



# 7 Easy Tips For Effective Email Campaigns

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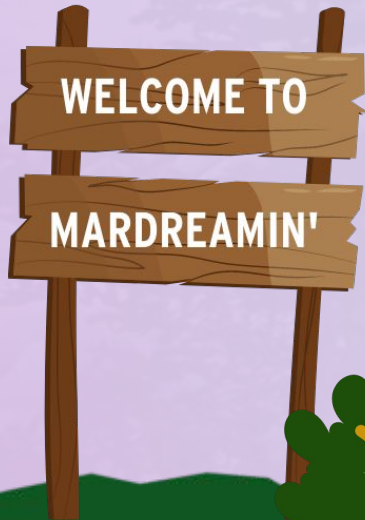
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# Agenda



1. Personalize Your Emails
2. Craft Compelling Subject Lines
3. Keep it Concise and Scannable
4. Optimize for Mobile Devices
5. Use Engaging Visuals
6. Use Clear CTAs
7. Test

# 1 Personalize Your Emails





# Personalization

- **Segment your audience**
  - Ex: demographics, behaviors, or preferences.
- **Use the recipient's name**
  - Creates an immediate sense of personalization.
- **Leverage behavior data**
  - Analyze past interactions to suggest products, content, etc.
- **Dynamic content**
  - Images, text, and offers can change based on the recipient's characteristics.



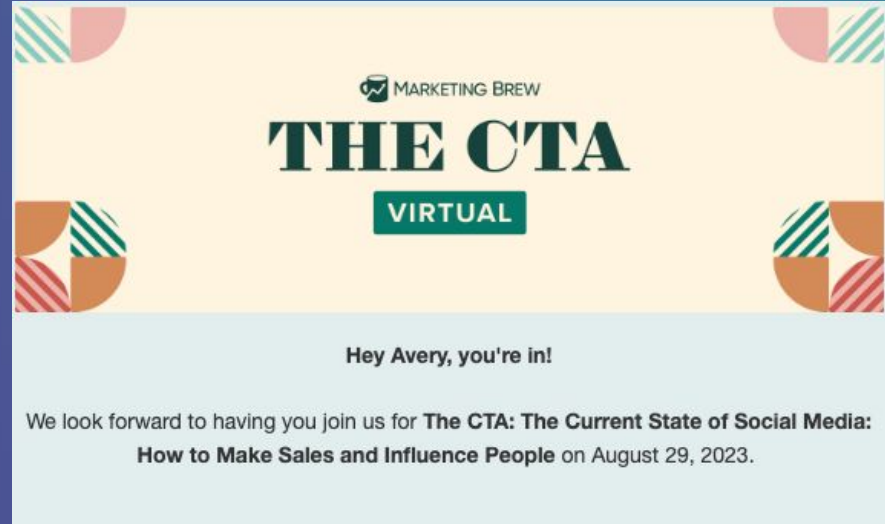
Emails with the recipient's name have an **18.30%** higher open rate than those without (Invesp, 2021.)



# Personalization Example

The Marketing Brew email uses personalization by:

- Including my first name
- Sending the invite based on my past interactions
- Suggesting the virtual event based on my interests





# 2 Craft Compelling Subject Lines



# Subject Lines

- **Keep it short and sweet**
  - A subject line should be under 50 characters.
- **Create urgency or curiosity**
  - Words like “limited time offer” or “exclusive” can be effective.
- **Highlight the value**
  - Describe the benefit or value of opening the email.
- **Avoid spam triggers**
  - “Free,” “guaranteed,” and “earn money” can trigger spam filters.



**33.90%** of recipients  
open an email because  
of the subject line.

(SuperOffice, 2021.)

