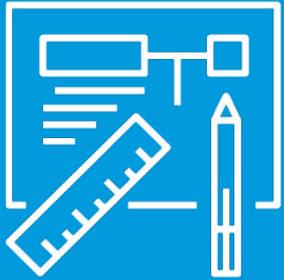


BE BETTER AT EMAIL

Heather Link-Bergman,
Marketing and Communications Strategist, Prevention Services Division



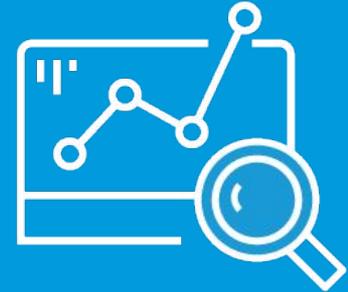
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BUILD



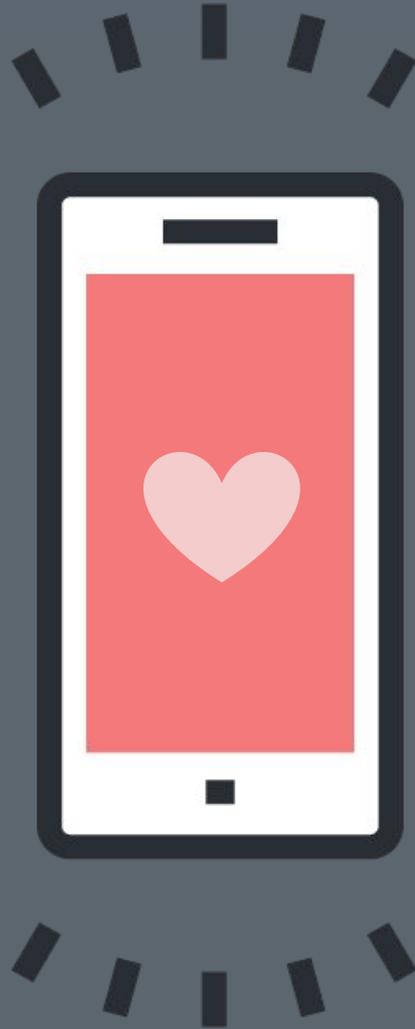
SEND



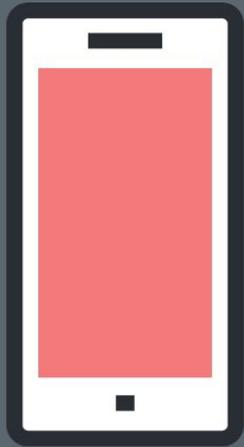
TRACK

Hel*lo!*

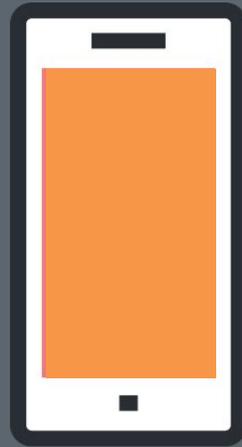




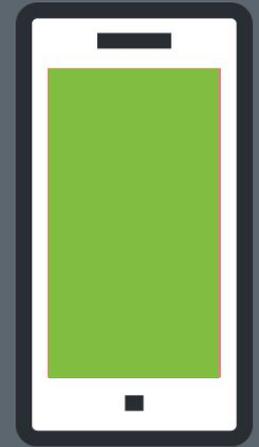
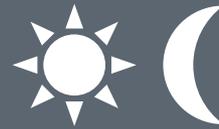
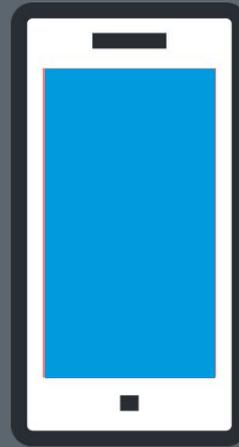
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3 feet



170
minutes
per day



71%

Source: Think with Google "How People Use Their Devices 2016". Age sampled: 18-49.



SPAM[®]

PRODUIT DES E.-U.A.

