

Email marketing best practices



The three phases of planning a powerful email marketing strategy

1 Plan

1. Determine your marketing goals and how creative can help get you there.
2. Gather data so you know where your audience will be reading their emails.
3. Create or adopt a template that will keep your emails consistent even as you vary the content.
4. Ensure you and your ESP comply with GDPR and other relevant laws and regulations.
5. Identify and create segments to enable stronger personalisation.

2 Execute

1. Design with a mobile-first approach: Keep text minimal, provide a lot of white space, etc.
2. Keep copy simple and scannable. Similarly, balance the text-to-image ratio to ensure maximum readability.
3. Have a clear primary call-to-action that stands out.
4. Use your subject line and your preheader text to grab readers' curiosity.
5. Before you send, A/B test a specific element to increase open rates and click-throughs.

3 Refine

1. Test, test, and test some more.
2. Compare your metrics to your industry's benchmarks to determine where you can improve.
3. Identify emails that have performed well and duplicate the elements that delivered results.
4. Try various subject lines, design elements, and send times to discover what works for your specific audience.

Email send cheat sheet



Avoid send anxiety. Ensure your email meets these requirements before you hit send.

- CTA buttons should be 48x48 pixels for easy access on mobile devices..
- Send a test to your own email to ensure the right information remains above the fold.
- Ensure a balanced image-to-text ratio across all devices.
- Optimize your subject line and don't forget preheader text.
- The recipient should recognize the email sender so they know what to expect before they open.
- Your email should have only one primary CTA.
- Keep text scannable with bullet points or a clear hierarchy of information. Include plenty of white space.
- Use live text in your heading since it will be preserved on mobile.
- Maintain consistent branding always.
- Proofread! Make sure links work and lead where they should.
- Keep it as easy as possible to unsubscribe.
- Ensure the required information is in the footer of every email.

A Trusted Partner

- ✓ 65% of the top 100 UK law firms
- ✓ 50% of the top 200 US law firms
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The Advantages

- Automate each stage of the webinar
- 1-click setup process with drag and drop form building
- Real-time data captured and shared across platforms ensures quality reporting