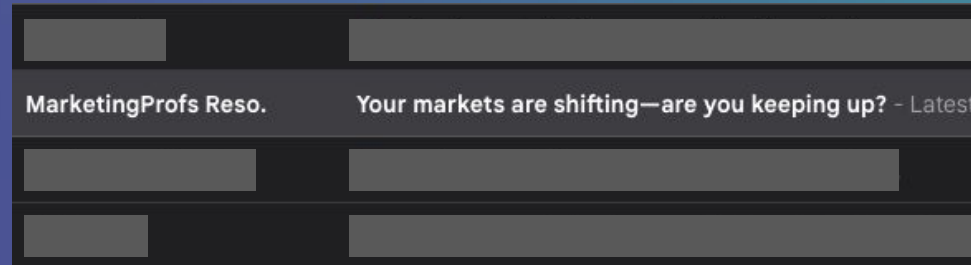




## Subject Line Example

The MarketingProfs email uses a compelling subject line:

- The subject line is short (46 characters)
- Creates curiosity by asking if I'm keeping up
- Highlights the value of opening by implying my "market" is shifting





# 3 Keep Content Concise



# Concise and Scannable Content

- **Use short paragraphs**
  - Focus on a single point or idea per paragraph.
- **Bullet points or numbered lists**
  - Bullet points are visually appealing and easy to follow.
- **Clear and descriptive headings**
  - Readers can quickly identify content that interests them.
- **Trim unnecessary details**
  - Remove any redundant or unnecessary information.



Emails with **75 - 100 words** had the highest response rate at **51%**.  
(Boomerang, 2016.)



# Concise Content Example

The Litmus email uses concise content by:

- Making use of a list format
- The heading for each section is clear and descriptive
- The information is short and to the point

## ◀◀ In Case You Missed It

Catch-up with previous events



### [Litmus Live 2023 On Replay](#)

Relive the event and access all must-see sessions.



### [Deliverability Tactics for Reaching the Inbox](#)

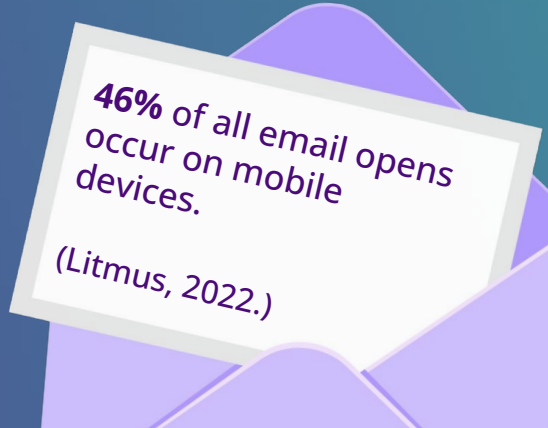
Land in the inbox with these best practices.



# 4 Optimize for Mobile Devices


# Optimize for Mobile

- **Responsive design**
  - Ensure your designs can adapt to different screens.
- **Single-column layout**
  - Makes scrolling and viewing easier on mobile.
- **Large and touch-friendly buttons**
  - 44 x 44 pixels is recommended to prevent accidental clicks.
- **Readable fonts and texts**
  - Use legible fonts and larger font size.



**46%** of all email opens occur on mobile devices.

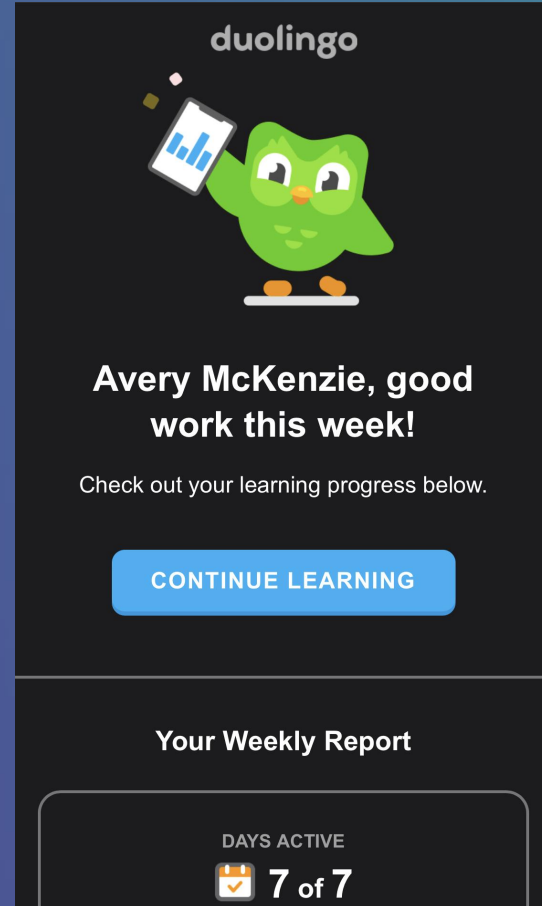
(Litmus, 2022.)