VIANDE À LUNCH ENTIEREMENT CUITE



340 g



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LUNCHEON MEAT FULLY COOKED



340 g



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VIANDE À LUNCH ENTIEREMENT CUITE



340 g



SPAM[®]

PRODUCT OF U.S.A.

FULLY COOKED LUNCHEON MEAT

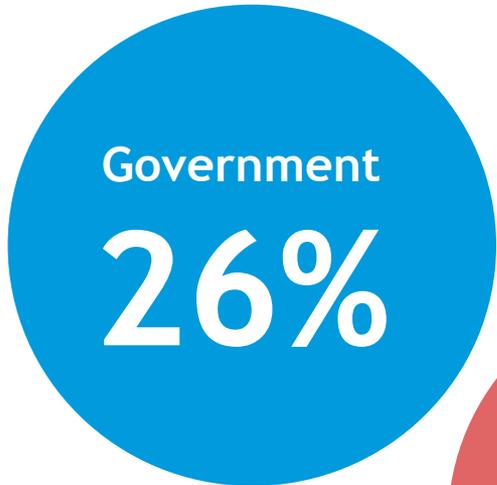
50% LESS SODIUM THAN OUR REGULAR LUNCHEON MEAT



340 g



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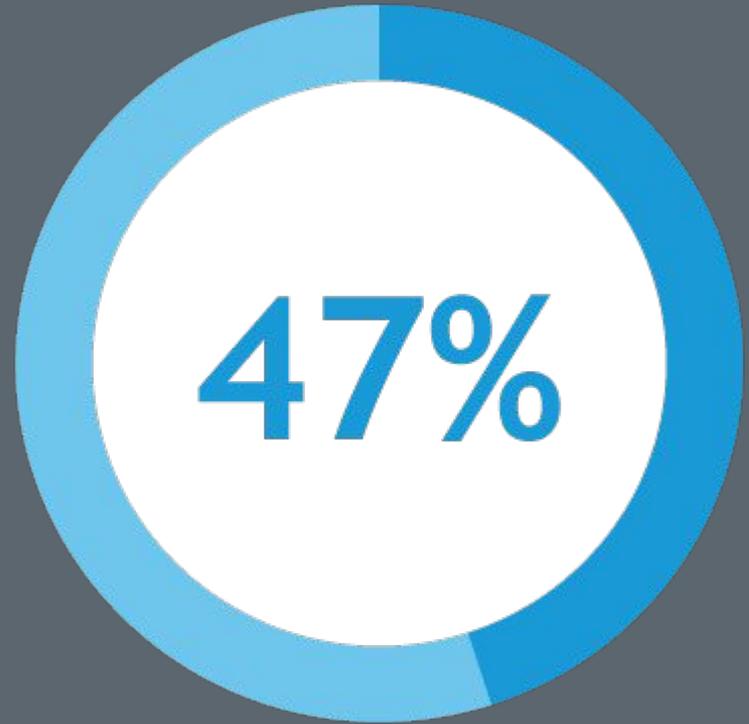
Source: <https://mailchimp.com/resources/research/email-marketing-benchmarks/>

Mailbox		Reply	Spam	
Lorem ipsum	<input type="checkbox"/> Lorem ipsum dolor sit amet, consectetur adipiscing elit <small>Ut enim ad minim veniam, quis nostrud exercitation ullamco.</small>		12/12/2013	<small>Ut enim</small>
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Incididunt ut	<input checked="" type="checkbox"/> Your Awesome Subject Line <small>And your great preheader text. Don't you want to read me?</small>		12/12/2013	<small>Ut enim</small>
Magna aliqua	<input type="checkbox"/> Lorem ipsum dolor sit amet, consectetur adipiscing elit <small>Ut enim ad minim veniam, quis nostrud exercitation ullamco.</small>		12/12/2013	<small>Ut enim</small>
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Source: <https://mailchimp.com/resources/research/email-marketing-subject-line-comparison/>

