



How to Use Images to Bring Your Emails to Life

Simple strategies for using images to improve your email marketing results

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BEST PRACTICES GUIDE | EMAIL MARKETING



These days, more and more marketers are beginning to understand the power of using visual content in their online marketing efforts.

You don't have to look any further than your favorite social network to see this trend unfold. With the introduction of networks like Pinterest and Instagram and the continued use of images and photos on sites like Facebook and Twitter — visual content is generating big-time engagement.

But images don't just have an impact on social media.

If you're using email marketing to promote your small business or grow relationships for your nonprofit organization, images also offer a powerful way to engage your readers and bring your emails to life.

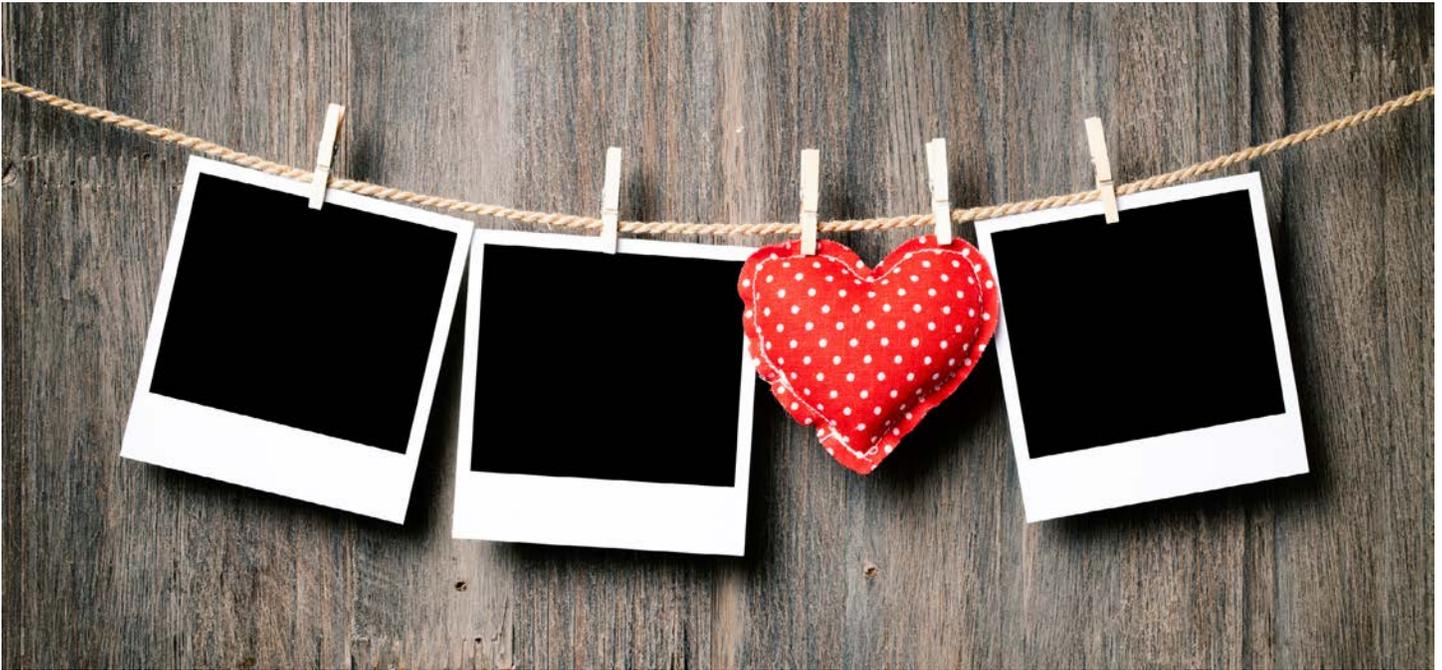
That's why we created this guide!

The goal of this guide is simple: to demonstrate the benefits of using images in your emails and to provide the groundwork you'll need to put your visual email marketing strategy into action.

Here's what we'll cover

4 Reasons You Should Start Using Images in Your Next Email.....	2
6 Power Moves for Email Images That Attract, Engage, and Convince.....	4
Best Practices for Highly Visual Emails.....	6
10 Examples of Awesome Email Images	8

4 Reasons You Should Start Using Images in Your Next Email



If you've already started using images in your online marketing efforts, chances are you have some ideas about benefits that come with using images in your online communications.

If you run a retail store, for example, you may already be using images of your products to showcase inventory on your website. If you own a restaurant, you may already be sharing images of your favorite dishes or drink specials with fans and followers on social media.

