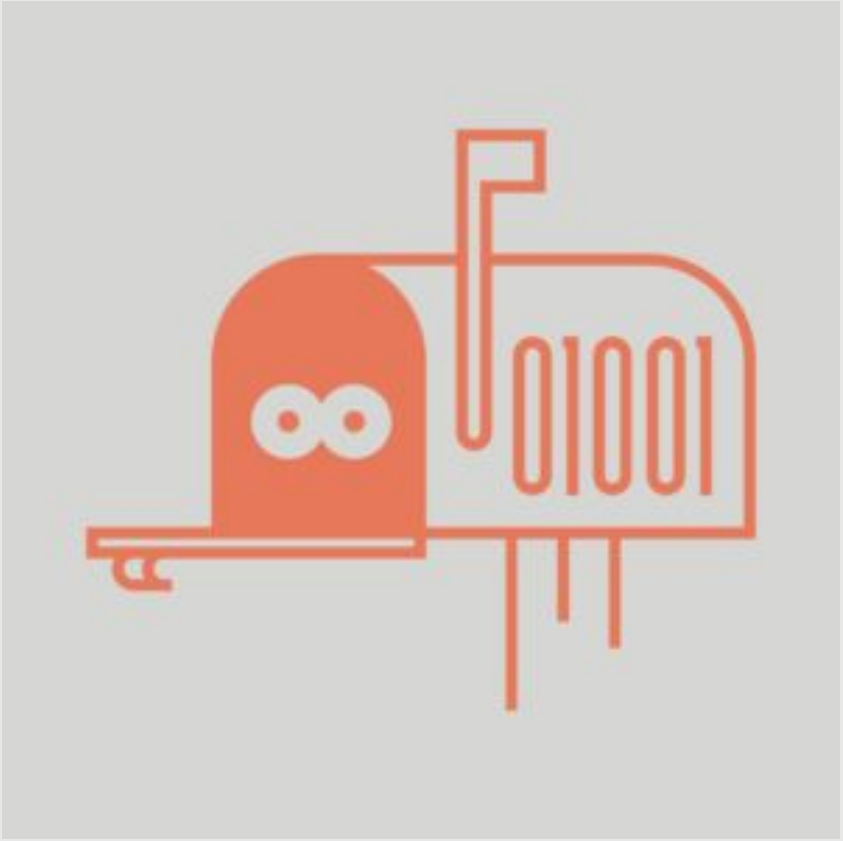

What can email really do for my organization?

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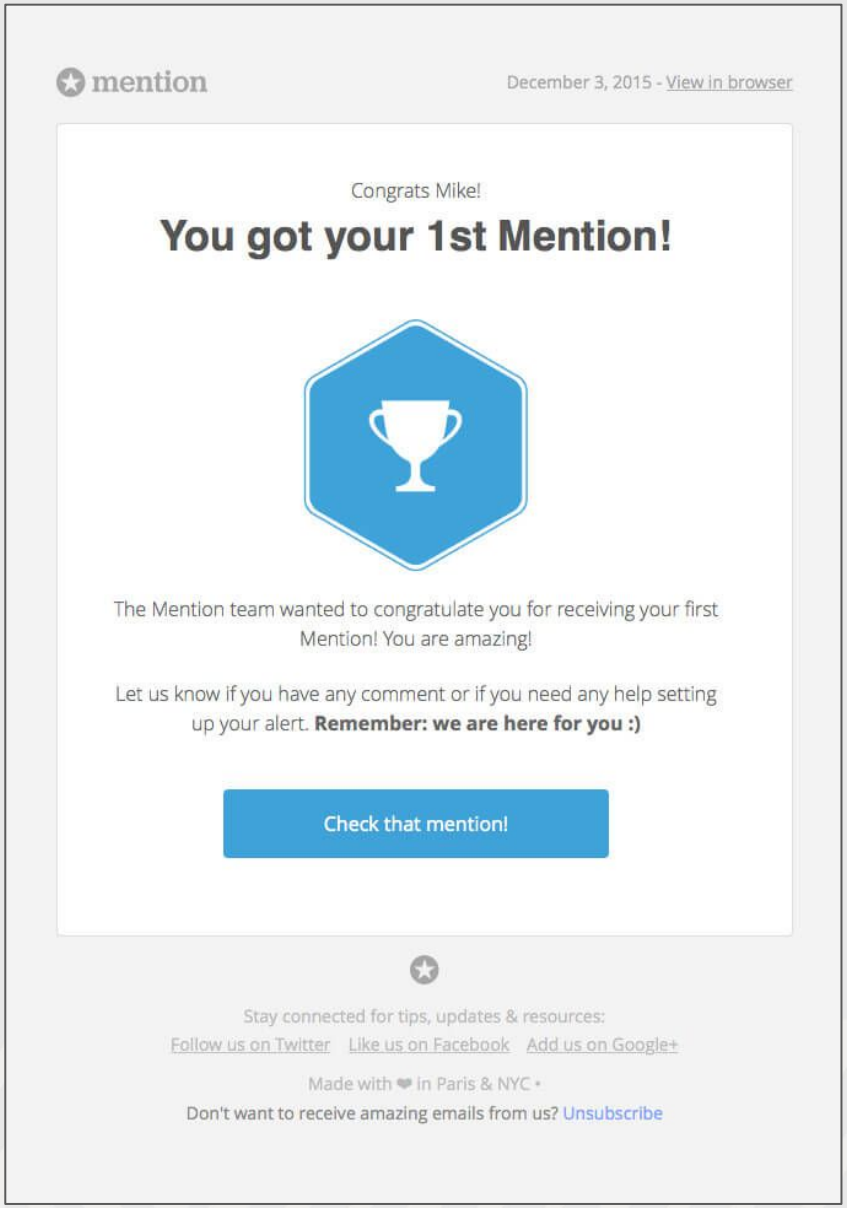
Encourage desired behavior



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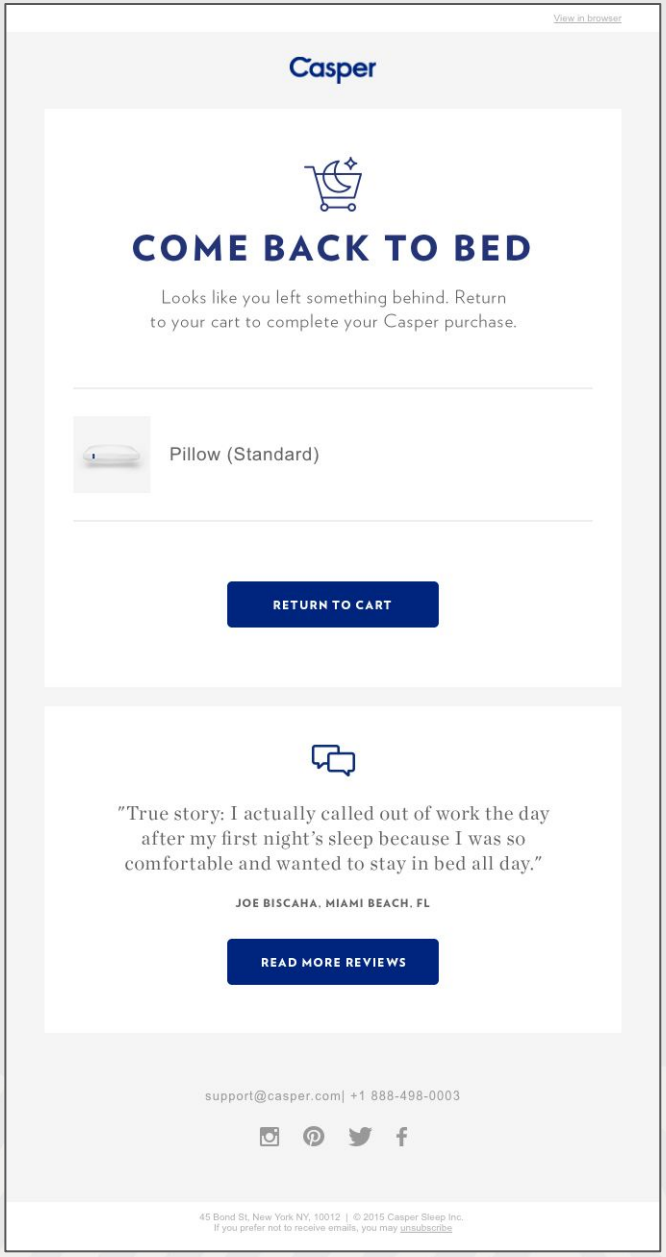

