



# CREATE GREAT EMAILS

a guide by Maxmail



# What's Inside

---

Hi! The humble email still reigns supreme. Email is the most popular online activity with the highest click through rates, conversion rates and ROI than any other channel. So not surprisingly research by The Economist Intelligence Unit found that consumers prefer email above other marketing channels. This is great news for you.

People want to be introduced to products through email. The influence of email on consumer purchase decisions is only second to that of word of mouth. It's a fact. Your customers want your emails, just not too many. Consumers get a lot of email, a lot of information. Don't add to email fatigue. Create great emails.

In this guide you will learn all about:

- Branding your emails
- Personalizing content
- Layout and design
- How to use images
- Actionable emails

If you have any questions, speak to one of our support team or visit our [online resource centre](#).

Now, let's get started.

Share this ebook!



# Branding

---

## Using Color

Color is a major consideration in web design and should be for your email designs too. If you have a strong brand, colors used in the email should build on your brand image. If not, select a color scheme that you can use consistently in your emails to create a visual brand identity for your emails.

**Primary colors:** Your brand colors are the most important colors to incorporate in your emails.

**Secondary colors:** These colors appear in small details in your email to support your brand colors without being obtrusive. Secondary colors work well in sidebars, divider bars, or footer links.

**Tertiary colors:** Only use these colors in one-off communications or messages.

## Staying consistent

Use your brand colors and font in the design of your email template and keep these colors consistent throughout your email campaigns. No matter how big or small your business is, brand consistency is important. Overtime people will begin to associate your chosen colors, font and overall design with your brand. If they trust your brand,

Share this ebook!



recognizing your design alone is enough for them to purchase from you.

Take a look at Net-A-Porter. The email follows the same clean layout and uses the same fonts and styling these subscribers familiarize with the Net-A-Porter website.



Share this ebook!



## Personalizing Content

Your email campaigns will only be effective if your content is relevant and engaging to your subscribers. eConsultancy research finds that personalization based on behavioral data, consumer preferences and purchase history has a high impact on email marketing ROI. Here's how you can get more personal:

### Behavioral data

Make your emails intelligent by combining insights, managing your customer databases and tracking customer web behavior.

### Purchase history

Have an online store or a brick and mortar store but know who your customers are and what they buy? Brilliant. Use this information to profile customer purchases and provide email content based on past purchase behavior. According to ReturnPath, 41% of consumers buy more from retailers who adopt this strategy

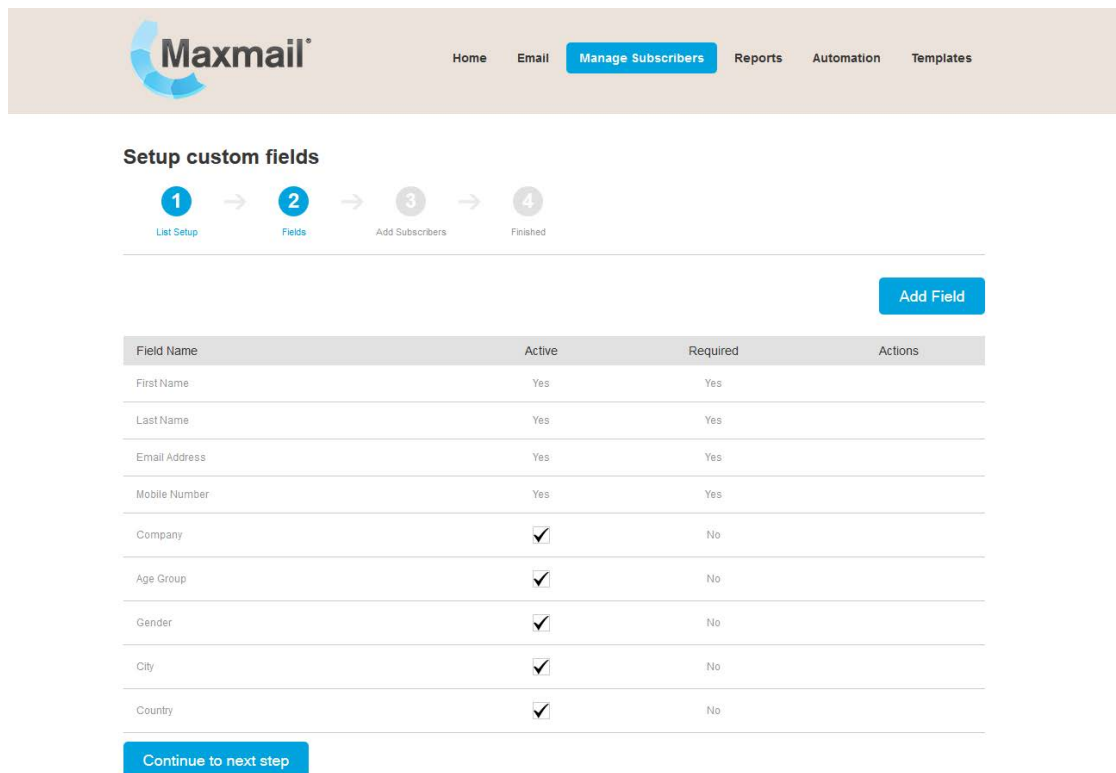
Share this ebook!



