



Note:

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6 Tips for Effective Email Marketing

Don't think of your emailing campaigns as newsletters – think of them as a relationship where you are providing something useful to the customer

1. Be As Personal As Possible

- Use the customer's first name wherever possible
- Always greet the recipient, don't go straight into the content
- Share personal info; let yourself be a little vulnerable
- Sign the email – who is it from? Consider including a headshot
- Subject lines – it's important to be personal
 - o With a strong subject line, the content doesn't even have to matter as much
 - o Bad subject lines: not about the recipient, spammy feeling, using a capital letter in every word (i.e. "Welcome To The Berlin Kreativ Kollektiv Newsletter"), using generic words (i.e. "newsletter", "mailing list", "campaign")
 - o Good subject lines: vary in length, speak to emotions, ask questions
 - o To help build a successful subject line, try to use the following steps:
 - Use the first name of the recipient
 - Use the word "you"
 - Ask a question
 - Be topical
 - Make the subject urgent or time-sensitive



2. You Don't Need Images

- Bring a minimalist approach to images, and use as few as possible
- Too many images can result in your email being automatically forwarded to the spam folder
- People don't want to have to download loads of images, especially on their mobile devices
- Only use strong, brand-intentional images. Use images that are GLORIOUS!
- Never use stock images. Each image needs to serve a purpose, be unique to your brand and pull its own weight.
- Good brand campaign examples: Nike & Starbucks
- Reduce your image sizes as much as possible, and save them as JPEGS – no PNGs!
- Keep in mind that on some devices GIFs don't load past the first frame
- Do not use video!

3. Ask for Feedback

- Feedback helps you make sure that the information you are sending is valuable
- Consider sending out 2 or 3 question surveys
- Good examples of questions:
 - o Why did you sign up?
 - o How are you using my service?
 - o What are you looking for?
 - o How often are you expecting to hear from us?

4. Pay Attention to the Boring Things

- Take the time to make sure your email is mobile responsive
- If you're sending your email in HTML format, make sure it's under 600px wide, use tables to help keep a format, and declare the height & width of your images



- Use contrast to your advantage
- Don't use too many colours in your text
- Pay attention to font size – ideal is 14px for text body, and 22px for headings
- Links need to look like links! People need to know that they are clickable
- Never insert text as an image – it's neither searchable nor selectable
- Try to avoid bullet points
- Send tests to yourself and a strong small test base, so that you can make sure your email works in for a range of formats & operating systems

5. Tell People What to Do

- Make sure your email has a CTA (Call To Action) – tell people what to do, and why you're sending them this email
- Give the recipient a clear picture of what the result of the CTA will be
- Give a deadline – how long does the recipient have to take action? People respond well to a sense of urgency
- Make the CTA user-centric; be sure to use the word "you"
- Try to avoid the words "submit" and "newsletter"
- Stick to just one CTA per email – give your email a clear and direct theme & message
- Mention your CTA at the top of the email, and then repeat it at the bottom
- Match your message – make sure your body text uses the same language as your CTA
- Create "click triggers" around your CTA. These are small amounts of text that reassure users before they click on something. Seeing additional text around a CTA button makes users feel more secure and safe. For example:
 - o "no credit card needed", "we will not share your information with third-parties"
- Consider using testimonials as social proof that your CTA/brand can be trusted



6. Pay Attention to How Your CTA Looks

- Keep in mind that your CTA may need to look a bit ugly in order to be more effective; the most important thing is that it stands out
- Use bright contrast colours
- Consider having the colour change when the user's mouse hovers over the button

Other Tips

- Purge your mailing list! It's much better to have a small number of responsive subscribers than a large number of non-responsive subscribers
- Having too many non-responsive subscribers can result in your emails being forwarded straight to the spam folder (companies like MailChimp will start doing this, but will never notify you of it)
- Never buy email lists – they will not help you
- Use customer research to help you set the tone of your email content
- Consider creating a list of emotive words that your customers respond to and that match their values
- Make the most of your pre-header text – this often appears as the first line preview in your recipient's inbox