Email Content Best Practices

**Subject Line:**

**DO**

- Include an incentive in your subject line. This can increase open rates by as much as 50%.
- 30 and 50 characters (including spaces)
- Use action verbs – try to start with one
- Tell your recipient what’s inside, without making false promises
- Create a sense of importance
- Make people feel special
- Use numbers – data works! “Join more than 750 others at this event!”
- Use a compelling question
- Fifty-six percent of brands using emoji in their email subject lines had a higher unique open rate. Use an emoji!

**DON’T**

- Use spammy keywords (urgent, buy now, win, free)
- Use all uppercase letters
- Overuse emojis
- Overuse exclamation marks
- Use a question mark and an exclamation point – “Want a solution fast? Act now!”
- Use the same subject line in every email

**Preview Text:** 35 to 140 characters – if this is all someone is going to read, make it good!

**Body of Email:**

- Know your goal, what are you trying to achieve from this email?
- Sound like a real person, be conversational
- Encourage sharing – “Share this email with your friends!”
- Personalization increases open rates by 26%
Email Design Best Practices

1. Put your logo in the center or upper-left-hand side of the email.
   “Eye-tracking studies have found that people instinctively look for logos in the upper left-hand side of emails -- often because it’s consistent with the placement of a logo on most websites.”

2. Put phone number in top right-hand corner

3. Add social buttons that link to social media channels at the bottom

4. Add plenty of white space

5. Choose images that contrast text

6. 60 percent text to 40 percent images

7. Size body copy fonts at 14- to 16-point, headline fonts at 22- to 24-point for best readability

8. Use only one or two different fonts

9. Make your call to action a color button that stands out from the rest of your email content

10. Place CTA above the fold, and again at the bottom of the page. Don’t make users scroll back up to act

11. Don’t use colored body text – keep it black or dark grey

12. Use the inverted pyramid. Deliver key messages of your campaign, then get them to act