Encourage lead conversion

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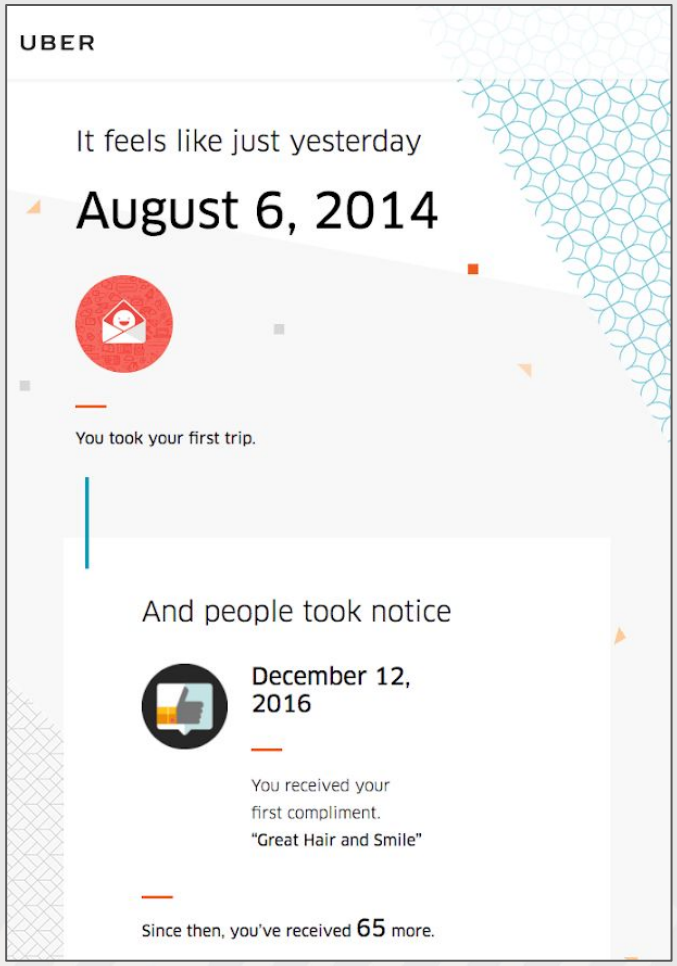
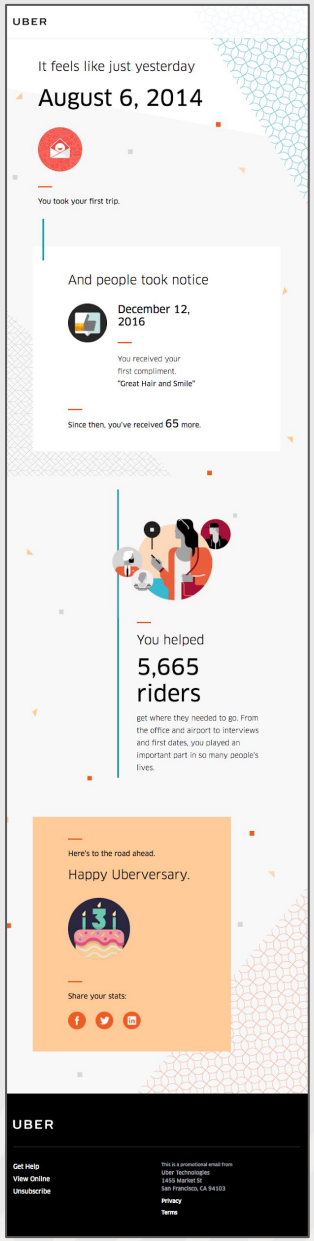
Deepen relationships, helping engagement and retention





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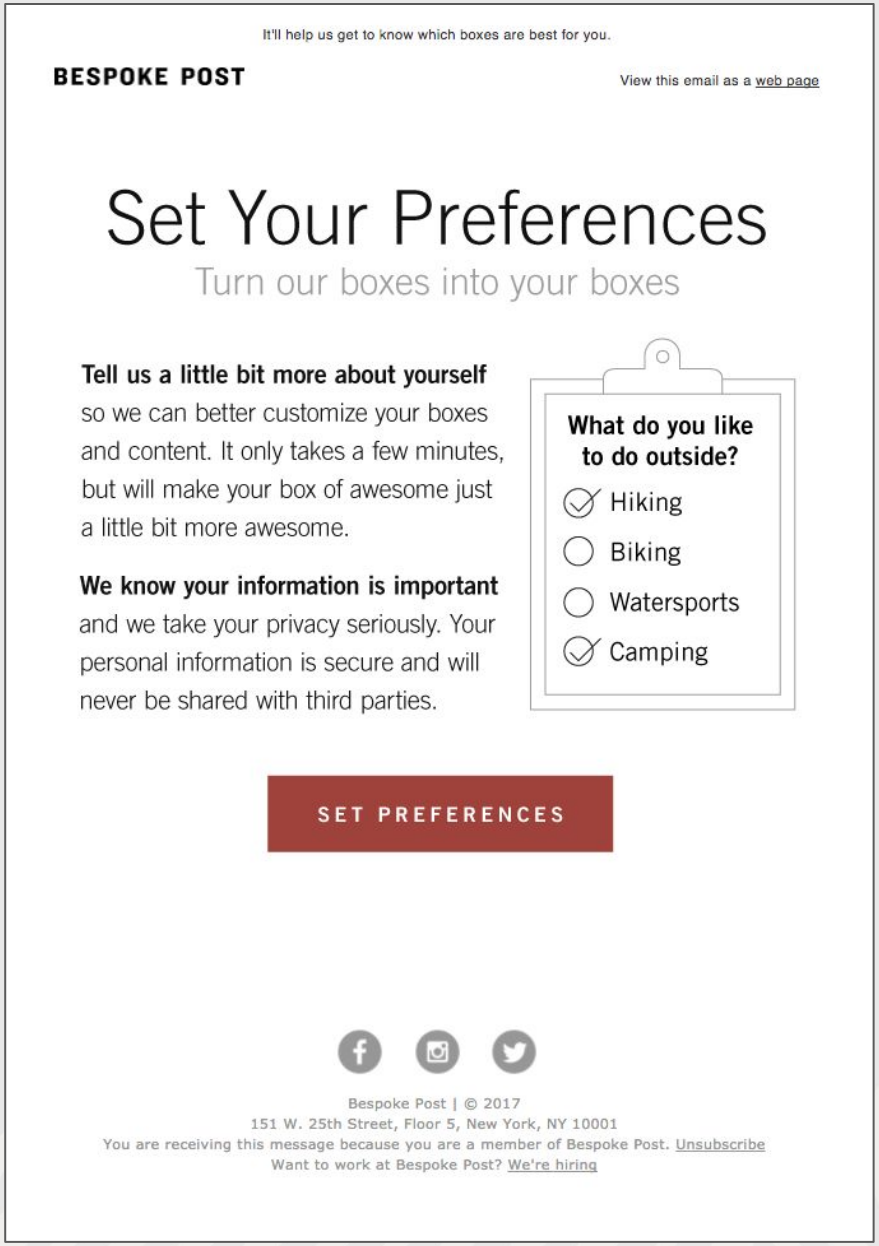

Drive valuable data collection

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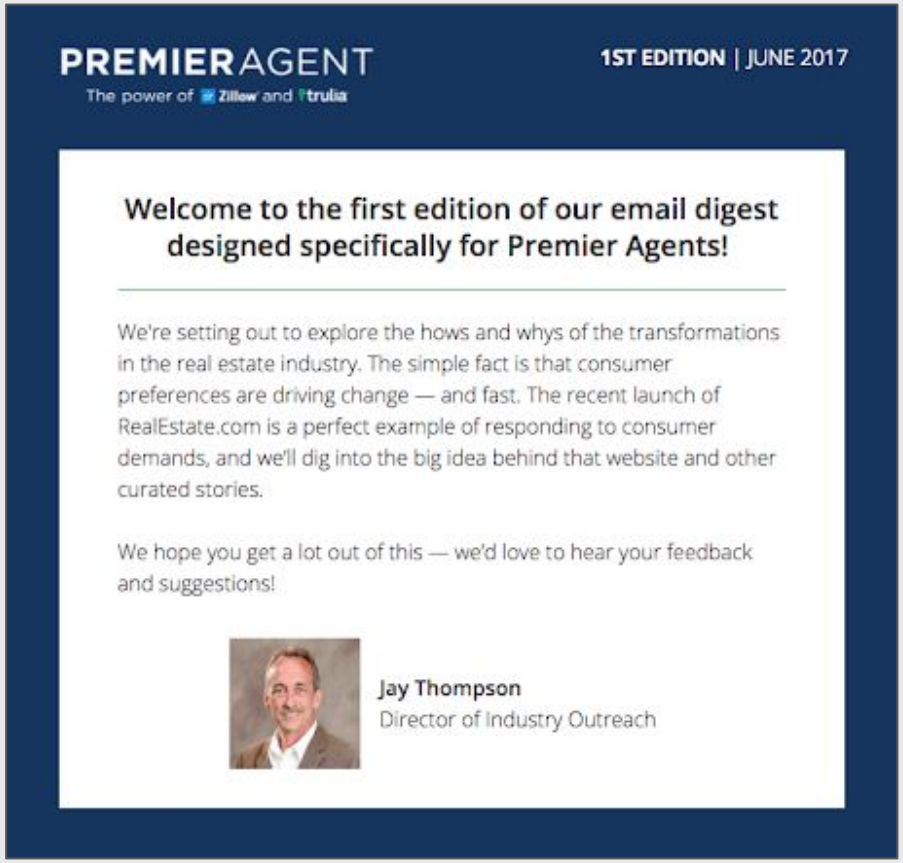
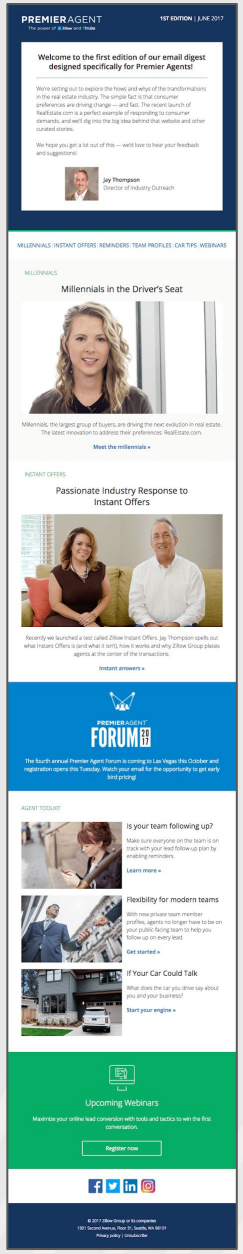
Increase the perceived value of a business relationship





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Every amazing email program includes:

1. An intentional content plan
2. Personalization/1:1 communication; not just 1:many
3. Quality content (design and copy)
4. Ongoing measurement and optimization
5. Compliance with regulations

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An Intentional Content Plan

Content Planning

Email marketers should be planning at least a month out. More if you can swing it.