Similar to your other online marketing efforts, using images in your email marketing offers a number of benefits that no business or organization should ignore. Here are four to keep in mind.

1. Images will help catch your audience's attention, guaranteed

We are naturally drawn to images. Whether we're driving down the highway, walking down the street, or scanning through our inbox on our smartphone or tablet — images have the power to make you stop, pay attention, and give a piece of content a second look.

This is more important than ever in today's hyper-connected world. Today, people are scanning through content faster than ever before. Their inboxes are full, their social media news feeds are crowded, and their attention is being pulled in a number of different directions.

Images give you the chance to stand out from the noise and make a more meaningful impression with members of your audience.

2. Images are easy to find and create

Stunning marketing images have never been more accessible. With more than half of all Americans using smartphones and 66% of small businesses using mobile technology to help run their business, snapping and uploading photos for your email marketing has never been easier.

Find something you want to take a picture of, snap a photo, log in to your phone's Facebook or Twitter app, upload the photo with a caption or create a tweet, and press "Send." That's it! You can also save those same photos on your phone and use them again when you're ready to design next month's email newsletter or update your website.

3. Images can humanize your message

You want your emails to not only reflect your business but to also reflect the experience customers will have when they walk through your door.

For readers who already know, like, and trust you — seeing a face they're familiar with can help increase the amount of time they spend with each email.

For those people who are new to your business, adding that small personal touch can be a bridge to a meaningful relationship. While they may not know you now, next time they're at your store or in your office, they will.

This means, they will be more likely to introduce themselves, ask questions, and hopefully share their feedback.

4. An image really is worth 1,000 words

There's a reason why certain sentiments stand the test of time — it's because they're true!

Even if you're the most talented and experienced writer in the world, in the inbox, text-alone can fall short when it comes to engaging your readers and sharing your message.

Rather than pulling your hair out trying to come up with the perfect words, you can use an image to help demonstrate your point.

With these benefits in mind, you can now take steps towards designing more visual emails. In the next section, we will provide 6 best practices from an expert in email marketing design, Pamela Wilson, founder of [Big Brand System](#). Pamela is an award-winning graphic designer and marketing consultant, and has helped businesses present their information in the best light for over 25 years.



4 Reasons You Should Start Using Images in Your Next Email

6 Power Moves for Email Images That Attract, Engage, and Convince



Have you ever noticed how much you have to read every day? The people on your email list are no different. We're all processing information from the time we get up until the time we shut our eyes at night.

One way to give your email readers a break — and for you to take a break from all that writing — is to use images to communicate some of your messages. Let photos do the heavy lifting for a while!

But to use images to your full advantage, there are a few power moves you should be aware of. It all starts with what you're trying to accomplish.

1. Will you tell it like it is, or like it's going to be?

The first power move is to know what kind of image is best suited for what you're trying to communicate.

The two main categories of images are literal images and conceptual images.

If you're selling products, literal images work best.

Aim for nice, clean photos of your items, and use a consistent style from one photo to the next. For example, if you decide to photograph your products on a white background, use a white background for all your product photos in the future so they're consistent over time.

If you're selling a service, a conceptual image might work best.

Conceptual images are perfect for conveying a feeling, or demonstrating a benefit. They show how your prospect's life will change after they do business with you. Some examples are the bright smiles on the face of the family who goes to a certain dentist or the relaxed face on the client of a massage therapist after her appointment.

2. Point them in the right direction

Most images have “sight lines” that send your viewer’s eyes in one direction or another.

Sight lines aren’t always obvious. See [Point Out the Obvious with Images](#) for examples of sight lines, and how you can use them to “point” your reader where you’d like them to look.

3. We have the need for speedy images

Images come in different sizes and resolutions, and when it comes to email marketing, you want to keep them small and lean so they load quickly.

If you decide to use images from your digital camera, for example, you’ll need to reduce the size and resolution before you upload them.

Save the image at the exact size you plan to use it, and use the lowest quality possible for images that are speedy to load and still look great.

4. Show us something we haven’t seen before

In 2010, Jakob Nielsen did an eye tracking study which showed that web users ignore images that are purely decorative. That means those perfectly-posed, beautifully-lit stock photos you paid for and added to your email may not even be registering with your reader.

The solution? Avoid clichéd images. Offer up images that look less perfect and more “real,” and you’ll hold their interest.

5. Think about your brand’s “personality” and make sure your images express it

Your brand personality refers to where your company falls on the continuum of conservative to casual; closely-guarded to transparent, and more. For a quick worksheet that will help you nail down your company’s brand personality, [download this Brand Personality Worksheet](#).

