

# DESIGN YOUR E-MAIL FOR Success

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## Take Advantage of the Prime Real Estate

**Whether a seasoned email marketing veteran or a fresh-eyed newcomer**, the tips below are sure to help lift your email view rates and subsequently propel your sales conversion success. Designing email marketing campaigns can be a fun and worthwhile investment, and not surprisingly, just a few key design techniques can dramatically improve your campaign's success.

Message placement and layout is a key factor in getting the attention of your reader. An easy way to increase the view rate of e-mail is to concentrate your compelling information "above the fold." "Above the fold" refers to the top portion of an e-mail that can be viewed through the preview pane, such as in Microsoft Outlook. Items placed above the fold can be viewed without the Outlook user having to open the e-mail. Millions of people use Microsoft Outlook both at home and at work and grabbing their attention can increase the open rate and success of your e-mail campaigns.

**Here are a few tips and tricks** to make the above the fold area more persuasive.

- Make sure your most compelling offer can be seen through the preview pane. Make your offer prominent and noticeable and lead with your feature item.
- Put your company logo at the top of the page so recipients can easily tell who the e-mail is from.
- Use a bold headline at the top of the e-mail. Announce the topic and be relevant and straightforward.

Ok, now this next part is going to sound like some computer geek jargon, but if you want to really impress co-workers with your expert knowledge of email marketing, remember that the size of the preview pane on most computers is approximately 8"x3.5" or 576x252 @ 72 pixels/inch (whew! That was a mouth full). Keep size limits in mind and test your message before sending it out to make sure your message looks like you intended it to.

You should also consider the "from" line and the "subject line" as areas to market above the fold. Try these tips to help you increase message view rates.

**Subject lines often determine** whether an e-mail will be eagerly read or quickly sent to the trash bin. The subject line is perhaps the single most important element of your email. Remember:

- Be clear and to the point
- Show value – make your email more than a "so what" sales pitch, think about what you would like to get if you were on the receiving end of the campaign
- Minimal punctuation and capitalization makes the e-mail seem more personal
- DON'T USE ALL CAPS
- Don't use excessive punctuation!!!!!!
- Don't use FREE FREE FREE
- Don't bait and switch
- "Save %" subject lines generally work well
- Consider using personalization
- Test, test, test

### Test the "From" line

- Would you rather receive an e-mail from Forbes.com or Steve Forbes? Consider using the name of a recognizable CEO, spokesperson or employee.
- Don't try to deceive the recipient into thinking your e-mail is from their friend. Don't use only a first name. This usually makes people mad and if they don't recognize the name, they will not only delete it instantly, they may even ask off your list.

While design is never a substitute for quality content, following these easy guidelines will make your message more attractive to the reader.

### **Email marketing is the undisputed champion of high-response, cost-effective marketing vehicles.**

If you're ready to take your company's sales to the next level, start by building a thought-out database of customers and prospects email addresses. Then, communicate with them regularly and watch the conversion rates and sales launch off the charts!

**For more information on list building techniques and results-oriented email marketing strategies that work, call EnFlyer today at 954-455-6000 and ask to speak to an email marketing expert. Also feel free to email us at [experts@enflyer.com](mailto:experts@enflyer.com) or visit our site and "take the tour" at [www.enflyer.com](http://www.enflyer.com)**