# Mobile Example

The Duolingo email optimizes mobile by:

- Using a single-column design
- Large and easy-to-use buttons
- The font is readable and a decent size





# 5 Engaging Visuals





# Engaging Visuals

- **Use high-quality images**
  - Blurry images can detract from the emails message.
- **Relevance to content**
  - Images should enhance the message and provide value.
- **Alt text for Accessibility**
  - Essential for visually impaired readers and unloaded images.
- **Clickable/Interactive**
  - Engages readers and can link to relevant pages.

Emails with images  
have a **42%** higher CTR  
than those without.

(Vero, 2023.)





# Engaging Visuals Example

The Amazon email image is engaging because:

- The image is high-quality
- The image is relevant to the content of the email
- It is clickable and includes Alt text

amazon



**Two days. Tons of big deals.  
October 10-11**

Don't miss out on savings - join Prime now

Redeem Prime Student for \$0 for 6 months

**Explore Prime member benefits**



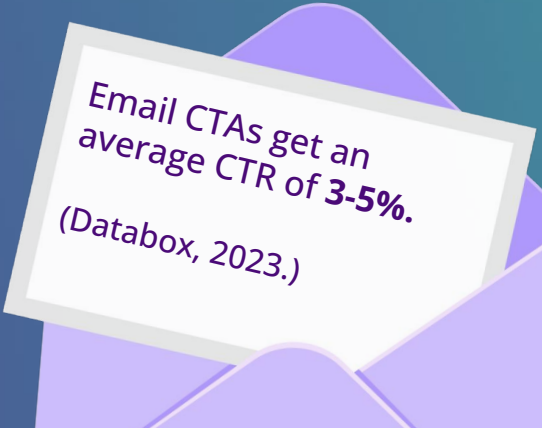
# 6 Clear CTAs





# Clear CTAs (Call To Action)

- **Use action-oriented language**
  - Verbs like “Register Today” and “Get Started” prompts engagement.
- **Contrasting design**
  - Use a contrasting color that compliments your email.
- **Simplify**
  - Keep the CTA clean and free of distractions.
- **Keep above the email fold**
  - Reduces the need for scrolling and draws attention.

A purple envelope graphic with a white card inside, containing a statistic about email CTR.

Email CTAs get an average CTR of **3-5%**.  
(Databox, 2023.)



## Clear CTA Example

The Doordash email uses a clear CTA by:

- Having “Track” as an action verb.
- The CTA is a contrasting color.
- The design is simple and above the fold.

**THANKS FOR YOUR  
ORDER, AVERY**



The estimated delivery time for your order is **11:59 AM - 12:11 PM**. Track your order in the DoorDash app or website.

[Track Your Order](#)



# 7 Test and Optimize



# Test and Optimize

- **A/B testing**
  - Create two versions of an email with one change. (ex. subject line.)
- **Segmentation testing**
  - Segment based on demographics, past behaviors, etc.
- **Device responsiveness**
  - Test on multiple mobile devices and email clients.
- **Performance analytics**
  - Monitor key metrics like open rates, CTR, unsubs, etc.

A stylized illustration of a purple envelope with a white card inside. The card contains text about email testing statistics.

**57% of marketers test their emails.**  
(Litmus, 2019.)



# Testing Example

The example showcases A/B testing;

- In **Email A** the link to sign-up is a hyperlink in the body of the email.
- In **Email B** the link to sign-up is a Clear CTA with action language.
- The emails can be compared to see which is performing better.

## Email A

**Hey Meghan,**

You're invited to a LinkedIn Live Event!  
The event is free. Sign up [here](#) to join!

## Email B

**Hey Meghan,**

You're invited to a LinkedIn Live Event!  
The event is free. Sign up below to join!

**Register NOW!**



# 7 Easy Tips For Effective Email Campaigns

## Summary

1. Personalize your emails
2. Subject lines should grab the reader's' attention
3. Keep emails short and sweet
4. Don't forget about mobile users
5. Use engaging visuals
6. Clear CTAs
7. Test, test, test



**Thank You!**