## Customer preferences

Ask subscribers for a bit of information when they subscribe to your emails. You can **Create Customs Fields** that will allow you to easily segment your email lists based on subscriber preferences.

1. In the navigation menu click on the **Manage Subscribers** tab.
2. Click **Create New List** and enter the details for your new subscribers list. Continue to next step.
3. Setup your custom fields. To do this click **Add Field**.



**Maxmail** Home Email **Manage Subscribers** Reports Automation Templates

### Setup custom fields

1 List Setup → 2 Fields → 3 Add Subscribers → 4 Finished

[Add Field](#)

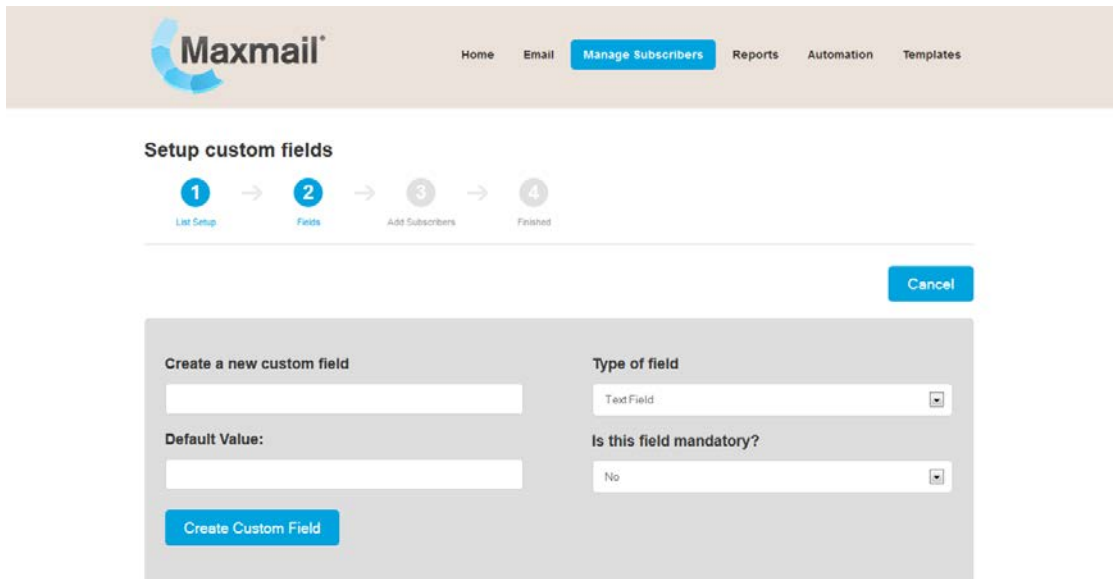
Field Name	Active	Required	Actions
First Name	Yes	Yes	
Last Name	Yes	Yes	
Email Address	Yes	Yes	
Mobile Number	Yes	Yes	
Company	<input checked="" type="checkbox"/>	No	
Age Group	<input checked="" type="checkbox"/>	No	
Gender	<input checked="" type="checkbox"/>	No	
City	<input checked="" type="checkbox"/>	No	
Country	<input checked="" type="checkbox"/>	No	

