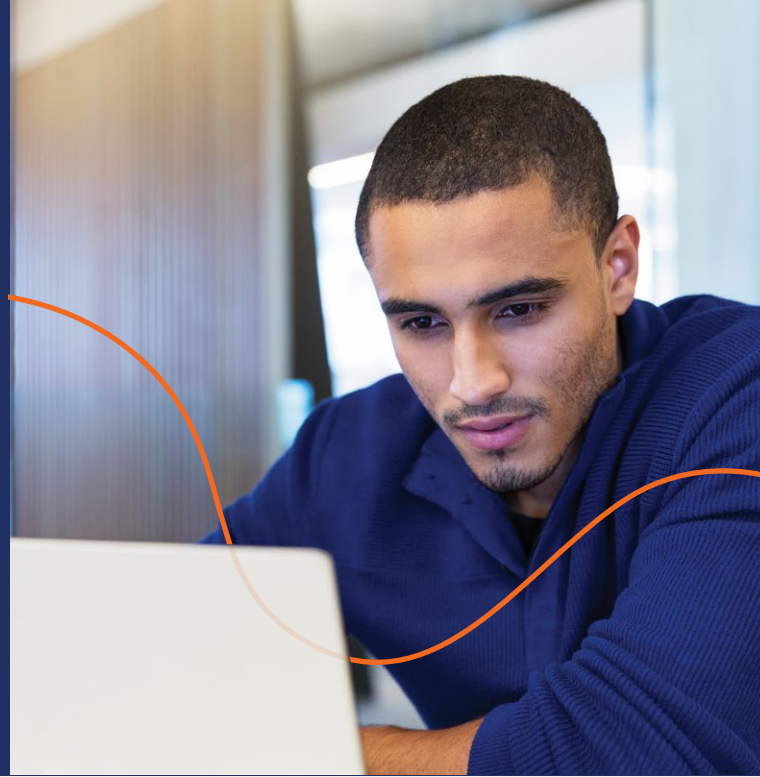# optimum. business

Small Business Tips

5 Best Practices for Writing and Designing More Effective Email Campaigns

1 **Start with a strong subject line**

Standing out in overly cluttered inboxes and reaching customers starts with carefully crafting your subject line. In fact, 47% of marketers test different email subject lines to optimize performance.[1] You will improve the effectiveness of your email campaigns when you consider some common best practices when writing your subject lines:

- Keep your messages short with as few words as possible
- Write a line that will grab attention but keep it relevant
- Summarize your email so recipients know what to expect
- A/B test your subject lines to determine what works best

Ideal email copy
50 to 125 words results in response rates over 50%.[2]

Ideal subject line
28 to 50 characters due to growing mobile open rates.[2]

2 **Make your copy concise and scannable**

Your audience is busy, and if they only have a few seconds to glance at your email, make sure your message counts. Consider laying out your story in a hierarchy and keeping your word count concise. You want the information you share to be clear and compelling enough that your audience will want to click through to learn more. Creating a layout that is scannable and using bullet points for key messages can help.

3 **Keep your layout clean and engaging**

A disorganized email design can make recipients feel overwhelmed and lead to increased abandonment. There are some tried and true ways to avoid this mistake and lay out your email campaigns to be visually engaging and not overly designed.

- **Use white space** – leaving space around your email content can help lead a clear path to what you want your readers to focus on.
- **Guide through design** – keeping your content alignment consistent and your sections defined will help your reader navigate your message more successfully.

5 Best Practices for Writing and Designing More Effective Email Campaigns

- **Keep your email on brand** – be sure to use the same voice, colors, fonts and logo to help ensure your audience knows the email comes from your company.
- **Incorporate unique visual content** – use engaging images, GIFs, and animations to break up the written content and create a memorable experience.

Save the emails that stand out to you and research some effective layouts you can use for inspiration.

5 Comparison test to optimize performance

By testing variations in your email campaigns you can identify what version delivers the best results. Consider A/B split-testing text versus images, long format versus short, or a static photo versus a video link. Conducting your own comparison tests will provide the insights you need to improve your email marketing performance

4 Use calls-to-action that convert

Calls-to-action (CTAs) are used to drive your email audience to click or tap and get the response you want. Consider using buttons in a color that stands out with short messages that tell people what they are opting in for (i.e., Learn More, Sign Up). Including links within your text can also be very effective in presenting your call to action in context and providing a natural user path to further opt-in.

For more email marketing tips for small business

View our Small Talks video recap

Sources:

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