From a big picture perspective, what are my campaigns/themes?

- A weekly newsletter?
- Sales?
- Event registrations?

In the next 90 days, what's coming up that could be turned into interesting content?

- Holidays?
- Seasonal?
- Current events?

© 2018

PELOTON

Your Weekly Schedule

Daylight Savings is over! Take advantage of that extra hour and kickstart your November routine. We've got just the rides.

Tuesday, January 02

MATT WILPERS

70s Rock Ride

11:30 AM ET, 30 MIN.

Count Me In

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Tips for Content Planning

Define the organizational goal(s) you want to support through email marketing

Consider your audience, and what would be interesting content for them

Factor in everything that is already in the works

Work ahead on a repository of evergreen content

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Types of Emails

- Welcome: First interaction with your subscribers; should have minimal text and relevant images orienting the subscriber about your brand.
- Getting started/Feature: This kind of email is image heavy, and is conducive for embedded video.
- Newsletter: These emails provide a summary of updates that your subscriber is interested in, and is often heavier in text.
- Promotional: Usually focused more on the announcements and promotion of a sale and will have attractive images and lesser text.
- Transactional: These emails are triggered by a purchase; based user behavior and can be 20% promotional (per CAN-SPAM). These are often plain text, or have an image of the purchased product.

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Types of Content

- How-tos
- Product or tool comparisons
- Announcements/Company news
- Case studies
- White papers/eBooks
- Infographics
- Videos
- Webinars
- Q&A/FAQs
- Day in the Life
- Polls
- Checklists
- Research
- Event recaps
- Testimonials
- “Just for fun” - memes, GIFs, cartoons, etc.
- Inspirational quotes
- Book reviews
- Lists/Digests
- Reviews
- Featured customers
- Recommendations
- Guides
- Job aids
- Press releases
- Predictions/Forecasts
- Lifestyle
- Games
- Giveaways
- Photos
- User generated content
- Job postings/promotion
- Calendars
- Charts and graphs
- Roundups
- Polls/Surveys

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Personalization/1:1 communications; not just 1:many

Making it relevant

Personalization: the act of targeting an email campaign to a specific subscriber by leveraging the data and information you have about them. Made most popular by the use of first names, personalization now goes much deeper than that, and is completely reliant on data.

- What data can be leveraged to accomplish relevancy?
- Is there specific content that could be made personal? (Even just a first name, which according to Experian, when used in a subject line increases opens by 26%)
- What segments exist within our database, even if informally?
- With consideration of an identified topic, is there a segment that would be most interested in? Is there a segment that couldn't care less and should be excluded?
- Are there segments that are left out of your plan, with nothing that would be relevant to them?
- Are there segments of your subscriber list that are engaging less than others? What might appeal to them?

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Quick Personalization Definitions:

Segmentation

Email list segmentation is an email marketing technique where you segment (or split) your subscriber list, based on any number of conditions. It is a technique used by businesses and marketers to send relevant communications to specific people in an email marketing list.

Common uses:

- Lead source
- Lead type
- Level of engagement and/or amount spent
- Favorite types of content/products (based on surveys or behavior)

Dynamic Content

Dynamic content (aka adaptive content) refers to web content that changes based on the behavior, preferences, and interests of the user. An email where the user's name is retrieved from the database and inserted automatically via HTML text is another example of dynamic content.

Common uses:

- Purchase cycle
- Past purchases
- Subscriber behavior
- Gender, Age, Race
- Location
- Cart abandonment
- Countdown timers

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WARBY PARKER

DEAR JOE

Greetings from Warby Parker! Hope you're doing great.

We're writing because it looks like your prescription will expire on

8/24/2014

(That's pretty soon)

If you're thinking about new glasses, it might be convenient to purchase them before your prescription expires. We'd be happy to help you find an amazing pair!

SHOP MEN > SHOP WOMEN >

NEED A NEW RX?

Getting a new prescription can be a hassle. Luckily, it's easy to make an appointment with an optometrist at our Newbury Street Store or through our friends at ZocDoc.

Our eyes are constantly changing, so we recommend annual eye exams to maintain good eye health and to ensure your prescription is giving you the best possible vision.

Let us know if we can help with any prescription questions.

WARBYPARKER.COM | BUY A PAIR, GIVE A PAIR | 888-492-7297 (M-F 9AM-9PM, ET)

FACEBOOK TWITTER INSTAGRAM

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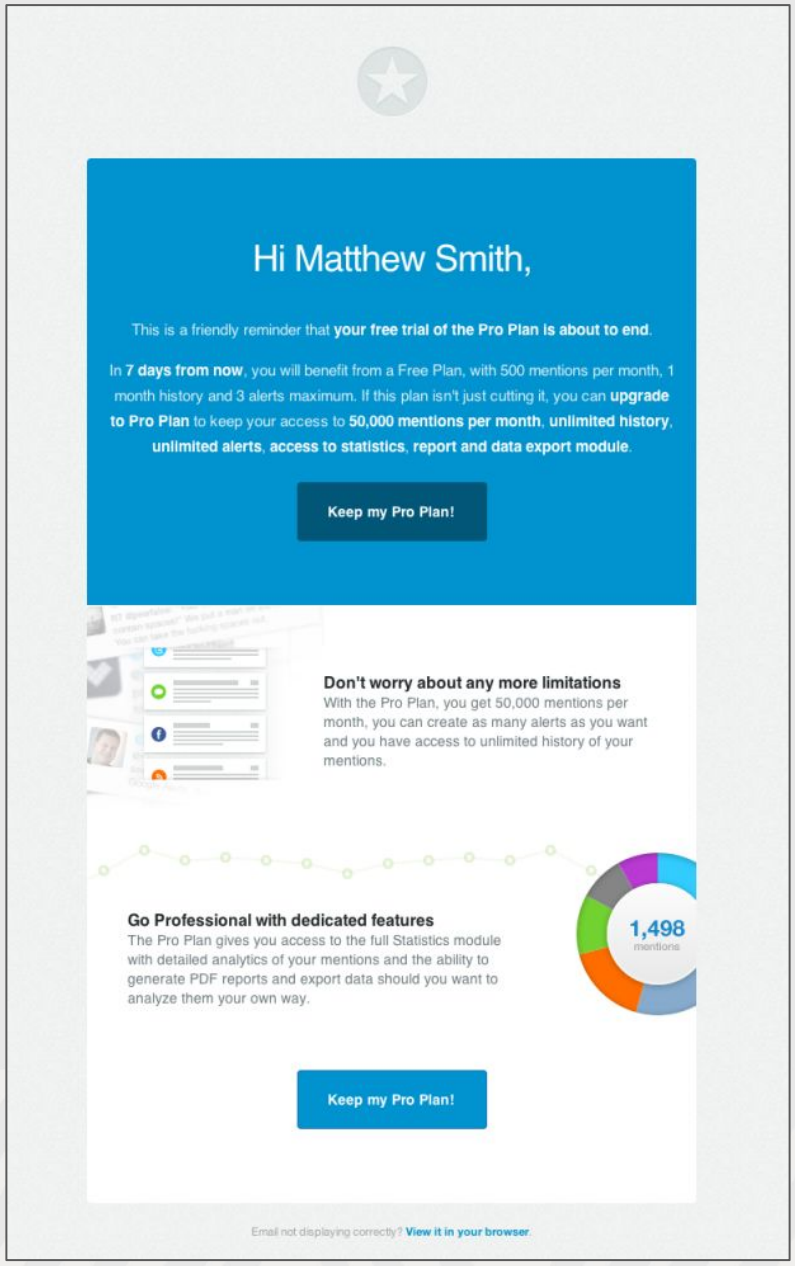
Hi Matthew Smith,
This is a friendly reminder that your free trial of the Pro Plan is about to end.
In 7 days from now, you will benefit from a Free Plan, with 500 mentions per month, 1 month history and 3 alerts maximum. If this plan isn't just cutting it, you can upgrade to Pro Plan to keep your access to 50,000 mentions per month, unlimited history, unlimited alerts, access to statistics, report and data export module.
Keep my Pro Plan!
Don't worry about any more limitations
With the Pro Plan, you get 50,000 mentions per month, you can create as many alerts as you want and you have access to unlimited history of your mentions.
Go Professional with dedicated features
The Pro Plan gives you access to the full Statistics module with detailed analytics of your mentions and the ability to generate PDF reports and export data should you want to analyze them your own way.
1,498
mentions
Keep my Pro Plan!
Email not displaying correctly? View it in your browser.