[Continue to next step](#)

Share this ebook!



4. Fill in the details for your custom field. Custom fields can either be in the form of plain text, drop-down list of pre-defined options, date, check box or a paragraph.



The screenshot shows the Maxmail user interface. At the top, there is a navigation bar with the Maxmail logo on the left and menu items: Home, Email, Manage Subscribers (highlighted in blue), Reports, Automation, and Templates. Below the navigation bar, the page title is "Setup custom fields". A progress indicator shows four steps: 1. List Setup, 2. Fields (highlighted in blue), 3. Add Subscribers, and 4. Finished. The main content area is a form for creating a new custom field. It includes a "Cancel" button in the top right corner. The form has two columns of input fields. The left column has "Create a new custom field" and "Default Value:" labels above two empty text input boxes. The right column has "Type of field" and "Is this field mandatory?" labels above two dropdown menus. The first dropdown menu is set to "TextField" and the second is set to "No". A "Create Custom Field" button is located at the bottom left of the form.

5. Your custom field should now be added to the bottom of the existing fields we have created.



# Design and Layout

---

## Designing for web

If your email stats are looking a bit sad, you probably haven't earned to right of space in the subscribers inbox. Let's look at email design best practices for web emails:

- Ideal email width is 500 to 650 pixels
- Use vertical rather than a horizontal layout
- Use safe fonts such as Arial, Verdana, Georgia, Impact and Times New Roman that easily readable on web and mobile
- Don't use flash
- Avoid background images layered with text. Some email clients don't support them, like Outlook
- Make feature headers or product offers clickable
- Use images and graphics to delineate content
- Use spacing and dividing lines to distinguish content sections
- Use bold typeface and subheadings to make certain words stand out
- Always have clear calls to action
- Include social sharing links to encourage the viral affect
- If your goal is to increase click-throughs, ensure everything in your email is clickable if there is a reason for your subscribers to click.

Share this ebook!





## Designing for mobile

The guys at ReturnPath tell us that 43% of all emails are opened on mobile devices. Your emails need to be optimized for mobile or risk being deleted immediately because that is what 63% of consumers say they do.

If your email doesn't show up on mobile devices, it will likely not perform well. Might be wise to design your emails using a responsive template because you don't want your hard work going to waste. Here are some tips to make your email suitable for all screen sizes:

- Content in single columns only
- No horizontal scrolling
- Use 14 pixel body copy font and a minimum of 22 pixels for headings
- Spacing for links that are thumb friendly
- Use tappable calls to action and other hyperlinks with a minimum size of 44 x 44 pixels
- Smartphones such as the iPhone has a 320 x 480 screen size. Without zooming 640 pixels is about the maximum width your email will be readable.
- Make use of snippet text. The preview lines shown by some email clients, pulled from the first few lines of email content
- Always preview **Mobile View** before sending a campaign

Share this ebook!



## Tips in formatting your layout

- **The most important content belongs on top.** 80% of time is spent at the top of an email, where your good content should be.
- **Readers tend to keep left.** Content on the left gets more than twice the attention in most instances.
- **People buy what stands out.** This happens to usually be the first thing that catches their eye. Studies have shown visual impact can override personal preference.
- **Single column layout.** With more people reading emails via mobile, stick to the one-column format. This is a noise-free format that keeps content easy to read and your message clear. So keep it simple.
- **Navigation buttons up top.** The eye is trained to look from the top, so keep your navigation buttons there. Don't place them on the side, this creates a two-column format and distracts people from important content.