Once you’re clear on the kind of brand personality you want to communicate, you can choose images that reflect it, and use them consistently over time.

6. Use images that convince people to buy

If you’re selling a product or service with your emails, you can reassure nervous prospects by using “trust” images.

These include a symbol to represent your guarantee terms, and a security symbol to demonstrate that their online purchase is protected.

Using images at the crucial juncture when your prospects are deciding whether or not to buy can make the difference between an “Add to Cart” click and a click away.

As you start to add images to your emails, there will be a number of decisions you need to make. In the next section we’ll cover best practices for highly visual emails.

Best Practices for Highly Visual Emails

When you think of email marketing, you might think of newsletters. And a newsletter, is often an email that includes articles that are relevant to or specifically about your business or nonprofit.

But, what if your business or organization doesn't send newsletters? What if the emails you send rely heavily on visual content or multimedia? What are the best practices for those kinds of emails?

If your email marketing is mostly visual, there are a few things you should keep in mind to make sure you get the most out of your messages.

Don't overdo it with images

You may have heard about a famous marketing study that proved too many choices can be bad for sales. Consumers become overwhelmed when they are faced with a lot of options and won't make a purchase because there's too much going on. Make sure you don't overdo it with images.

The solution? Keep your visual emails short.

Choose an image that carries your message and a text description with a clear call to action. An email from Finale, a chain of restaurants in the Boston area, does this perfectly.

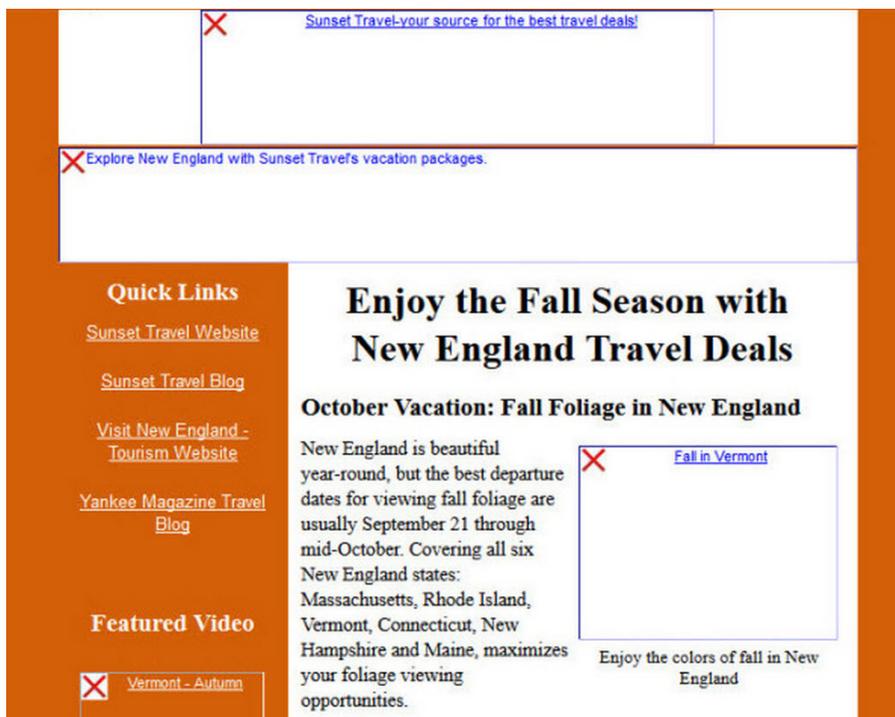
There's one image under their logo that clearly describes the promotion they are offering. The text provides the details and the call to action.



Think about the preview pane

Image-based emails only work if your readers can see the images. And sometimes, they can't see images if they're using a preview pane to read emails. More than 50 percent of consumers view emails with a preview pane and 67 percent of people who use preview panes have images turned off by default.

There are some steps you can take to make sure that your readers get your message even if they can't see the images right away. Use text in your subject line, email content, and image descriptions to clearly state what your email is about. In this example, the subject line, image descriptions, and a short article work when the images can't.



Use Pinterest

If you're sharing information about multiple products in an email, use one image to link to more options on a Pinterest board. Pinterest is all about visual content and is a great destination for interested users to explore. People are motivated to buy based on what they see, in fact, 23 percent of Pinterest users make a purchase after using the site. Those who purchase, based on their Pinterest experience, also spend 70 percent more than visitors referred from non-social channels.

Still have questions about how you can use images in your next email? In the next section we will take a look at 10 businesses and organizations that are already doing it to help bring their emails to life.



