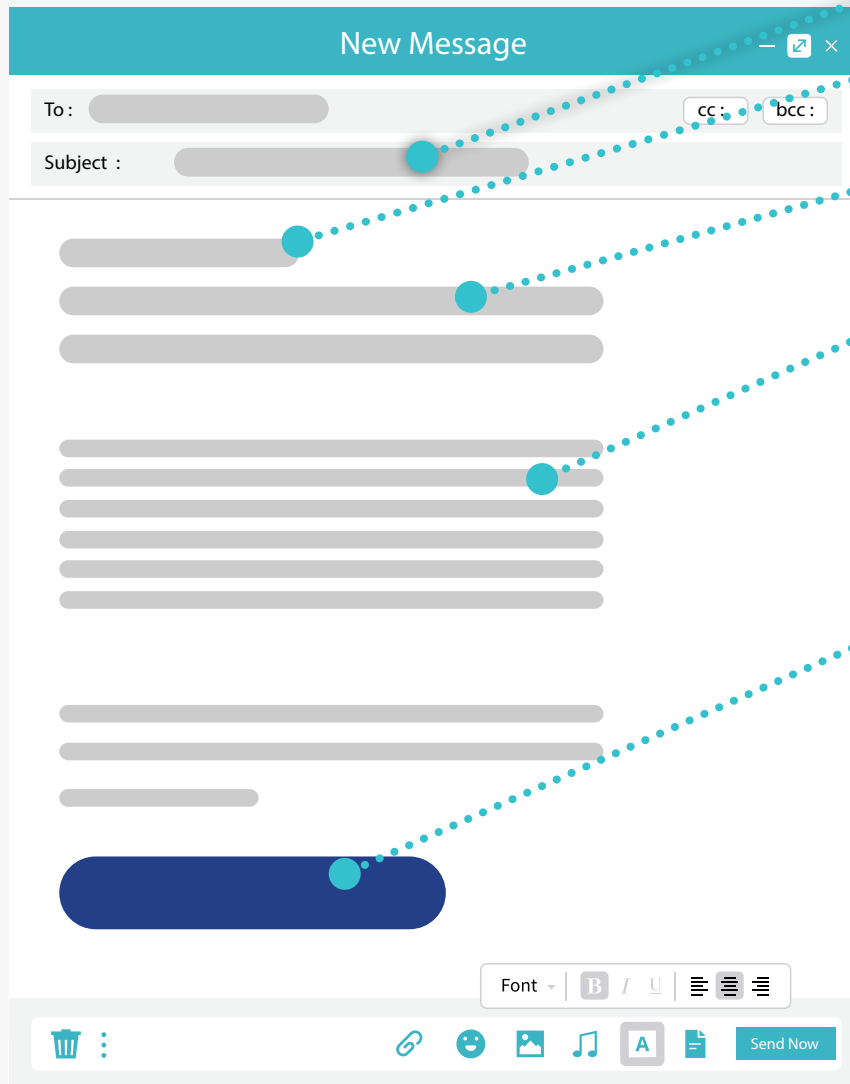




WAYS TO OPTIMISE YOUR EDMS



SUBJECT LINE

👉 Using a relevant emoji here can increase open rates by around 56% (Experian).

PREVIEW TEXT

Including the recipient's name here gets attention and sparks curiosity. Personalising preview text increases unique open rates by more than 17% on average (Campaign Monitor).

EMAIL HEADER

Be specific and create a sense of urgency. For example, "Get 50 per cent off - today only" will get a better open rate than "Save at our one-day sale." Research by Convinced & Convert found that email headers with a specific benefit have 62% higher click-to-open rates.

BODY

- Help your reader scan their EDM and take your desired call to action (CTA) by:
- Keeping sentences and paragraphs short
- Featuring USPs in headings and sub-headings where possible
- Breaking down information with bullet points
- Separating text with clear, engaging imagery
- Keeping to the ideal length: EDMs should be short and sweet - between 50 to 125 words
- Providing value: Educate, share news, promote a special offer - make the reader want to keep reading your newsletter

CTA BUTTON

For such a small item there are a wealth of ways to optimise your CTA buttons:

- Place the main CTA button 1/3 of the way down the email body AKA 'above the fold' - prime digital real estate!
- Use language that creates a sense of urgency and value. Instead of 'Click here', try 'Claim this offer now'.
- Using 'my' instead of 'your' can increase click-through rates by 90%(Unbounce). Test 'Send me my offer' rather than 'Click for your offer.'
- Design the CTA button in a contrasting colour to draw attention.

BONUS TIP

Ensure your website is optimised if you're directing traffic there! Directing people to a product page or landing page that is slow to load or isn't linked to the relevant information (or even a 404 error page!) is not a good look.