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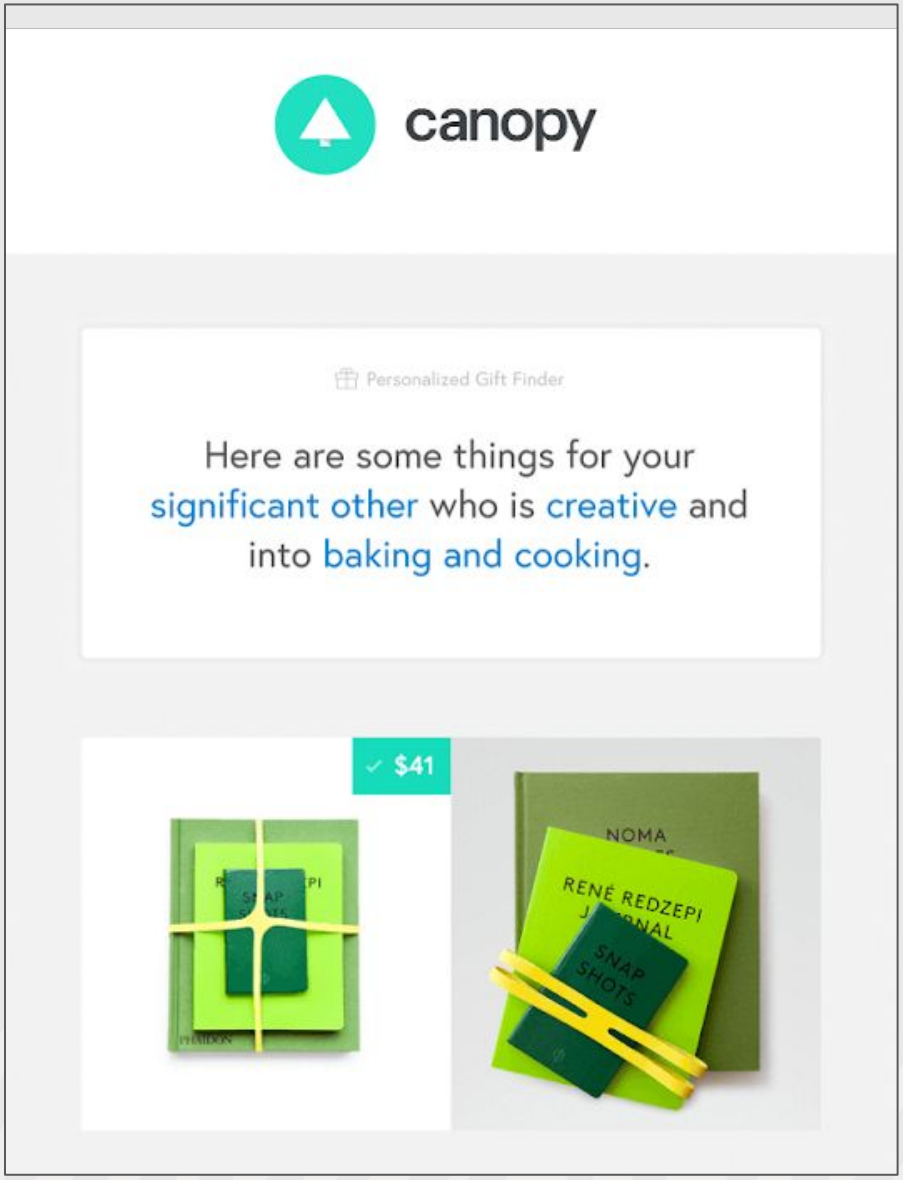
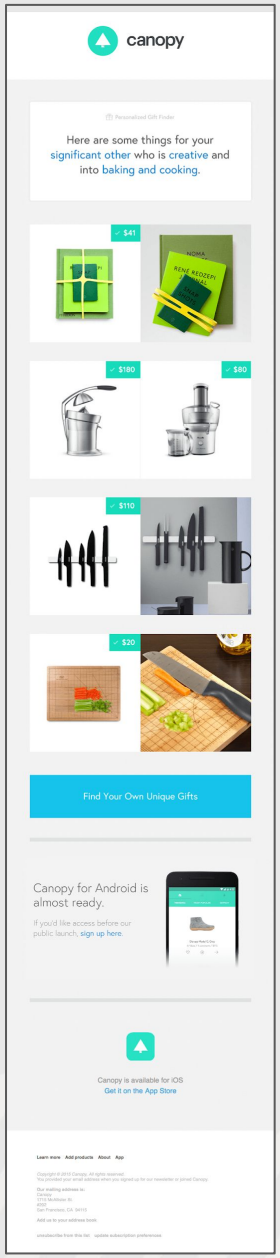

canopy
Personalized Gift Finder
Here are some things for your significant other who is creative and into baking and cooking.
$41
NOMA
RENÉ REDZEPI
SNAP SHOTS


canopy
Here are some things for your significant other who is creative and into baking and cooking.
$41
$180
$80
$110
$20
Find Your Own Unique Gifts
Canopy for Android is almost ready.
If you'd like access before our public launch, sign up here.
Canopy is available for iOS
Get it on the App Store

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Types of Triggered Emails

Common triggered emails:

- New subscriber welcome email
- Purchase/donation/registration confirmation
- Cart abandonment
- Review request
- Remarketing emails
- Anniversary/Birthday
- Renewals
- Payment Reminders

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Why send a welcome email?

- 74.4% of subscribers said that they expect a welcome message when they subscribe.
- 83% of brands fail to make a good first impression to new subscribers.
- 41% of brands did not reach out even after 48 hours of subscription and 27% took an astonishing 3 weeks to send their first message (Sendinblue).

HUGE MISSED OPPORTUNITY!

- Welcome emails have a 57.8% open rate compared to 14.6% for other types; 83% when the emails are sent in real time (Experian).
- Welcome emails have 14.4% click rate compared to just 2.7% in other types (Experian).
- The conversion rate is 0.94% for welcome emails (4.01% for real-time messages) compared to 0.10% for a typical email (Experian).
- People that read at least one welcome message read more than 40% of their messages from the sending brand during the following 180 days (ReturnPath).

On top of all that, the welcome email presents the opportunity to set the tone for a positive relationship, fuel brand appreciation, inform them about your company and values, and set expectations for communications from you.

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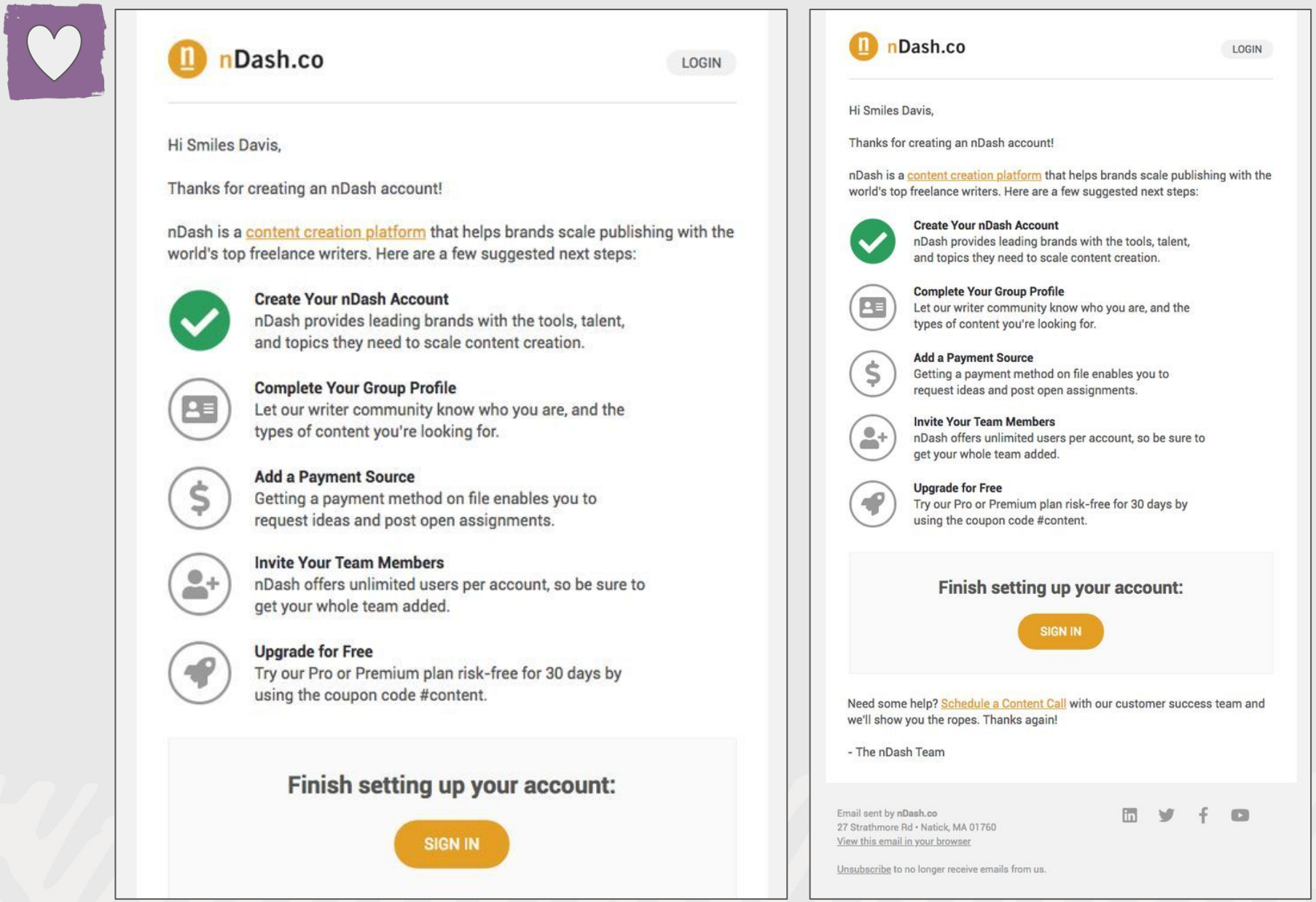

nDash.co

LOGIN

Hi Smiles Davis,

Thanks for creating an nDash account!

nDash is a content creation platform that helps brands scale publishing with the world's top freelance writers. Here are a few suggested next steps:

Create Your nDash Account
nDash provides leading brands with the tools, talent, and topics they need to scale content creation.

Complete Your Group Profile
Let our writer community know who you are, and the types of content you're looking for.

Add a Payment Source
Getting a payment method on file enables you to request ideas and post open assignments.

Invite Your Team Members
nDash offers unlimited users per account, so be sure to get your whole team added.

Upgrade for Free
Try our Pro or Premium plan risk-free for 30 days by using the coupon code #content.

Finish setting up your account:

SIGN IN

nDash.co

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Upgrade for Free
Try our Pro or Premium plan risk-free for 30 days by using the coupon code #content.

Finish setting up your account:

SIGN IN

Need some help? Schedule a Content Call with our customer success team and we'll show you the ropes. Thanks again!