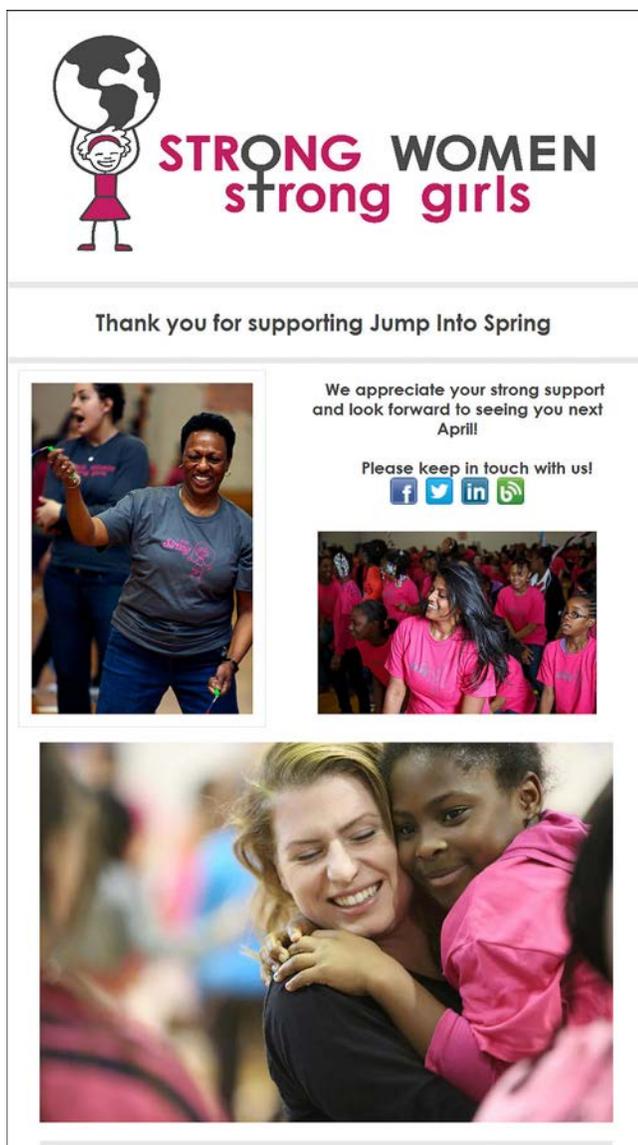
10 Ways You Can Use Images to Bring Your Emails to Life

Plenty of small businesses and nonprofit organizations have already seen some impressive results from using images in their email marketing.

Here are 10 examples of awesome email images to help you get started:

1. Strong Women, Strong Girls – Use images to tell your story

As much as people enjoy hearing about the work you're doing, they much prefer to see it in action. Use images to show off your hard work and tell your organizations story in the process.



2. La Provence – Use images to get recognized

It's no secret that people make snap decisions about which emails they decide to open and pay attention to. One of the best ways to make sure your emails are being opened is to choose images that your readers will recognize and associate with your brand.



3. Franklin Cape Ann – Use images to set the tone

If you're having an event, you need to make sure you're making smart decisions about the images you include. Pick images that reflect the experience guests can expect at the event.



Franklin Cape Ann

Join us for our
August Wine Dinner



You're invited to a special night at Franklin Cape Ann.

Always one of our most popular events of the summer, our wine dinners offer a fun, entertaining, educational, and delicious experience for everyone who attends.

Seating is limited.

Call Maria to reserve your seat today.
978-283-7888

5. Bellybum Boutique – Use images to show personality

Your business has personality and your customers know it. Make sure the images you choose to put into your emails reflect that personality.

4. Boloco – Use images to engage your readers

Special offers and promotions are great but without a high quality image, they may never get noticed. When coming up with your next offer, make sure to add an image that will catch your reader's attention and inspire action.



We're celebrating **St. Patty's Day**
with
FREE chips & guacamole
for 10 people with any catering order over \$150 from 3/11-3/17/2013.



there's still time to order!

call us: 855-265-6246
or, email us: catering@boloco.com



IT'S HOT !!!
We're Crying too...



***EXTRA HOT HOURS**
4-6 pm Every Day
Get 10% Off in
The Sensory Kids Store

WE WILL BE CLOSED FOR INVENTORY
MONDAY, JULY 30th

Summer Hours:
Sunday-Monday 12-5 PM
Closed Tuesdays
Wednesday-Saturday 10-6 PM

The **HOTTER** it gets
the more you **SAVE** Sale!

