

# 8 Email Marketing Basics to Remember

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With email constantly evolving, it's only natural to leave the basics of email in the dust without even realizing it. However, remembering the basics is key to effectively building relationships with your customers.

## 1 From Name

Your from name should be whom your recipients expect to hear from; **most likely your company name or your first and last name**. Make sure to keep your From Name consistent so that your recipients will continue to recognize the sender of each email you send them.

From
The Container Store
TurboTax Online
TransUnion
SELF Get-Fit Move of the Week
JetBlue Getaways
Anthropologie
Williams-Sonoma
Groupon

Keep your From Name consistent so that your recipients recognize you as the sender.

## Subject

Cheers to 12 Years on FORTUNE's List!
Enclosed: User ID and Fastest Refund!
TransUnion tip for Laura
Blast 100 Calories in 10 Minutes
We've enhanced JetBlue Getaways – Take New ways to dwell.
Upcoming Cooking Classes At Williams-Sonoma
Half Off a Class at Route to India

Improve your open rate with a great subject line.

## 2 Subject Line

It's probably no news that the Subject Line is one of the most important elements of your email because it's what compels your recipient to actually open it. In fact, over 50% of readers decide to open an email based on the subject line alone. Tactfully and creatively tell your readers what your email is about or include your call-to-action, or both if you have space!

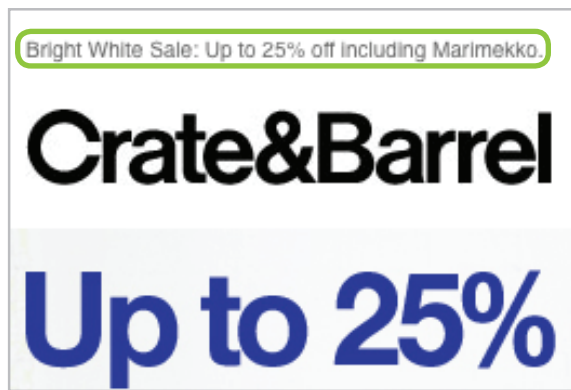
**2 Days Left: 20% Off Star Wars Cookie Cutters, Pancake Molds & More**

From: Williams-Sonoma <Williams-Sonoma@enews.williams-sonoma.com>

Williams Sonoma encourages readers by including a sale countdown and informing what their email is about.

### 3 Pre-Header

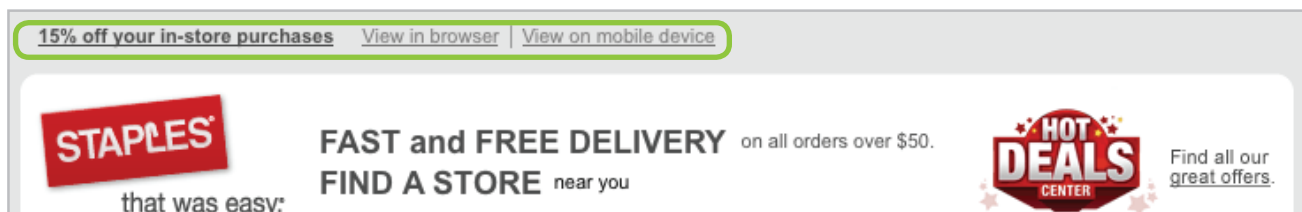
The Pre-header is the first line of text in your email, which also appears immediately after your subject line in your recipient's email inbox. Your pre-header should complement your subject line and give more details about your email. For example, include a promo code, details for your offer or the title to an interesting article or blog post that's included in your email. You can even link your pre-header to a landing page or anchor link it to an article with in your email.



Crate&Barrel's pre-header highlights a sale.



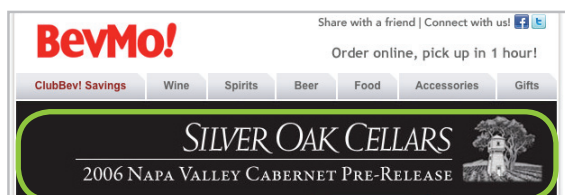
Container Store's pre-header links to the web email version and GoShop an order online, pick up instore offer.



