

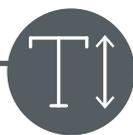
10 RULES FOR A SUCCESSFUL EMAIL NEWSLETTER



DO...

Employ a mobile first strategy

Let's be honest, your email will probably be read on someone's phone when they are on a train, in a meeting or in the loo. If it doesn't work on the phone they probably won't open it.



DON'T...

Go crazy with the fonts

Yes, a liberal use of Copperplate Gothic will make your email stand out, but only for the time it takes for somebody to unsubscribe from the illegible mess. People fear change. Stick to standard fonts.



DO...

Personalise

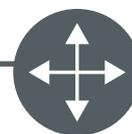
We don't want a generic email dropped into our inbox, we want something tailored just for us. As a starting point, use Mail Merge to start with the right name – "Hello Jessica/Paula/Hugo/etc."



DON'T...

Get distracted

Keep your content and message focused – you don't have a lot of time with your readers so get to the point.



DON'T...

Go over 800 pixels

Size matters. Over 800 pixels wide will be too much for most. Best go for 640 pixels as it is easily divided for 320 pixel-wide mobile devices.



DO...

Keep it simple

Keep your email clutter-free using a simple grid design. Also, ensure your branding is consistent across your channels so your marketing is all working together.

DOs AND DON'Ts



DO...

Make it interactive

Email is a tactile thing these days. Use live text and buttons to get people engaging. Adding the occasional animated GIF can also bring some movement to your mail if the subject matter allows.



DON'T...

Limit yourself to the email

The email is just the beginning. Use clear calls to action to drive recipients to content elsewhere on your website or blog.



DO...

Ensure your emails are responsive

Not everybody enjoys walking around with a phone the size of a tea tray. Make sure your email is responsive so it will look great no matter what size the screen.



DON'T...

Use big images

Nobody likes using all their data allowance loading one email. Keep your images as small as possible and include a text-based fallback in case your images do not load.