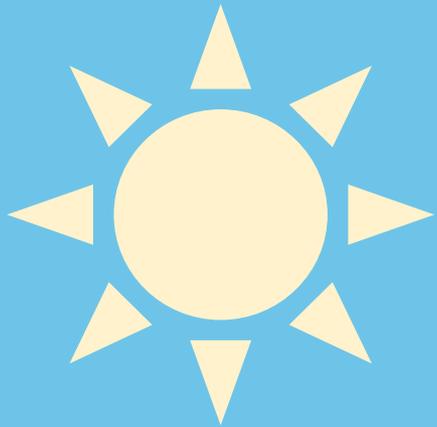


SENDER



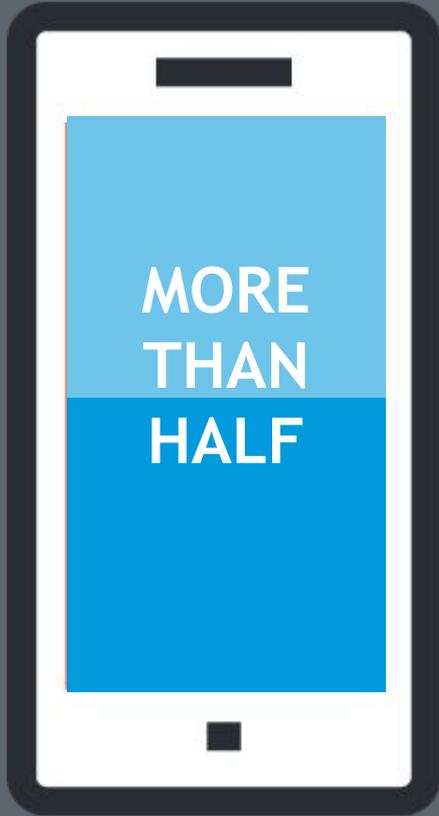
SUBJECT LINE

Source: Chadwick Martin Bailey



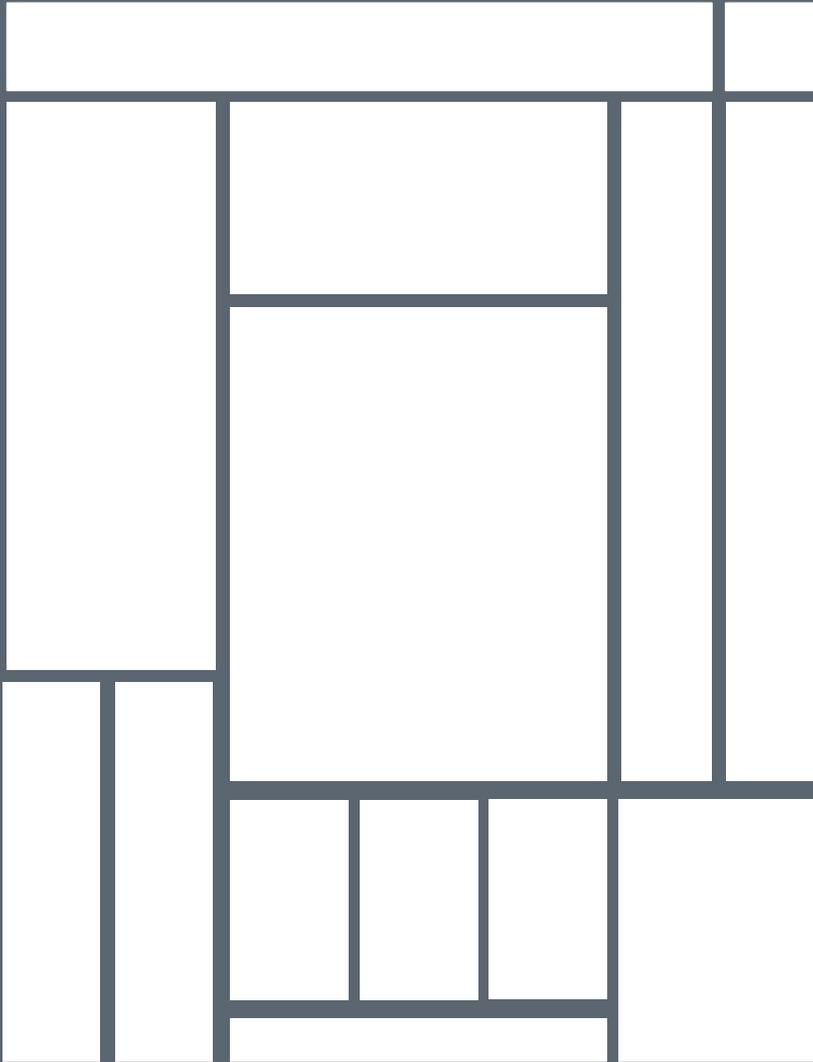
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A / B