- The nDash Team

Email sent by nDash.co
27 Strathmore Rd • Natick, MA 01760
View this email in your browser

Unsubscribe to no longer receive emails from us.

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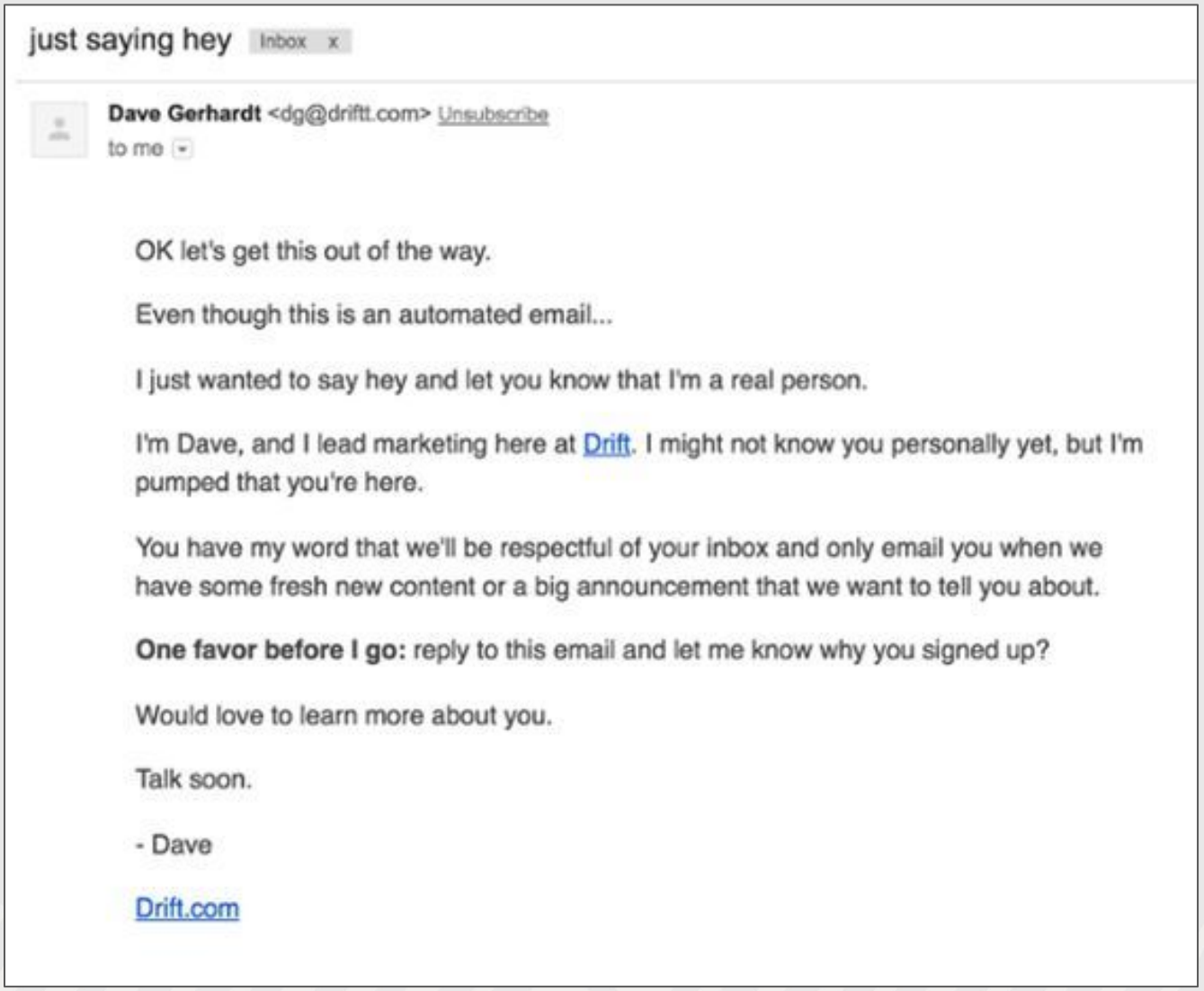

just saying hey Inbox x

Dave Gerhardt <dg@driftt.com> Unsubscribe
to me

OK let's get this out of the way.

Even though this is an automated email...

I just wanted to say hey and let you know that I'm a real person.

I'm Dave, and I lead marketing here at Drift. I might not know you personally yet, but I'm pumped that you're here.

You have my word that we'll be respectful of your inbox and only email you when we have some fresh new content or a big announcement that we want to tell you about.

One favor before I go: reply to this email and let me know why you signed up?

Would love to learn more about you.

Talk soon.

- Dave

Drift.com

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Quality content (design and copy)

Use your emails to make your brand shine

Every interaction with your brand either helps or hurts your customer or member's relationship with you. And guess what kind of marketing is usually the most frequently used? You guessed it. Email. But, by its very nature as the most frequently used, it can be regarded as a throw-away. "I'll up my game on the next send."

What makes quality content?

- Subject lines with stopping power
- Compelling images
- Consistent (and good!) design
- Words that have personality, but not TOO many of them
- Emails that reinforce your core brand and value proposition

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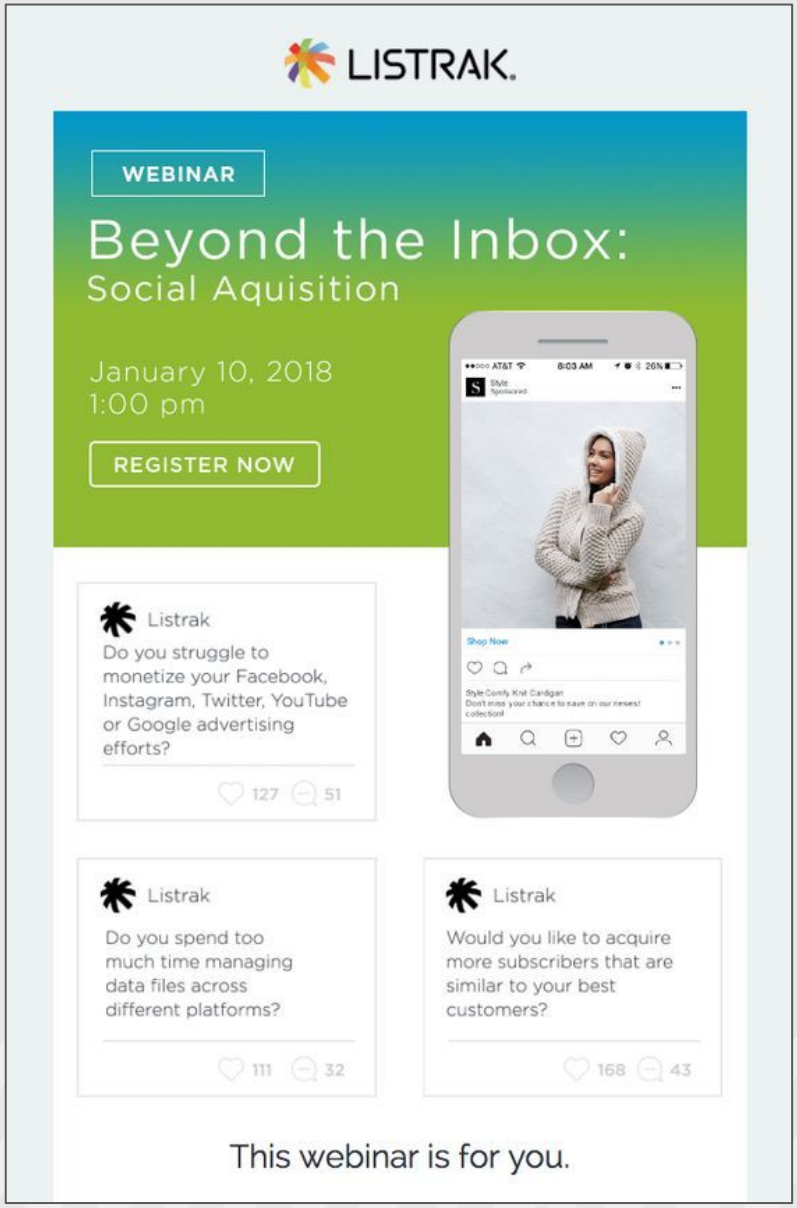
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Social Aquisition
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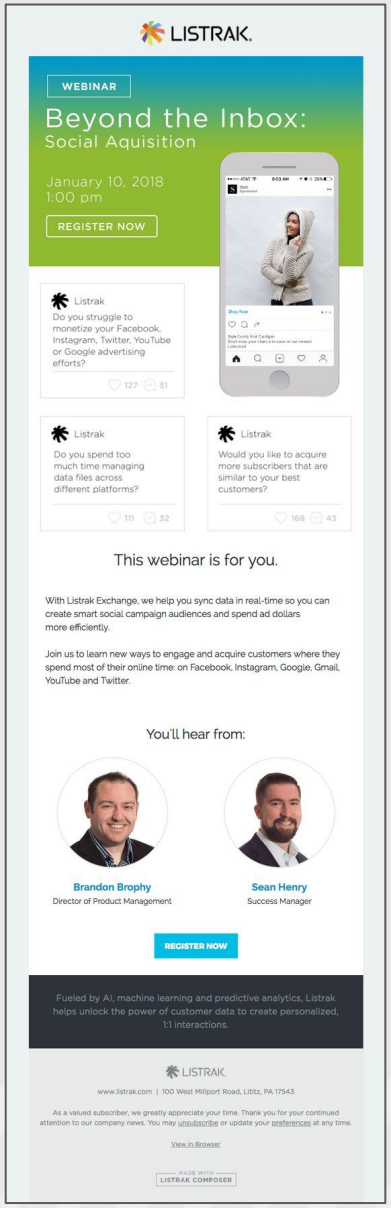
127
51
Listrak
Do you spend too much time managing data files across different platforms?
111
32
Listrak
Would you like to acquire more subscribers that are similar to your best customers?
168
43
This webinar is for you.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Listrak
Do you spend too much time managing data files across different platforms?
Listrak
Would you like to acquire more subscribers that are similar to your best customers?
This webinar is for you.
With Listrak Exchange, we help you sync data in real-time so you can create smart social campaign audiences and spend ad dollars more efficiently.
Join us to learn new ways to engage and acquire customers where they spend most of their online time: on Facebook, Instagram, Google, Gmail, YouTube and Twitter.
You'll hear from:
Brandon Brophy
Director of Product Management
Sean Henry
Success Manager
REGISTER NOW
Fueled by AI, machine learning and predictive analytics, Listrak helps unlock the power of customer data to create personalized, 1:1 interactions.
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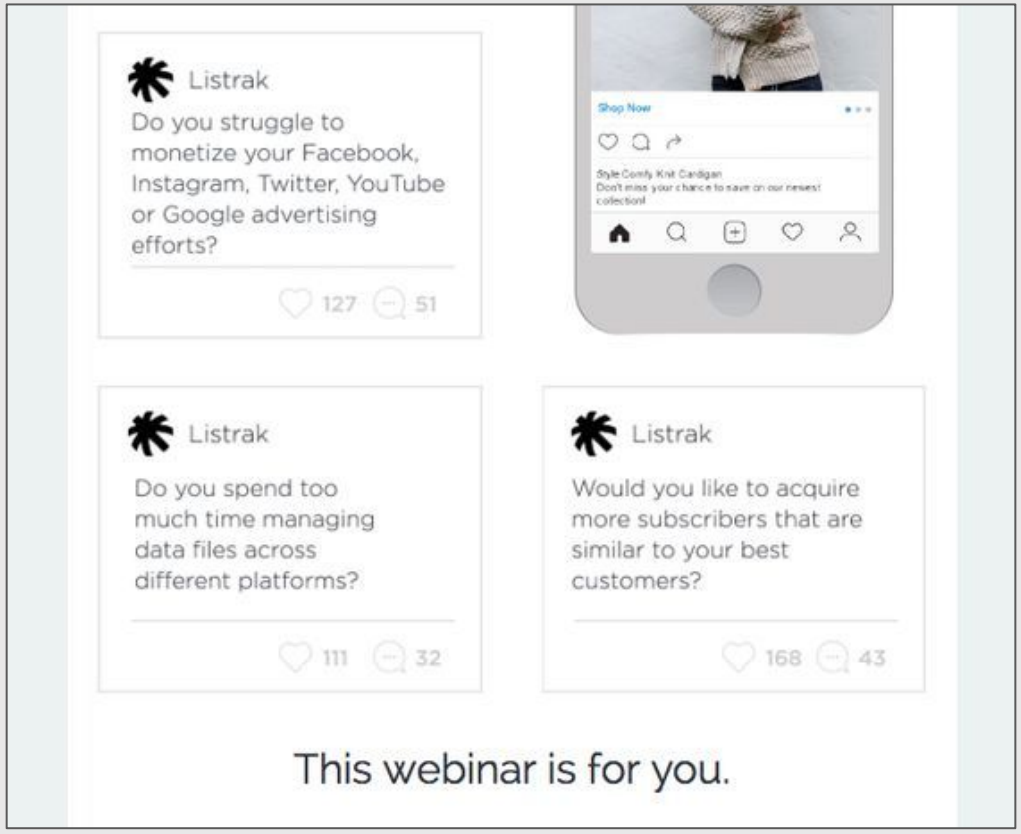
Listrak
Do you struggle to monetize your Facebook, Instagram, Twitter, YouTube or Google advertising efforts?
127
51
Shop Now
Style Comfy Knit Cardigan
Don't miss your chance to save on our newest collection!
Listrak
Do you spend too much time managing data files across different platforms?
111
32
Listrak
Would you like to acquire more subscribers that are similar to your best customers?
168
43
This webinar is for you.

