Look Great in the Inbox
The 7 Don’ts of Email Design
BE A MARKETER

All it takes is Constant Contact®

#BeaMarketer
First impressions matter.
The difference between...

Email

Email marketing
The impact of mobile on email

51% of emails are opened on a mobile device

Source: Litmus
When email doesn’t look good on mobile

80% delete

30% unsubscribe

Source: Blue Hornet
The 7 Don’ts of Email Design:
1. Don’t forget your branding
2. Don’t use hard-to-read fonts
3. Don’t use the wrong colors
4. Don’t be disorganized
5. Don’t forget images
6. Don’t forget to make it shareable
7. Don’t ignore mobile
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7. Don’t ignore mobile
1. Don’t forget your branding

What not to do.

That’s better.
How will you be most recognizable?
1. Don’t forget your branding

- Be consistent with logo & branding colors
- Use images of your business, products & people
- Use consistent language
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What not to do.

2. Don’t use hard-to-read fonts

That’s better.
2. Don’t use hard-to-read fonts

- **Serif font**
  - Best for printed material
  - Harder to read online
  - Popular serif fonts are Baskerville, Georgia & Times New Roman

- **Sans Serif font**
  - Easier to read on the web
  - Used on websites & for small text
  - Popular sans serif fonts are Arial, Helvetica & Verdana
What not to do. Really.

Give them something they can read.
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3. Don’t use the wrong colors

What not to do.

That’s better.
3. Don’t use the wrong colors

85% of shoppers buy a product because of color.

Color increases brand recognition by 80%.

40% of people in the world say blue is their favorite color.

Source: Loyalty Square, ColorMatters.com
3. Don’t use the wrong colors

**Yellow**
Optimistic & Youthful
- Gets attention of window shoppers

**Red**
Energy
- Increases heart rate, creates urgency

**Blue**
Trust & Security
- Associated with banks and businesses

**Green**
Wealth & Relaxation
- Easiest color for the eyes to process

**Orange**
Aggressive
- Call to action: Subscribe, buy or sell

**Black**
Powerful & Sleek
- Luxury product marketing

**Pink**
Romantic & Feminine
- Product marketing to women and girls

**Purple**
Soothe & Calm
- Beauty product marketing

Color Guide Source: https://blog.kissmetrics.com/color-psychology/
If you can’t read it, neither will your customers.

### Avoid: Extremely bright color combinations

<table>
<thead>
<tr>
<th>Color Combination</th>
<th>Description</th>
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<tbody>
<tr>
<td>Extremely bright blue and orange</td>
<td>HARD to READ</td>
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<tr>
<td>Extremely bright red and green</td>
<td>HARD to READ</td>
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<tr>
<td>Extremely bright pink and yellow</td>
<td>HARD to READ</td>
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<tr>
<td>Extremely bright green and purple</td>
<td>HARD to READ</td>
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If you can’t read it, neither will your customers.

Avoid:
Bright, textured backgrounds
If you can’t read it, neither will your customers.

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Avoid: Too many colors
If you can’t read it, neither will your customers.

Avoid: Matching light text with a light background, or dark text with a dark background.
If you can’t read it, neither will your customers.

Avoid:
Color combinations that are hard to read
If you can’t read it, neither will your customers.

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**Always:** Choose colors that have good contrast.
3. Don’t use the wrong colors

Digital Color Meter
(ships with the Mac)

Color Cop
(for the PC-
colorcop.net/download)
3. Don’t use the wrong colors

Color Schemer
(colorschemer.com/online.html)

Adobe Color CC
(color.adobe.com)
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7. Don’t ignore mobile
4. Don’t be disorganized

What not to do.

That’s better.
Types of Campaigns

- Newsletter
- Announcement
- Product promotion
- Fundraiser
- Sale
- Event
- Seasonal
- Letter
Choose the right template for your information.