Share this ebook!



# Using Images

---

We live in a highly visual world. Video and Images are everywhere while text-only emails are shrinking. Reading emails on mobile devices have increased in popularity which is why a properly formatted email will help drive audience engagement and potentially advocacy.

Make sure to follow these tips so subscribers see your images correctly. But most importantly, test and retest!

## Size and weight

Know what the limits of your image size and weights are from your ESP. If your images are too large some ESPs will compress the image and decrease their quality.

## Use image alt tags

Not all your subscribers will turn images on, so make sure all your images have a descriptive alt tag. If you can't think of a descriptive text that would evoke the purpose of the image being there, perhaps the image should be left out.

See on the next page, the desktop version of the Trendland email with images turned off and then turned on.

Share this ebook!



This Week in the Shop

Inbox x



Trendland newsletter@trendland.net via sendicate.net  
to me

3:23 AM (17 hours ago)



Images are not displayed. Display images below - Always display images from newsletter@trendland.net

# TRENDLAND

[SHOP THIS STORY HERE](#)

[SHOP THIS STORY HERE](#)

This Week in the Shop

Inbox x



Trendland newsletter@trendland.net via sendicate.net  
to me

3:23 AM (17 hours ago)



# TRENDLAND

BOOK

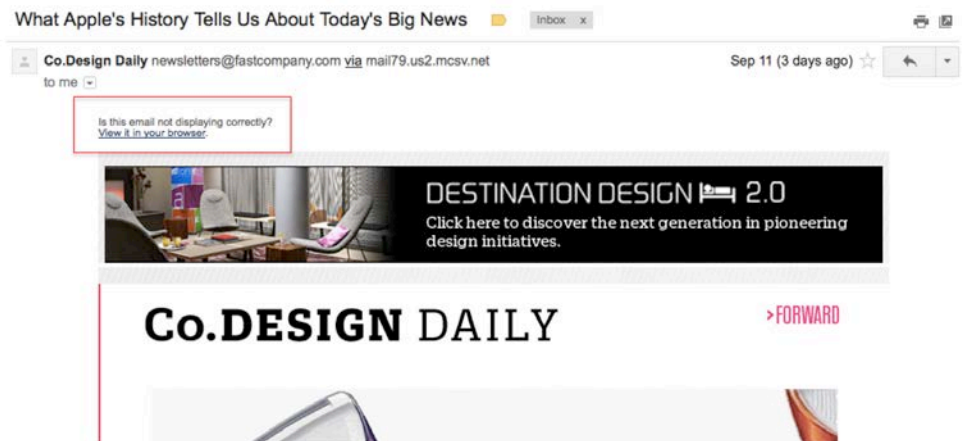
Share this ebook!





## Link to web version of the email campaign

Sometimes a subscriber may not be able to view your email through their email client. Offer a link at the top of your email for subscribers to view the email in a browser. Keep it simple and say “View email in your browser”. See Co.Design Daily below.



Share this ebook!



# Actionable Email Marketing Tips

---

## Create powerful subject lines

People get a lot of email on a daily basis. When we check our inbox we tend to scan the subject lines. If your emails don't pop, they won't get opened and you won't get read.

## Send visual emails

Statistics don't lie. According to HubSpot, 88% of people said they like emails from companies to be in HTML while 65% said they want their emails to be mostly images.

## Increase relevance with segmentation

People subscribe because they want to see content of relevance to them. Increase relevance by segmenting your subscribers into smaller targeted groups based on their actions, interests and other attributes.

## Give subscribers exclusivity

Provide subscribers content no one else gets. Exclusive deals, free content, extra content. This makes your subscribers feel that their actions are more valuable.

Share this ebook!