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Without a plan	A LearnVest plan could help you
You've already blown the entire month's budget to pay for your flight home and family gifts.	Have enough money set aside to cover holiday travel and gifts.
You had to dip into your travel or home-buying fund to cover holiday presents.	Cover seasonal spending without blowing your budget or dipping into your savings.
You're pinching pennies just to buy groceries. No money left over to go to the movies or grab dinner out with a friend.	Maintain a realistic budget that gives you a weekly dollar amount for flex spending, so you can gift generously and still treat yourself.
You're heading into the New Year with a credit card balance you can't immediately pay off.	Head into 2016 debt-free!

Get started

How to Holiday
The LearnVest Way

At LearnVest, we help our clients establish and maintain good money habits every day of the year. But these strategies are especially important during the holidays when rampant spending can put a dent in the financial progress you've made.

To give you a clearer picture of just how we'll help, we bring you a snapshot of a holiday season without the LearnVest Program and of (a merrier and brighter) one with it.

Without a plan	A LearnVest plan could help you
You've already blown the entire month's budget to pay for your flight home and family gifts.	Have enough money set aside to cover holiday travel and gifts.
You had to dip into your travel or home-buying fund to cover holiday presents.	Cover seasonal spending without blowing your budget or dipping into your savings.
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A LearnVest plan could help you
Have enough money set aside to cover holiday travel and gifts.

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Quick tips for good design

1. Keep your emails 600 or 800 px wide - forcing side to side scrolling is terrible for email engagement
2. Offer a CTA “above the fold”
3. No fancy fonts - only web friendly (Arial, Courier, Georgia, Helvetica, Tahoma, Times New Roman, Trebuchet, Verdana) and don’t include more than two
4. Visually emphasize your CTA and repeat it twice
5. 80% text/20% image is the standard ratio, and considered best for deliverability
6. Use columns with caution - one column is the most straightforward, and easiest to make responsive, never exceed 3
7. Operate with “F” in mind - studies show readers consume in an F shape
8. GIFs are great - but never have an empty first frame, and use a light touch because they slow down load times
9. Always have a “View Online” link
10. Make it highly scannable
11. White space still applies
12. Keep copy short - usually 3 lines of text or less (leverage your landing page!) Don’t forget that the goal of emails is to get the reader to a different page - not to sit and read the email without taking action.
13. Make sure your email feels visually connected to the page(s) you are sending them to
14. Use large typography in a pinch for a hero image (and don’t forget the alt tag!)
15. Plan for no images

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Newsletters – A Quick Lesson

- Know what content is most important and highlight it
- Organize it into sections
- Personalize whenever possible
- Don't overwhelm the reader - though subscribers are WILLING to scroll, too much content damages effectiveness (reducing options increases action)
- Create a hardworking modular template that allows for different types of content while preserving a consistent experience for readers
- Keep copy to a minimum - your goal is to tease/engage, not comprehensively inform (reader needs to click for that)
- Track popularity of content types
- Use this opportunity to test: Because newsletters become expected content, and should be fairly consistent over time, it presents a terrific opportunity to isolate variables and test
- Turn up the volume on your branding - the frequency of email will help with brand recognition

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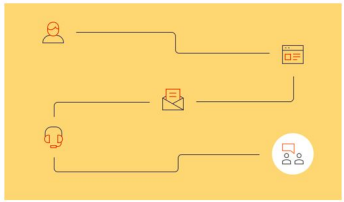
kayako



Hi there,

In many companies after sales and onboarding are set, users are left to figure out every feature themselves.

Even companies that have onboarding, emails, and in-app messages use support as the default path for users to get help. But there is another option: harness your community for powerful after-sales service.

Get users to help each other »

See you next Thursday,

Adam Rogers
Growth & Marketing at Kayako

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Customer Service Trends 2017: An Effortless Customer Experience is Vital for Loyalty

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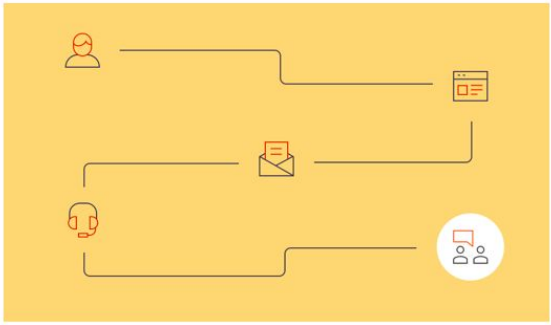

Hi there,

In many companies after sales and onboarding are set, users are left to figure out every feature themselves.

Even companies that have onboarding, emails, and in-app messages use support as the default path for users to get help. But there is another option: harness your community for powerful after-sales service.

