

Anatomy of the Best Email Marketing Campaign(s)



Address:

A great place to add your "to" and "from."

Subject Line:

Always keep your offer in the email body in line with the subject—don't switch topics.

Add 5-7 words (no more than 70 characters), and don't be afraid to use emojis. 😊

Copy:

Keep it simple: short and sweet.

Avoid legalese and industry jargon!

Images:

Not set in stone, but try to use around 80% text and 20% images for best effect.

Timing:

Make sure it lands in your client's inbox at the right time.

Research shows the highest engagement occurs between 9 AM to 12 PM and 12 PM to 3 PM.

(Source: <https://blog.hubspot.com/-marketing/best-time-to-send-email>)

Mobile-Friendly:

Mobile use is still increasing! Make sure your email adapts to mobile, desktop and tablet.



Call to Action:

Use power words to emphasize your offer, e.g., FREE, Best, More, Reduced, Prize, Ultimate, etc.

Remember: Make sure to add a disclaimer if you're advertising something.

Personalization:

Always make it about your client.

Use words like "you," "your," or play around with first-person "I," "My," etc.

Footer:

This is a great place to add your "unsubscribe" button for those looking to opt-out. This is also a good spot for your valid postal address.

Remember, both of these are required by law under the CAN-SPAM Act.

Make the Most of Your Email Campaigns

Drop Us a Line!