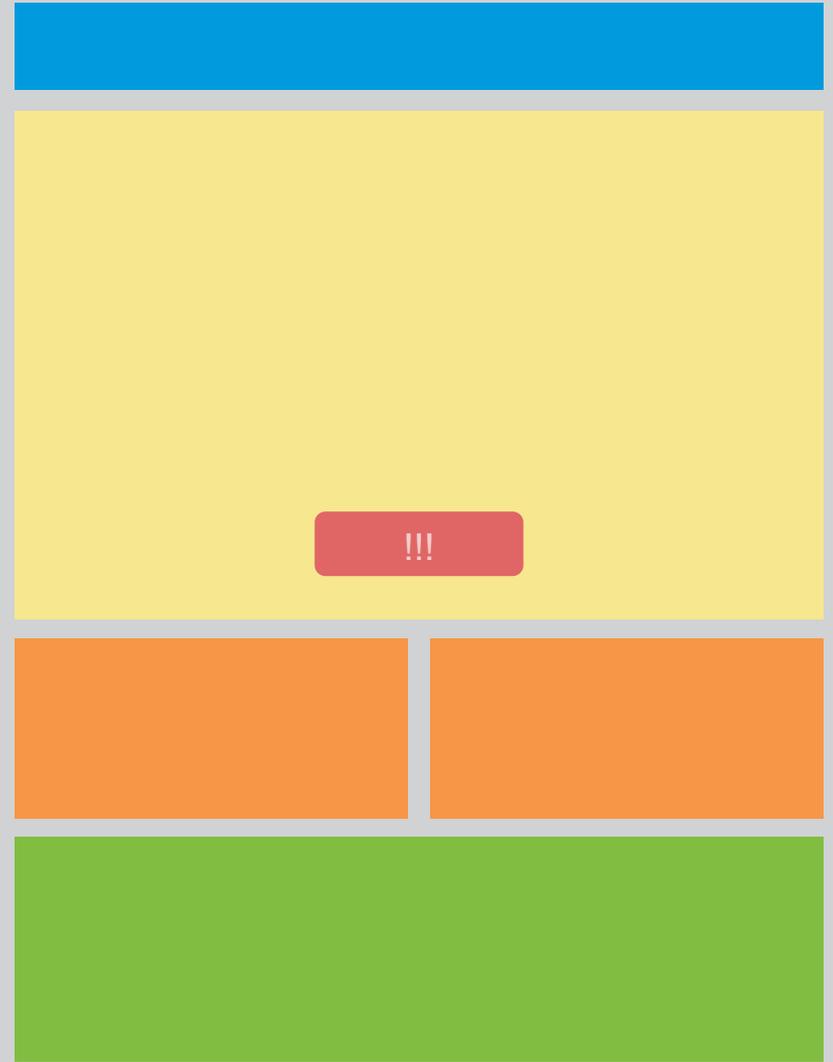


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NO



YES



HEADLINES 22PX

SUBHEADLINES 18-20PX

**BODY COPY
15-16PX IDEALLY
14PX MINIMUM**

NO

[Text links](#) are hard to interact with and click on a smartphone screen. [Buttons work better](#) since they are easier for people to touch. They also break up text and photos and draw attention to themselves because of their shape, size and color.

Apple recommends a button size of [at least 44px x 44px](#) to keep it tappable on a smartphone screen.

You want to make your buttons [easy to touch and see](#) but don't make them so big that they are obnoxious.