Get users to help each other »

See you next Thursday,

Adam Rogers
Growth & Marketing at Kayako

Kayako Ltd., 20 Ropemaker Street, London, England EC2Y 9AR, United Kingdom

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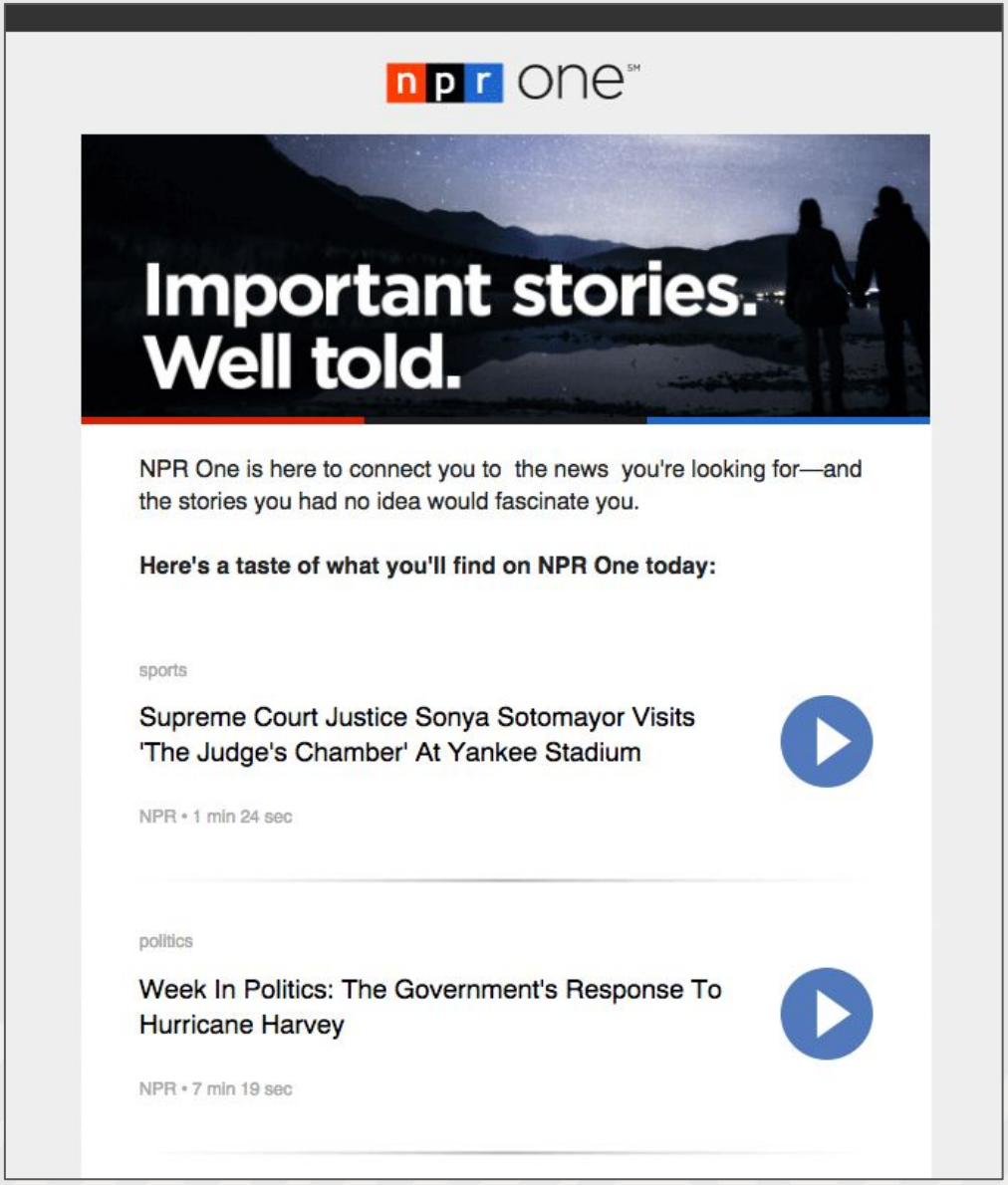
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Week In Politics: The Government's Response To Hurricane Harvey
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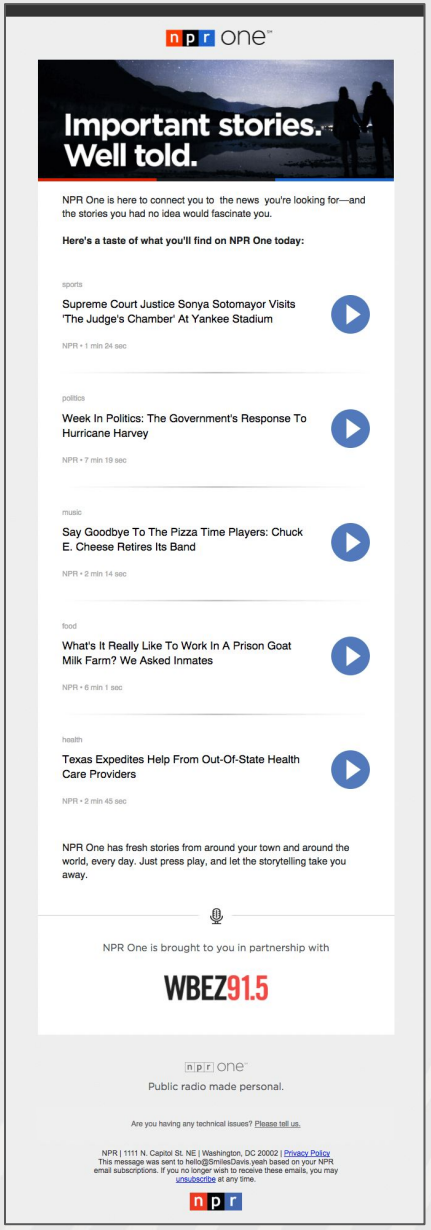
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This is the last newsletter of 2017! No Images? Click here

Campaign Monitor

INFOGRAPHIC

The State of Email Marketing

What strategies and tactics are having the greatest impact on email marketing to consumers? To find out, Campaign Monitor in partnership with Ascend2 fielded the State of Email Marketing Survey.

SEE THE INFOGRAPHIC

INFOGRAPHIC

12 Tips Nonprofits Can Use to Get Donations

We partnered with CauseVox to provide 12 proven ways that nonprofits can bring in more online donations.

SEE THE TIPS

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Lumi

On the Podcast: Iva Pawling, CEO of Richer Poorer

Not every startup can say that they bought back their brand after being acquired, but Richer Poorer did — just in the nick of time. Seven years in, co-founder Iva Pawling admits that they're still scrappy, and they use that versatility as tool to adapt in both ecommerce and traditional retail platforms.

Hear the episode

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Hear the episode

Check it Twice. Your Ecomm Holiday Checklist

Working in ecommerce means managing the noise and stress of the holiday season. With the spike in sales comes a spike in order fulfillment. See 6 quick tips on how to prepare for holiday shipping.

See More

60 Holiday Packaging Designs We Love

From metallics to handwritten messages, it's the little things that make for memorable first impressions with all of those first-time holiday customers. See if any of these designs ideas catch your eye.

See More

No longer care to receive these emails?

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Ongoing measurement and optimization

Know what works and what doesn't

If a marketer tells you there's only one right way to do something in email, they are delusional or lying to you. Email optimization isn't about getting it right the first time, or with one single email, it's about intentionally learning and applying those lessons to future emails. Every single email audience is different, so every audience needs to be tested.

Common A/B tests:

- Send time
- Subject Line
- Sender "From" name

Where to find benchmark data:

- Email/Marketing Automation System
- Industry Thought Leaders

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Where to start?

Goal Setting

Get familiar with industry performance standards, but be careful - don't automatically measure your success or failure against them. Also make sure to understand their methodology and definitions.

Why?

Performance is LARGELY associated with the nature of your business and the condition of your email subscriber list.

So How?

Take note of where you are in comparison to industry norms, but don't assign a ton of meaning to it yet. Then focus on what areas you want to improve on, in general, and start to measure your success against consistent growth toward those goals.

Optimizing Performance

Check out my recent blog about A/B testing for initial guidance, and tie in your testing plan to the performance you want to improve. A subject line test is not necessarily the thing to start with if you want to improve click throughs. It could be, but wouldn't be the most common tactic. Don't default to the test that is easiest to run. Embark on the test that can have the most impact, with consideration of your system's capabilities.

So How?

Create a testing plan that is sustainable for you, and grounded in goals, data, and a strong hypothesis that you want to check against, such as a statement like this:

- "Increasing the size of the primary CTA button on our emails will result in more clicks of that button, compared to the others."

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Don’t forget deliverability

While metrics vary from year to year, approximately 20% of the emails you send to opted-in subscribers might not be arriving. Everyone knows to keep an eye on SPAM complaints, but very few email systems provide information on deliverability. To get accurate information requires a pricey purchase of a service like ReturnPath, so our best advice is to follow best practices to earn a strong sender reputation.

- Keep a relatively consistent sending schedule, and don’t overdo it (don’t worry - overdoing it means a LOT of emails)
- Make sure your subscribers opt in, and don’t be afraid to scrub your email list (anyone who hasn’t opened an email in 6 months should be considered for removal, or at least an email asking them to re-opt in)
- Offer a preference center to allow subscribers to select what content they would like from you
- Understand your subscriber’s engagement cycles, and during low phases, send emails that have high value for them
- The more you try to create an email program that people want to receive, the more your sender reputation will benefit

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THANK YOU FOR SIGNING UP!
NOW, GET THE EMAIL YOU WANT AND NOTHING MORE.

Share a little information with us and we'll tailor the email updates we send you.
We promise to only use your info in accordance with our **privacy policy** ›
* This is a required field

EMAIL ADDRESS *

FIRST NAME *

ZIP CODE *

BIRTHDAY

MONTH DAY

HOW OFTEN WOULD YOU LIKE TO HEAR FROM US?

- ○ As often as you can send!
- ○ Once or twice a week
- ○ Once or twice a month

WHAT WOULD YOU LIKE TO HEAR ABOUT?

- ☐ New products, insider info, and special offers
- ☐ Events and happenings at retail stores near you
- ☐ Delicious new recipes

WHAT'S YOUR FAVORITE COLOR?

WHAT KIND OF COOK ARE YOU?

- ☐ Just the basics
- ☐ Amateur foodie
- ☐ Professional chef

WHAT KIND OF COOKWARE DO YOU OWN?