**Product Promotion (B2C)**

**Newsletter (Non-profit)**

**Business Letter (B2B)**

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January 2015 Newsletter

Between overwhelming resource gorilla contract cases, the hiring of a new field veterinarian in Lubumbashi, dedication of crucial equipment and supplies for our laboratories, and training workshops in surgical techniques for our field team, 2015 is off to a great start for the Gorilla Doctors’ mission. Our team has recently returned from a trip to revamped Regional Manager Dr. Jan Ramer, who returned to the US this March after a year in Africa managing field operations in each country.

**Farewell to Regional Manager Dr. Jan Ramer**

After a year in Africa overseeing all aspects of Gorilla Doctors activities on the ground in the region, Dr. Jan Ramer returned to the US on January 23 to be near her family and to continue her work as a wildlife veterinarian at the UW in WA. The Gorilla Doctors team is very sad to see her go but grateful for all of her hard work over the last year to keep the program in all its sectors running smoothly. Dr. Jan discovered new passion and special moments throughout the last year on this month’s blog.

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What not to do.

That’s better.
Make it engaging with **photos**

- 82% of people pay more attention to emails with pictures
- Use alt text and preheader text: email readers may not see images by default
- 3 or fewer images for highest click through
- Spotlight your products, services, employees and customers
- Don’t use images of your content

Source: ContentLEAD, Infographic: Anatomy of the Email Marketing Message, 2015
Source: Constant Contact Data Reveals Direct Correlation Between Email Campaign Effectiveness and Number of Images and Text Lines Featured, 2015
Make it engaging with videos

- Mention your video in the email subject line
- Consumers are 50% more likely to read emails that include video
- Keep videos under 90 seconds
- Use video for product demos, testimonials, promotions

Source: Animoto, the 2015 Video Marketing Cheat Sheet
Source: The Power of Visual Content, Market Domination Media
Working with photos

Choose the right size:
600 x 200 px for header images
600 px wide (height scales) for others

Avoid copyright issues

Use your own photos
or stock images

Stock photo sites

FreeDigitalPhotos.net
http://www.freedigitalphotos.net

StockVault.net
http://www.stockvault.net

FreelImages.com
http://www.freeimages.com
5. Don’t forget images

Stock photos in Constant Contact
You can upload your own photos or use your Facebook and Instagram photos.
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That’s better.
Emails with social sharing buttons increase click-through rates by **158%**

- Use the Share Bar
- Ask people to like, share, retweet, pin
- Add social media buttons
Expand your reach with the Social Share tool. Schedule social posts that link to your newsletter.
Expand your reach with the Social Share tool. Post automatically to Facebook, Twitter or LinkedIn.
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What not to do.

That’s better.
Avoid these mistakes...

• Lengthy text
• Tiny fonts
• Multiple columns
Instead, keep it simple...

• Less text is more
• Large fonts are legible
• One column only
Avoid these mistakes...

• Large, off-screen images
• Hard-to-find or hard-to-read calls-to-action
Instead, keep it easy...

- Size images to fit
- Use clear and obvious calls-to-action
Create an email campaign that looks great on mobile. There’s an app for that!

Build your email on your smartphone, send it to your list, check your results.
Let’s put this all together ...
Anatomy of an email. And your email checklist.

- Keep the preview pane in mind, maximize the top 2-4 inches
- Use the Share Bar
- Place your logo left or center, never on the right
- Communicate through pictures and make them clickable
- Less is more. Focus on relevant content. 3 or fewer images and about 20 lines of text have the highest click-through rates.

Include your business name in text

Choose the right template for your message & design for mobile

Use your brand colors

Keep key call-to-action above the scroll line and optimize your links.

Use social media buttons
BE A MARKETER
All it takes is Constant Contact®
#BeaMarketer
Resources

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Local and online seminars
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Scroll down to Seminars & Training

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60-day free trial
www.constantcontact.com

Find help...
Constant Contact Marketing Resources
blogs.constantcontact.com/library
Check out blog posts, guides, videos, infographics, recorded webinars and more!