YES

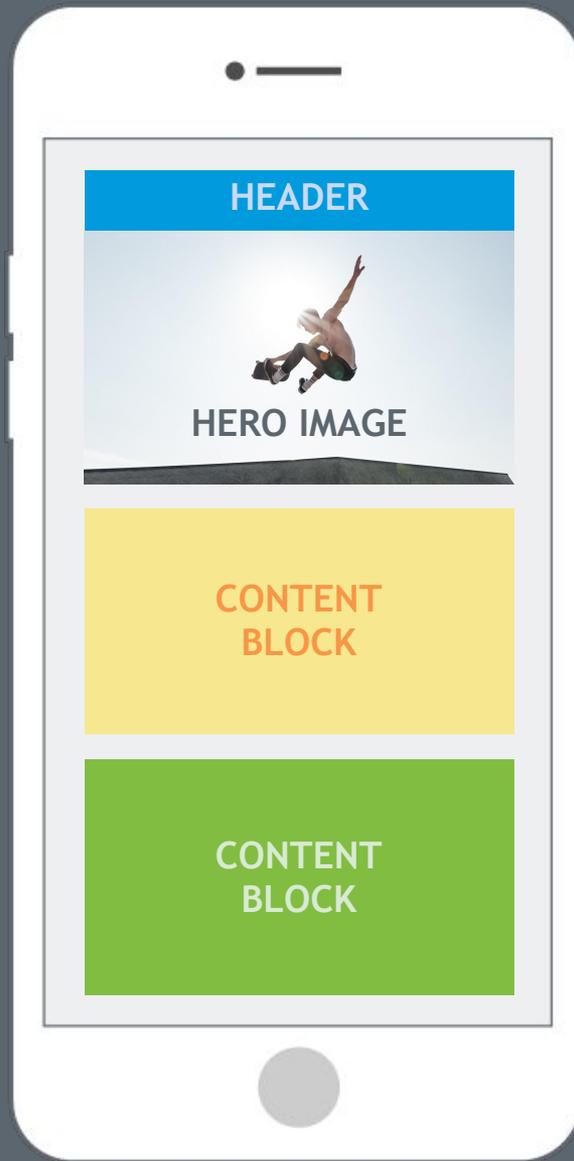
Text links are hard to interact with and click on a smartphone screen. Buttons work better since they are easier for people to touch. They also break up text and photos and draw attention to themselves because of their shape, size and color.

**44 x 44
minimum**

You want to make your buttons easy to touch and see but don't make them so big that they are obnoxious.



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**WHAT
ARE YOU
SENDING?**

**Is it meant to be read in the
inbox?**

**Is it meant to get lots of
clicks and generate traffic?**

**Is it meant to give timely,
important updates?**

NEWSLETTERS

Remember hyperlinks are hard to click.

Manageable blocks of text can work if you aren't going for clicks and content is well organized and well stacked.

Make sure you are providing value with relevant, timely, interesting and well curated content.

PROMOTIONS

Avoid distractions like walls of text.

Use buttons. Focus on your call to action.

Experiment with bold imagery and color.

A/B test.

INVITATIONS

Keep your layout consistent with other collateral associated with your event.

Landing pages are important; make sure they connect visually with your email.

Give them an easy way to RSVP and add the calendar to their event. Choose platforms that work well together.



1

HAVE PERMISSION



2

KNOW YOUR AUDIENCE



3

**TEST, TEST,
THEN TEST
SOME MORE**

4

**DON'T BE
SPAMMY**



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5

**DON'T SHORTEN
YOUR LINKS**

6

**MAKE IT EASY
TO UNSUBSCRIBE**



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SUMMARY

Mobile First

A/B Test

Design for what
you're doing

Avoid rookie mistakes

HELPFUL LINKS

Inspiration:

www.reallygoodemails.com
Your own inbox!

General Email Marketing Tips:

www.content.myemma.com

How-To Guides:

www.mailchimp.com/resources/?_ga=1.199034793.76016057.1484850237

Email Service Providers*:

[MailChimp](#)
[Emma](#)
[Constant Contact](#)
[ExactTarget](#)
[Litmus](#)
[Campaign Monitor](#)

Q & A

THANKS!

Send me some email!

Heather Link-Bergman
heather.link-bergman@state.co.us