We've Dropped the thermostat to FREEZING
Now through July 29th

Every degree the
Temperature rises
Over 32°F
You Save the Difference
on All Full-Priced Clothing!
That's Right: 72°=40% Off, 82°=50%
Off, 92°=60% Off, and so on...

**+
15% Off**
Diaper Bags

*In-store only. All sales are final. Can not be used in combination with any other coupons or offers. Does not include diapers, accessories, special orders or Sensory Kids Store purchases except as noted. Other exclusions may apply. No price adjustments.

6. The Tropical Travelers – Use images to appeal to your readers' senses

Images can offer a lot more than just a visual stimulation. For a travel company like The Tropic Travelers, images let readers escape to a place far away from wherever they're checking their email.



Karisma Friday Exclusive Offer!



Azul Sensatori

1 Day Exclusive Offer! Today Only!
Azul Sensatori Hotel, by Karisma

8. Basil Tree Catering – Use images to share good news

Telling someone that you're giving them a gift of freshly baked cookies is one thing. Showing them is something completely different.

7. Gorilla Doctors – Use images to help support your message

It's easy to jam-pack your emails with images and hope they catch your reader's attention. It's another thing to use images that actually support the message you're trying to send out.

August 2013 E Newsletter

Grauer's gorilla orphan Ihirwe will soon return to her home country in DRC when Gorilla Doctors and our partners move her to the GRACE center. Gorilla Doctors conducted an exam to ensure her health in preparation for the move. Dr. Martin traveled to Mt. Tshiabirimu to conduct a health check of the seven gorillas ranging in the isolated forest outside of Virunga National Park. Also this month, we are sad to report that an infant from Ntambara group was a victim of infanticide by a lower ranking silverback. On a brighter note, we feature Eickemeyer, who generously donated a surgical table to our Musanze regional Headquarters in Rwanda.

Grauer's Gorilla Orphan Ihirwe Ready for Move



Dear Ruth,

I hope you are doing well. It has been a little while since your last order with us and we wanted to check in. If you have any upcoming catering needs we would love to work with you again!

As a thank you with your next order, please use the promo code 'GIFTJUL' to receive a gift of freshly baked cookies*.

Many Thanks,
Ruth

9. The Omnia Group – Use images to establish consistency

When running a marketing campaign, it's important to offer a clear and consistent message to your target audience. For example, if you're offering a series of events over a period of time and want to promote each of them separately, make sure you're offering a clear, consistent message so people know your events are part of a series.



**Creating a Sales Culture:
Coaching CSR's to Sell**

Would you like your CSR's to up sell?
Coach Them!

If you are creating a sales culture, you have to make selling comfortable for CSRs. It's no secret most dislike it and prefer to simply avoid the task altogether. Many CSRs panic if asked to press for a sale. Insight into your CSR's natural work practices and communication style allows you to play into strengths and navigate around weaknesses when it comes to making confident cross-sellers of customer service workers!

[Register Today!](#)

NEW >>> Lunch & Learn To Go
Would like to come, but can't make it?

If you are in the greater Tampa area **we can come to you**, email Kim for group rate info!

Kim Busse | kbusse@omniagroup.com

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GET TICKETS NOW!

JOIN US!
MAY 9th
11:30 - Noon
Light Lunch
Noon - 1pm
Seminar
Tampa, FL

Check out our quick Lunch & Learn video!



10. Wine Station – Use images to be seasonal

People's attitudes, interests, and needs change with the seasons. Images can help make an immediate connection, and you always want your content to be fresh and updated.



Get Ready for Summer!

Whether you are by the pool, on the beach, getting off the golf course, camping under the stars or in your own backyard. Summer is coming and we'd like to help you get ready!



**Washington Riesling
Chenin Blanc**
Limited quantities available

The most perfect summer wine! Although this was our March Limited Edition wine we've discovered how delicious it is and managed to get a few more for everyone to enjoy! An excellent food wine, it matches well with grilled chicken, pork, and seafood, but it's also an excellent sipper on its own, juicy, thirst-quenching and delicious.

Sweetness: Off-Dry Body: Medium

\$147.95 per batch 28-30 375 ml bottles

SAVE \$5 OFF with coupon below

Ready to get started?

Adding images to your email marketing is one of the easiest and most impactful decisions you can make as a small business or nonprofit organization.

Don't wait to get started! [Login to your Constant Contact account today and start bringing your emails to life.](#)

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Online Engagement Marketing tools & coaching
to help small businesses and nonprofits grow.



Email Marketing

Get your message read
and shared by your
audience fast.



SaveLocal

Create deals your
way and find your
next great customer.



Social Campaigns

Turn Facebook "likes"
and shares into real,
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