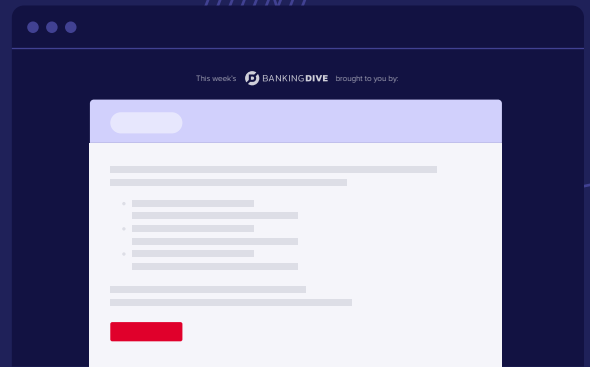


## Best Practices

# Email Blast



## Subject lines

28-50 CHARACTERS

- › **Specify the type of content you are promoting**  
For example:  
“Report: The current state of customer loyalty”
- › **Personalize the subject line**  
Include the reader’s name or their company
- › **Ask a question**  
Challenge the recipient’s expectations or common knowledge
- › **Feature “how-to” content** to compel readers to open your email

### What can trigger spam filters?

- › RE:
- › Click Here
- › FREE
- › Limited time offer/  
Special promotion
- › Special Characters  
\$ # \* + > < ~
- › All Caps,  
even only one word

## Preheaders


40-50 CHARACTERS

- › The preheader should be in direct relation to the subject line, but not repeat the same information.
- › Using a CTA in the preheader can intrigue subscribers to open the email when they know what they’re getting out of the email.

## Body

50-125 WORDS

- › **Design should be responsive (mobile optimized)**  
Your email blast’s dimensions should adjust to any screen size.
- › **Stick to a single-column layout.**  
Less shifting and moving makes it easier for your audience to read your content.
- › **Keep the image files small** and no larger than 600px wide.

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- › Using a **conversational tone** has been shown to improve engagement.
  - › **Personalize** your email blast by including the reader's name or a greeting
  - › **Image-only email blasts are not recommended.** They trigger spam filters, the entire email could be blocked, and subscribers are unable to search for keywords, as the words won't be detected.
  - › Buttons
    - › **Keep your CTAs short**, approximately 2-3 words.
    - › **Ensure that your buttons are fully-clickable**, meaning that the entire button is hyperlinked.
    - › **Stick to specific CTAs** such as, "Reserve your spot" instead of generic CTAs like "Click here."
    - › **Image buttons are not recommended** as users can have images turned off which affects the overall accessibility.

## Landing pages

- › Place form fields at the **top** of your landing page.
- › Recommend asking for as little info as you need in your form field to create a low barrier to entry.
- › Recommend accepting **all email addresses** and not just "business emails".  
Personal email addresses are often used for business purposes and it will also help you remain in contact with the reader if they switch companies.

## Accessibility

- › Recommend including alt text for images for people who use screen readers.  
The alt text should be a detailed and accurate description of the image.
- › Ensure there is good color contrast between the text and background for those with visual impairments.
- › All linked texts should be underlined, as it stands out more to those visually impaired.