

E-BLAST TIPS

1. Keep everything within 600px wide

2. Keep Your Calls-to-Action High

Since the majority of your subscribers likely only see the very top portion of their email messages thus making snap judgements about whether the content is worthy of their time, you've got precious little time to elicit a response. If your message passes muster, make sure to give your readers the opportunity to act immediately.

3. Tell us a story

The most effective emails weave a compelling and cohesive story between the subject line, the header and the content. Each of them should dovetail with the other, and provide just a little more info than the previous item.

4. Use HTML text/fonts

Unfortunately, the wrathful email gods have decreed that web-embeddable fonts shall not set foot in your recipients' inboxes for the foreseeable future. So, stick with the basics – Arial, Verdana, Georgia, and all the other usual suspects.

5. Plan for no images

The majority of email clients block images in messages unless the user opts to see them – that means your beautiful images will never get seen unless the rest of the content (i.e. the HTML text) is descriptive enough to persuade recipients to allow images from you to be shown. Headlines and body copy play crucial roles in this decision, so avoid embedding critical content in images, or at least back them up with alt-tags which display even with images turned off.

6. Clear, large CTAs

Prominent calls to action are critical for virtually every kind of email. Make sure they stand out, make sure they're powerful, and make them *look clickable*. Everything about your CTAs should make people want to click on them – to do something, see something, make something happen.

7. Repeat your CTA

Don't force your subscribers to scroll all the way to the top of your email just to take the action you've spent the last 600 pixels trying to persuade them to. A brief repeat of the main call-to-action at the end of your email can be super-effective at getting that elusive click.

8. Make it clear who's sending the message

Make sure your logo is prominently displayed at the top of the email.

9. Quick Getaway – Treat your email like a homepage

Given the limited window of time/space you have to persuade a reader that your email is worthy of their time and attention, your goal should be to *get them away* from the email as soon as possible. Remove anything from your design that keeps them lingering. Overly complex layouts, long copy paragraphs and superfluous design elements should almost always get the axe in favor of clean, simple messages that get straight to the point.

10. Stay on target – keep the message focused

Trying to cram too many different topics into one message results in a diluted response. Limit your message to no more than 3 different topics to concentrate your subscribers' responses. Remember, you can always send a separate email.

11. F is for Fast – Remember the F Reading Pattern

You can thank Web usability guru Jakob Nielsen for this gem. Nielsen tracked 1.5 million eye

movements of 300 Web users, and found an astonishing thing: *they don't read!*

Well, not everything, at least. Nielsen's study found that Web users skip over content that appears unimportant, resulting in an F-shaped reading pattern. Relevant words and images on the left side of the screen tended to get more attention than things on the right. So what conclusions can we draw from this?

Lead with most important/relevant content

Start with keywords in subheads, and use bolded words & type treatments on the far left to break up the content

12. No more than 3 columns max

13. Size your images appropriately

Make sure you optimize your images for output – but don't downgrade them so much that the compression introduces artifacts. As broadband penetration grows around the world, this is becoming less of an issue, but for now, exercise a little restraint with the file size.

14. Don't use background images

Solid-color backgrounds only.

15. The magic of animation

Despite the many limitations of email, you can embed animations in emails using animated gifs.

16. Make your buttons 'button-y'

As with any of your call-to-actions, make sure your buttons have weight and presence above all other elements in the message.

17. Make it quick

Keep your copy sections short – preferably 3 lines or less. Remember, there's a whole landing page ahead of your recipients that can take on the whole burden of fully explaining your message, so you only need to tell them enough to decide to click through in the email.

18. (Don't) keep 'em separated

Make sure the overall look and feel of your email ties in with the aesthetics of the page you're driving them to. Give your subscribers overt visual cues that they've arrived at the right place – things like button styles, typography and color scheme all factor into this.

Source: Telepathy

<https://www.dtelepathy.com/blog/design/28-tips-for-designing-effective-html-emails>