Staple's pre-header text highlight's an instore 15% off sale, as well as offering other ways to view the email.



Sephora's striking headline draws readers in.



BevMo's wine label inspired headline clearly explains that they are pre-releasing a Cabernet.

### 4 Headline

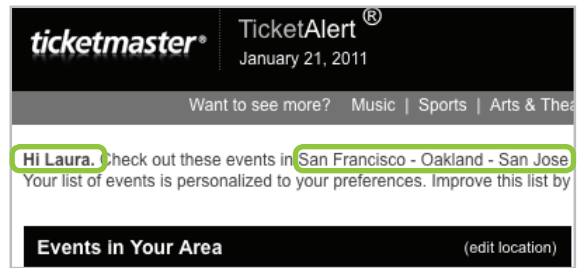
On average, 8 out of 10 people will read headline copy, but only 2 out of 10 will read the rest.

(<http://www.copyblogger.com/magnetic-headlines/>).

After your From Name and Subject Line, your headline is the next most important element of your email – it's going to keep your recipient reading. Make sure your headline clearly explains your offer or tells your audience what to do (your call-to-action.)

# 5 Personalization

Simply merging your recipient's first name within your email adds a nice personal touch. Plus, it's quick and easy to do with the VerticalResponse email editors. You can also personalize using any information like birthday, recent purchases or other relevant information for your readers.



This Ticketmaster email uses first name and location personalization.

# 6 Images

Not only do they make your emails more visually appealing but they also do a great job of breaking up your text and making your emails more "scannable."

**80/20 Rule:** You don't want your images to do all the talking, so use the 80/20 rule as a good guideline - 80% text and 20% images.

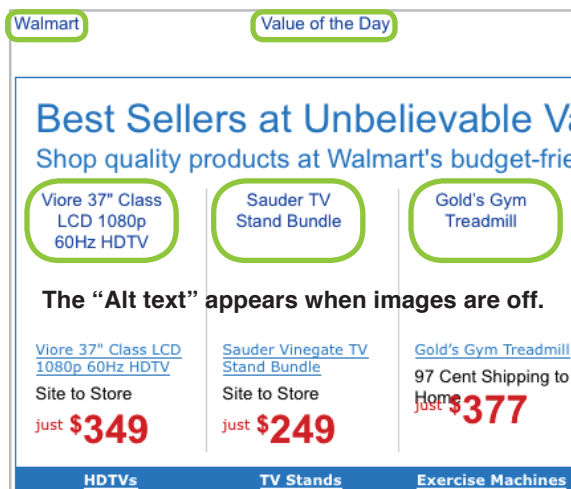
Web browsers often block images until your recipient turns them on manually, so if your recipient can't see your images and there is no text to boot – then your email isn't going to send the message you want.



Ex. of the 80/20 Rule.

**LINK , LINK, LINK Your Images!** When people see a picture in an email, they naturally think to click on it in order to get more information. Use **"Alt" Text: alt text is what is shown instead of the image when someone has their images turned off.** Alt text should explain what the image is, explain what your offer is or include a call-to-action.

**Did you know that many email marketing applications can't register an open until your images are turned on?** Therefore you need to make sure your alt text is compelling so your readers are more likely to turn your images on and therefore register as an open!



"Alt text" shows when images are off.



The same Walmart email with images turned on

## 7 Call-To-Action (CTA)

Every email should include a **Call-to-Action**. Your call-to-action should quickly tell your recipient what to do now that they've read your email. **Examples of strong call-to-actions are:** Get 20% Off, Read More, Login Now, Find Out More, Buy Now and Shop Now.



Williams Sonoma uses a strong CTA: Buy Now



Self magazine links to their social site pages.



Also, It's quick and easy to add "Share with a friend" with the VerticalResponse email editors.

## 8 Social Badges

Nowadays you won't often see email without its significant other, social media. Encourage the perfect pairing by including links to your Facebook Page, Twitter feed, blog, LinkedIn and any other social sites you may be a part of.



We include links to social sites we are a part of in our VR Buzz Weekly Newsletter.

There are many different elements that can be included in email, but it's important to remember the basics of email marketing and how to make the most of them.