

Anatomy of an Email

HEADER

Subject Line

A killer subject line is short and to the point. A good impression means your recipient will open the message, but a bad impression will send it to the trash - or spam! - unread.

Pre-header

Pre-header (or "snippet") text gives a quick preview of content and reinforces the subject line message.

Reply-to Address

The right "reply-to" address makes sure your customer's response goes to the right place.

From

A from name and address signals your reader that the message is from a trusted source.

BODY

Be Direct

Make it easy for your customer to take action by enforcing a concise approach to copy.

Personalize

Use your customer's name at minimum (as appropriate), or, a more complex business rule to customize content.

Imagery

Too many visuals overwhelm your message. Use them strategically.

Keep It Simple

A good email is visually simple. Single-column responsive layouts make content easier to digest.

Call To Action

Make it clear to your customer what next steps you want them to take.

FOOTER

Contact Information

It's not just common courtesy - it's the law in most jurisdictions.

Gentle Reminder

You shouldn't leave your readers with a scar, but helping them remember how they chose to receive your emails can foster goodwill and reduce unsubscribes.

Unsubscribe Links

It's a requirement to allow your viewers to be able to walk away. Make sure a link is available to unsubscribe.