



Getting Started: Email Best Practices



Introduction

It's time! You have the perfect piece of content and the right audience to send it to. Now you must get your email communication ready to hit "send."

As you craft this communication, there are some best practices to keep top of mind to ensure your audience not only opens the email but reads what is inside.

To see best practices in action, we have broken down two examples of marketing emails – one sharing all the good tactics to use in your marketing emails and one with the pitfalls to avoid when crafting a marketing email. Try using these tactics as you execute your email marketing campaigns to get the best results!



Example 1: Effective Marketing Email

From: Insurance Solutions Advisors isa.nee@insurancesolutionadvisors.com

Date: Wed, Apr 29, 2020 at 4:46 PM

Subject: Coronavirus (COVID-19) Update

To: cmk927@gmail.com

The screenshot shows an email from Insurance Solution Advisors. At the top left is the company logo with the text "INSURANCE SOLUTION ADVISORS". To the right is the tagline "Advocacy | Tailored Insurance Solutions | Peace of Mind". The main subject of the email is "CORONAVIRUS UPDATE" in large, bold, white letters. Below it, a sub-headline reads "Stay informed and protect what matters most". The body of the email starts with a paragraph about the safety and well-being of team members and customers. It then discusses recent changes in Massachusetts and provides links to the MA Registry of Motor Vehicles website. A section titled "Essential Services" lists items like registering a vehicle or obtaining a driver's license. Another section titled "Non-Essential Services" lists items like registering a motorcycle or boat. A quote in the middle of the email reads: "As COVID-19 continues to spread and we make lifestyle adjustments in response to the challenge is to maintain your mental and physical health in light of mounting stress". Below this, there is a call-to-action button with the text "Click here to access our Coronavirus Resource Center". At the bottom, there is a "FOLLOW US ON SOCIAL MEDIA" section with icons for Facebook, Twitter, LinkedIn, Instagram, and YouTube. A small note says "Make sure you don't miss out on what's happening at Insurance Solution Advisors". There is also a link to unsubscribe.

Best Practices Takeaways

- **Sender:** Pick a sender name that will help people quickly identify your brand. Always link your communication to a company branded email mailbox that someone on your team routinely checks.
- **Subject line:** Keep subject line to a max of 9 words and under 55 characters – including spaces! Use a subject line that grabs attention and explains what is in the email right away.
- **Logo usage:** Keep your brand top of mind with logo placement clearly at the upfront of an email. Link your logo back to your website.
- **Imagery:** Keep your image clear and relative to the topic of the email. Link the image to the same location as your CTA.
- **Email body copy:** Be direct and to the point in the body of the email. Keep it short, simple and conversational.
- **CTA:** Use calls-to-action in your emails several times to increase your click-through rate and provide your audience with the convenience of reaching your content. When using a button, take advantage of teaser text that creates action.
- **Subscription:** A good and compliant marketing email should always provide an option to unsubscribe for your email list.



Example 2: Less Effective Marketing Email

From: no-reply@leadgenteam.com

Subject Line: Lead Generation

Dear,

I would like to speak with your organization regarding how we can assist your efforts to generate quality sales opportunities for your organization. Over the past seven years, we have been providing first-class B2B lead generation services for some of the largest and most successful organizations in the world today. We provide a turnkey solution including a) creating professional marketing materials, b) granting access to our database of key decision makers to your team, c) sending out e-letter campaigns to select targeted clients, d) follow-up services via telephone and e) closing new business opportunities for you. Our service is excellent for introducing new products, good and services – support channel partners – and ultimately driving bottom line profits.

Our client list reads like a who's who amongst the Global 500. We have been supporting AT&T, Adobe, Borland, Computer Associates, IBM, Intel, Microsoft, General Motors, and hundreds of other organizations with providing their teams with substantial high quality leads. We have a B2B database that contains over 12 million executives, including website and email addresses and telephone numbers. We specialize in creating personalized and customized e-Letter campaigns coupled with effective telemarketing follow-up campaigns.

Please take a few moments to review the attached PDF file. I'll have someone on my team follow up with a phone call. You can set an appointment on my calendar through them if you wish.

Sincerely,

Taylor

Common Pitfalls to Avoid

- **Sender:** There is no name you could relate to in the “From” section and the reply mailbox does not receive responses.
- **Salutation:** The email doesn’t include a general salutation or one specific to the individual recipient, which is a missed opportunity to create an engaging, personalized interaction.
- **Subject line:** Sometimes less is more isn’t always the case. While concise, the subject line doesn’t indicate what specifically about the topic of lead generation the recipient will learn about.
- **Logo usage:** No logo is present so the recipient lacks the opportunity to associate with the brand.
- **Imagery:** While text-based emails work well with personal exchanges, visuals are encouraged to visually supplement your message and grab the recipient’s attention.
- **Email body copy:** The body of the email has little flow and lacks quick, digestible pieces of information, making it hard to follow.
- **Signature:** In this text-based example, the signature is generic and tells us nothing about who is sending this email beyond the individual's first name. Have the individual's name tie to the sender information and include personal details, like title and contact information, to keep a personal touch. Image-based emails do not require the same personal signature.



Conclusion

Keeping best practices in email marketing top of mind when building out your marketing campaigns will be important.

Be sure to track the success of each email to see what's working, what's not, and what changes you should make as you go forward. As consumer and business behavior change, so will email and communication preferences, so always be on the lookout for the latest in email marketing trends and best practices.

