



Few things are more effective in getting someone's attention than showing up in their inbox. Between your compelling HTML message and our organically grown list, your call to action will take center stage in front of MarketingProfs' vast database of marketing professionals.

Regardless of the list you choose, you'll get the most from your targeted email campaign by keeping a few things in mind. By following these tips, you'll be well on your way to achieving the best possible ROI from this product.

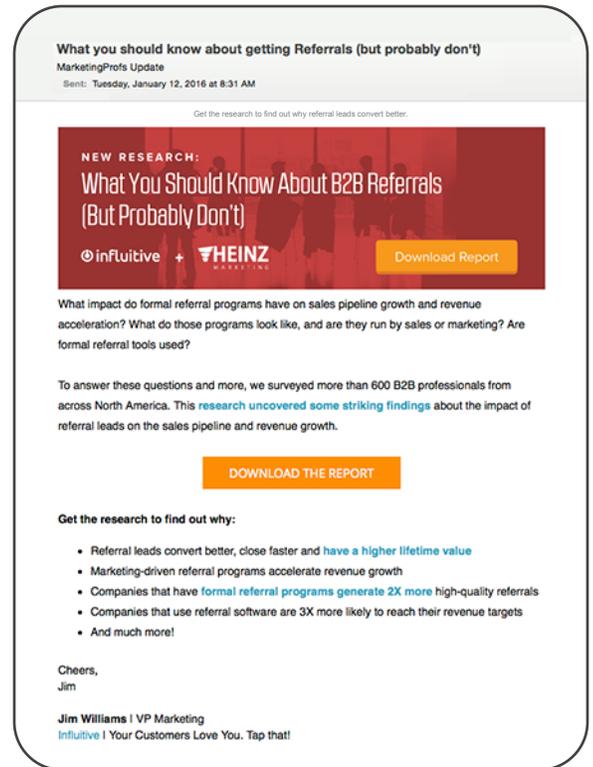
Hook Them With a Great (Subject) Line

It's probably not a huge surprise that a lot is riding on that subject line, so it's important to make it good. Research suggests that the magic number for subject lines is 46 characters or less, so do your best to keep it short and to the point.

Create urgency where appropriate and always keep it honest. Avoid the urge to sound too sensational— while it could prompt someone to open your email, it won't get them to stick around long enough to hear your message.

Create An Offer They Can't Refuse

Think about how your offer will help your audience and craft your message around that point. Will it help them generate sales? Make them more savvy marketers? The important thing to keep in mind here is (1) there's a benefit, and (2) it has a direct value to your readers. After all, your readers don't care much about how fabulous you think you are; they care about what's in it for them.



Incorporating "pre-header" text at the top of your email can further entice readers to open.

As you craft your message, keep the following tips in mind:

- **DO** focus your copy around one goal and stay focused on that goal throughout the body of the email. Whatever you do, resist the urge to switch gears...if you have something else to say, save it for another campaign.
- **DO** get to the point quickly.
- **DO** keep the copy easy to read by using simple words, short paragraphs, and bullet points. The more scannable the copy is, the better your message will perform.
- **DO** focus on creating great, action-driven content.

Before we send your email, we'll do a spam test to check for trigger words. If we do discover any issues, we'll help you resolve them before the send date.



Make Your Offer Shine

Almost just as important as the words you choose is the way you present your message. The overall design should showcase your message, not disguise it in a mess of bright colors and overpowering graphics. For best results, stick to a white background behind your text, include plenty of white space, and use a font size that's easily readable on all devices.

Here are some tips on designing email to maximize engagement:

- **DO** put featured content and navigation "above the fold" (height of 420 pixels or less).
- **DO** also put your company's logo/branding prominently above the fold or in the header of your email. While the email is being sent by MarketingProfs' on your behalf, it should be clear that the offer is coming from your company and not MarketingProfs. We also require your company to have its name, address, and contact information in the footer of your email.
- **DO** consider adding more organic shapes into your design. Email tends to be displayed through applications which have very rigid, box-like layouts. Adding images with people or designing with curves will help your email to better attract the interest of our readers.
- **DO** use clear and colorful "calls-to-action" to designate clickable areas.
- **DO** check with your Client Hero if you are promoting a live event, as your email creative and offer will need to be approved by MarketingProfs before sending. There are certain dates and time periods that are unavailable for the promotion of any live events.
- **DO** remove your own unsubscribe information from your email, as MarketingProfs handles all unsubscribes for our list. This policy is enforced.
- **DO** use a generic greeting as we do not offer first name personalization.

We're blown away by the amount of smart and creative email our customers send every day. But these are the **best of the best** – the emails that earned a standing O and dramatic slow clap when they landed in our inbox. In this guide, we break down some of our favorite email marketing campaigns and highlight the design and content choices that made each one of them demand our attention. Check 'em out!

You'll learn:

- Successful email marketing strategies across a range of industries
- Design tips to help your campaign stand out in the most crowded inbox
- How brands are using the latest email marketing data in real campaigns

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A smart email about smart emails? How...meta.



Geek Tweaks

If you're lucky enough to have someone on staff who understands `<div>` tags and `colspans`, these tips are for them:

- **DO** use a table format with inline styling for best results. If using a template, the width should not exceed 700px.
- **DO** include at least two call-to-action (CTA) links. The first should be above the fold.
- **DO** use regular HTML font formatting for guaranteed universal acceptance (inline stylesheets can also be used to format text).
- **DO** use responsive coding as currently 30%+ of our readers (and growing) are opening email on a mobile device.
- **DO** host all images on your own server with global links in your HTML (`src="http://"`).
- **DO** use a stacked table structure (instead of `colspans`) since it is more stable across all email clients.
- **DO** test through Litmus to see how the email renders across different browsers and mobile devices. We do test all proofs across email clients through Litmus and will let you know if anything needs to be fixed.
- **DON'T** include your primary, above-the-fold CTA (or other important information) as an image or header, as they won't be visible to readers who suppress images.
- **DON'T** use JavaScript or Flash as most email clients will not accept it.
- **DON'T** use CSS code styling as this causes rendering problems with different email providers, especially different versions of Outlook (currently 17% of our readers). [See here](#) for specific types of code that are not recognized by Outlook and will likely cause issues rendering your email.
- **DON'T** use forms unless they are very basic, do not employ JavaScript, and are not sent to AOL or Hotmail users.

Bottom Line

Email marketing provides an excellent way to reach new prospects, build customer relationships, and develop professional authority. By creating a solid offer, crafting a strong message, and keeping the design elements simple, yet powerful, you'll be on your way to greater conversions, more leads, and ultimately, new prospective customers for your products and services.