infogroup

Email Best Practices

Email Content Best Practices

Subject Line:

| DO	DON'T
→ Include an incentive in your subject line. This can increase open rates by as much as 50%.	→ Use spammy keywords (urgent, buy now, win, free)
→ 30 and 50 characters (including spaces)	→ Use all uppercase letters
→ Use action verbs – try to start with one	→ Overuse emojis
→ Tell your recipient what's inside, without making false promises	→ Overuse exclamation marks
→ Create a sense of importance	→ Use a question mark and an exclamation point – "Want a solution fast? Act now!"
→ Make people feel special	→ Use the same subject line in every email
→ 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!	

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%

Hello there!

Hello Sam! +26%
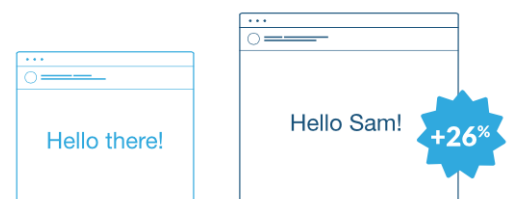
Email Design Best Practices

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**

   Order Now

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**

Inside Design at Meerkat

We chatted with Jakub Swiadek, designer, about working on viral products, keeping things simple, why you should fail, and how Meerkat came to be.

GO INSIDE