



# Email Marketing Quick Tips

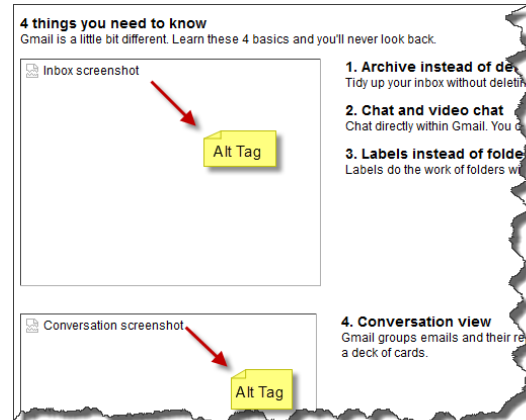


*in the time it takes to have tea....*

# WORKING WITH IMAGES

Here are a few handy tips when working with images in your html emails:

1. Don't use whole image as the email itself. Most of the email programs don't show images by default. You lose valuable readers if all of your content is an image that can't be seen. Over a period of time if your emails aren't read they will be sent to junk folder. Many times the poster is simple enough and can be converted to HTML.
2. Use images relevant to the topic you are covering
3. Make sure you have permission to use the image
4. Preserve the aspect ratio of the image. Do not squash images to fit the height and width. They should look aesthetic and appealing
5. Compress the images suitably without sacrificing quality. General rule of thumb is the html email with the images should be not more than 100KB in size
6. Do not use very low resolution images or stretch images beyond their original size. This makes your email look tacky
7. Have a standard folder where all these images will be uploaded
8. Try and not repeat images in subsequent newsletters
9. Use images that are warm, friendly and relevant to the message
10. Make sure you give Alt tags to every image in your email. Alt tags give handy explanation where images are blocked.



# General Newsletter Writing Tips

1. **Readable:** Consumers don't read online newsletters in the same way they read a physical newsletter. Instead they generally skim read – hunting for content and offers that are of interest to them.
2. **Structure:** If your email is a regular newsletter think of it like a magazine or newspaper: give it distinct sections so people can build up a relationship with it and skim read it easily. Use headlines, introductions and keep text snappy.
3. **Relevance.** Keep the content on topic.
4. **Useful.** Give topical information that the reader can actually use. Good articles; stuff that will be of value, not just page-fillers.
5. **To the Point.** No one likes a email that drivels on and on. People want to be able to access useful information quickly and easily. A email newsletter should not be an information treasure hunt.
6. **Balanced.** Provide a healthy mixture of serious and humorous articles, of written text and photos, contests and statistics in keeping with your brand guidelines. Newsletters heavily weighted towards one medium (i.e. text or photos or statistics) lose their effectiveness.
7. **Variety.** It is the spice of life. Provide an assortment of compelling topics that are within the main newsletter topic. This may take some thinking and research on your part, but it is worth it.
8. **Polished.** Proofread, proofread! Don't be caught with typos, hanging sentences, orphans, and the likes. Make sure your newsletter looks polished and complete.

# NOT TO BE MISSED TESTS

1. **Links:** Test that all hyperlinks are directed to the correct pages
2. **Spellings:** Proof read again and ensure there are no spelling mistakes
3. **Offers:** Check that Special Offer Details, dates and rates are all confirmed and correct
4. **Conditions:** Make sure to always include Terms and Conditions, especially if running contests, quizzes or other consumer promotion schemes.
5. **Images:** Ensure that images show up properly in your inbox when you send a test email to yourself
6. **Subject line:** It should make users want to open your email so it should include the best content from your email
7. **Unsubscribe and privacy policy:** These are very important links and should not be missed in any email.
8. **Reply to:** Ensure that the reply to goes to the correct newsletter email address set up for your company
9. **Layout:** send the email to your yahoo, gmail, hotmail, addresses and view them in Firefox, Internet Explorer, Safari and Chrome to see if the email displays correctly. Do the same for Outlook, Eudora and Thunderbird email clients. Forward the email to ensure that the layout of the email does not break up.

# WRITING STYLE

1. **Keep It new:** Your readers won't waste time reading something they already know, so make sure it's 'news they can use', that they will find useful or interesting.
2. **Keep it personal:** Know your reader and always use your reader's name. Make sure that when someone signs up you capture their name so you can then use it in the subject line, in the greeting and anywhere else it's appropriate. If possible, offer special newsletter reader exclusive offers (and competitions) to reward them.
3. **Subject is headline:** The subject line of an email newsletter is like a front-page headline in a newspaper. You need to draw the reader in, so make it engaging and relevant (maybe promise a benefit) but use no more than 25 characters, so your reader can see it all before opening the email. Avoid 'spam' words too, such as 'hot', 'win', '£', 'lucky', 'competition', 'winner' or 'chance', for example which will cause your email to go straight to your reader's junkmail instead of their inbox.
4. **Remember, less is more.** If you fill every inch of your newsletter with print, readers will have a tough time tackling your publication. Leave plenty of room for graphics, photos, bulleted lists, and white space. Most people don't read online, they scan. Make sure you use easy-to-read bullet points and sub-headings. If you have more information to share than you can fit, link to your website where you can post extra details.
5. **Easy unsubscribe:** Make your unsubscribe link easy to find. If it's obvious, they'll feel safer and will appreciate your efforts. To many people, the ease of unsubscribing is an indicator of the integrity of your company.
6. **Forward to a friend:** Include a link to encourage readers to forward the newsletter on to their friends and colleagues.

# CONTENT SUGGESTIONS

Here are some suggestions for regular features for a Consumer oriented newsletters or promotional emails to build recognition and loyalty.

1. **Special Deals and Offers:** Be creative when stating your deals and offers. Stress why these offers will benefit them or differ to our usual offers or competitors' deals.
2. **Introduce some interaction:** It could be a competition, crossword, word search, photo caption or quiz, just keep it varied. This keeps things fun and light-hearted and ensures the brand stays in the consumer's mind. Try and give some prizes where budget will allow. If you targeting a city for example tickets to a movie could be a small but appreciated gesture.
3. **Use Social Media:** Put latest tweets or comments from face book in your emails. This helps cross promote your social media channel but also engages readers.
4. **Readers' voices:** Be sure to share other users' content with your readers to show them how other people use the forums, social media and competitions to reveal their experiences with your brand.
5. **Interesting Topics:** Every once in a while, spice up the content with fun facts, e.g. interesting facts about your brand, country, city, your product service. Be creative; write about things that you'd like to read about.



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