- ☐ Cast iron
- ☐ Stainless steel
- ☐ Bakeware
- ☐ Non-stick
- ☐ Just getting started

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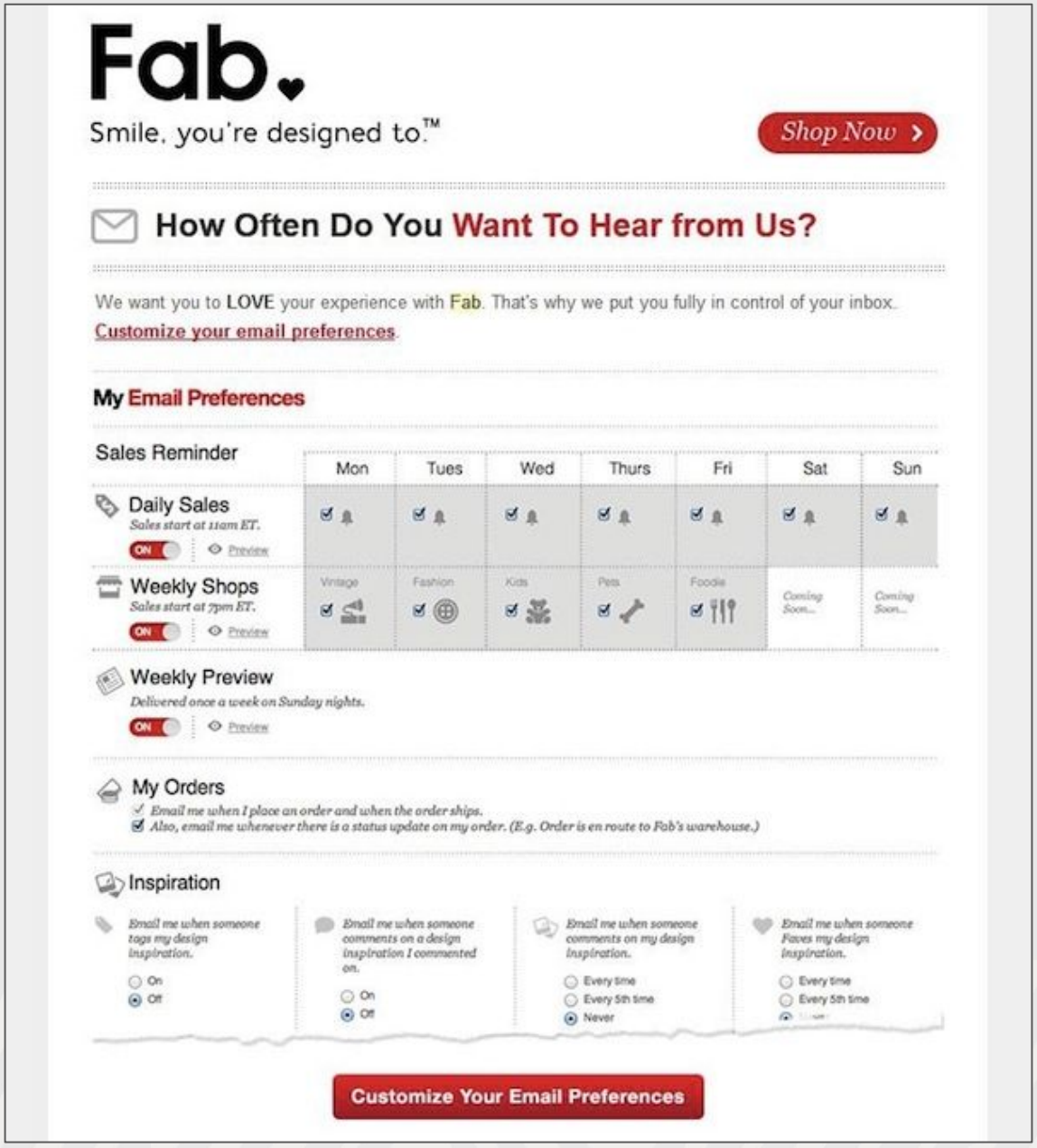
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Customize your email preferences.
My Email Preferences
Sales Reminder
Mon
Tues
Wed
Thurs
Fri
Sat
Sun
Daily Sales
Sales start at 11am ET.
ON
Preview
Weekly Shops
Sales start at 7pm ET.
Vintage
Fashion
Kids
Pets
Foodie
Coming Soon...
Weekly Preview
Delivered once a week on Sunday nights.
My Orders
Email me when I place an order and when the order ships.
Also, email me whenever there is a status update on my order. (E.g. Order is en route to Fab's warehouse.)
Inspiration
Email me when someone tags my design inspiration.
On
Off
Email me when someone comments on a design inspiration I commented on.
Email me when someone comments on my design inspiration.
Every time
Every 5th time
Never
Email me when someone Faves my design inspiration.
Customize Your Email Preferences

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Compliance with regulations

Follow the rules

This should not be considered legal advice. Marketing is our jam, but we aren't lawyers.

THIS SHOULD NOT BE CONSIDERED LEGAL ADVICE - WILLOW MARKETING IS NOT A LAW FIRM.

Email spammers have made it difficult for legitimate email marketers to earn the trust of their subscribers, and a "break-up" is only ever one click away. Respect for those allowing companies into their personal inboxes should be shown, by following rules and best practices set at the top.

Consider:

- CAN-SPAM - Controlling the Assault of Non-Solicited Pornography and Marketing (**CAN-SPAM**) Act of 2003
- GDPR - EU's General Data Protection Regulation
- Email Accessibility

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Regulatory Considerations

This should not be considered legal advice. Marketing is our jam, but we aren't lawyers.

CAN-SPAM

- Accurate "From" name and address
- No misleading subject lines
- Include your physical address (usually in the footer)
- Include an easy-to-find way to opt out of emails, honor those, and act as quickly as possible
- Know the difference between a translational email and a marketing email
- Punishment of CAN-SPAM violations include fines and possible imprisonment

GDPR

- Applies to any organization who has data for EU citizens, or who is providing goods or services to EU citizens (even when free)
- Broadly speaking, GDPR requires you to look at all of your data acquisition, tracking and data use systems, and then determine whether they adequately document the consent requirements, permit compliance with transparency requirements, and can be purged when requested by a data subject.
- Other things to consider: you MAY want to send a re opt-in email, if you have any concerns about whether you have data on when subscribers opted in, where they opted in, whether you clearly informed them when they subscribed about what content they can expect (and can you prove it?) and can your subscribers easily unsubscribe?

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It really comes down to doing the right thing with the personal data you collect. Only send emails and information to people who've given you permission to do so for the purpose you told them.

- AJ Weber

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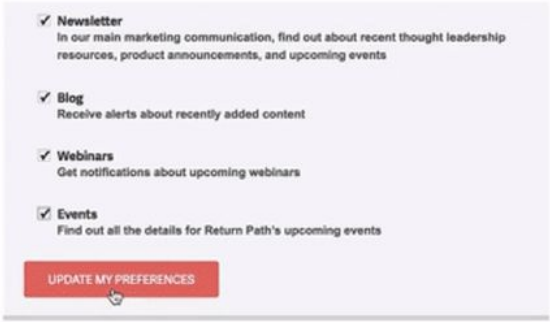
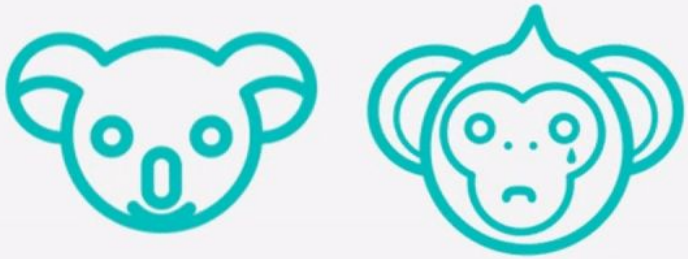
To continue receiving our emails, please click on the **Stay Koala**. Once you're in the preference center, you can choose which types of communications you'd like to receive. Select **Update My Preferences** when you're done to save your changes.



But if you'd rather not receive these emails, simply click on the **Go Monkey** and scroll down and select the **unsubscribe button** below your email address to unsubscribe from our marketing emails—and we'll be sad to see you go.

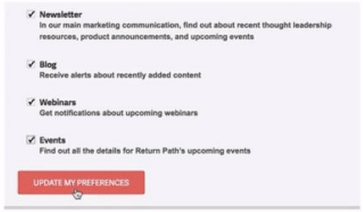
If you're a Return Path customer, we will still contact you about important matters that affect your account, but will remove you from our marketing email list.



Return Path

Dear Really Good Emails,
We know your inbox can get a little crowded, but we hope you'll make room for us. We noticed that it's been some time since you've opened our marketing emails. It's our goal to provide you with interesting, relevant content but we don't want to add to your inbox clutter if you'd rather not hear from us.

To continue receiving our emails, please click on the **Stay Koala**. Once you're in the preference center, you can choose which types of communications you'd like to receive. Select **Update My Preferences** when you're done to save your changes.



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Return Path

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Update Preferences | Unsubscribe | © Return Path, Inc 2016

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Email accessibility

Email accessibility means making sure that people with disabilities, or who are using assistive technologies, don't miss out on key information when receiving your emails.

Quick tips:

- Use high-contrast colors
- Be careful with GIFs and animation speeds
- Use readable font sizes (generally 14 pixels and higher)
- Use descriptive alt text for images (preview emails with images turned off to check for this)

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Next Steps

- Complete this worksheet, pass it along to others on your marketing team, and discuss results and recommendations for adjustments to your current email program.
- Sign up for 2-3 email marketing newsletters - ensuring regular exposure to thought leadership.
- Consider how you plan out your email content; email calendars mapped out beforehand are usually more thoughtful and creative.
- Evaluate your email marketing software with consideration of features/functionality you should be taking advantage of or essential components that are lacking.
- Set 1-2 goals that you can take action on, related to improving your email program, yet in 2018.

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Some Great Emails about Email

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Remember - Emails are really about relationships

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THANK YOU

...AND HAPPY EMAILING!

WILLOW