

SIMPLE GUIDE TO BETTER LOOKING EMAIL

BETTER LOOKING EMAILS

First impressions matter. So if you want a positive response to your email campaign you need to make a positive first impression.

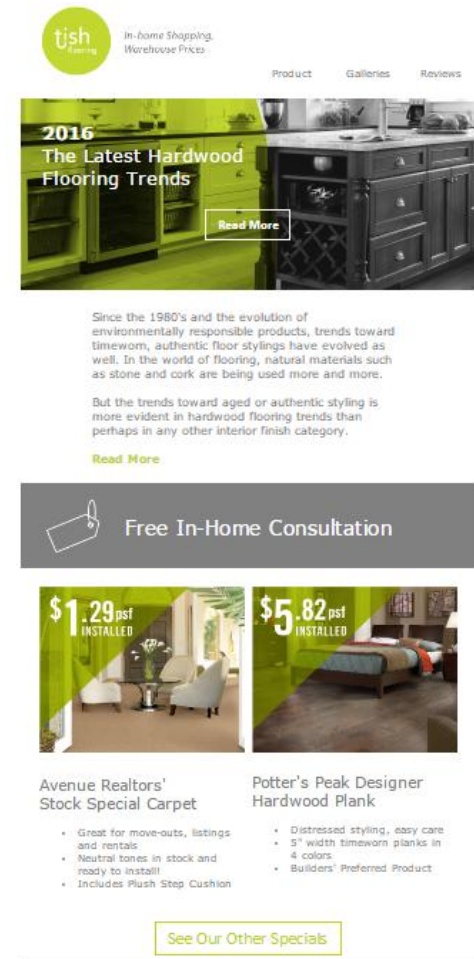
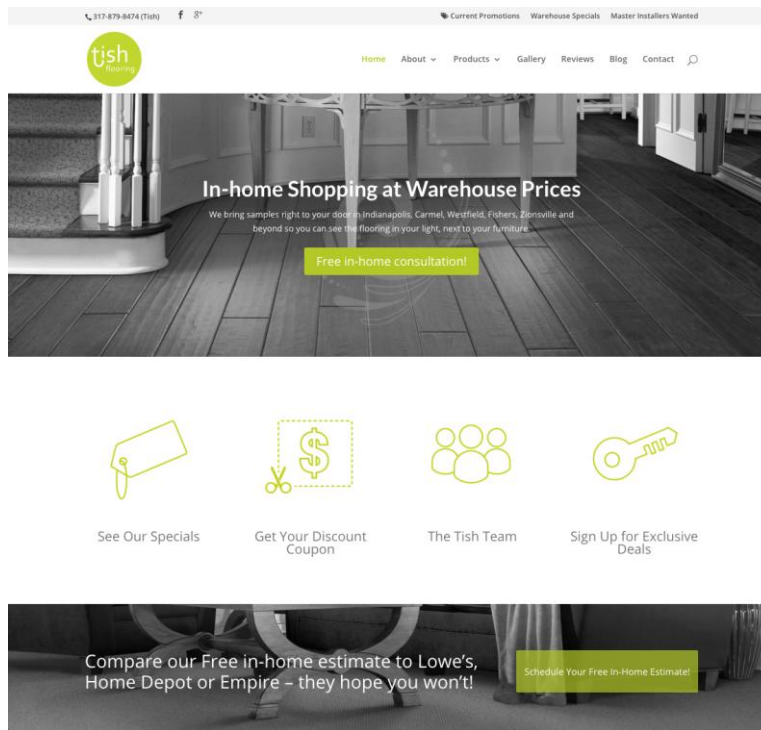
Here are some simple design strategies to help you create: Better Looking Emails

Start with your branding.....	3
Design for mobile.....	4
Select easy-to-read fonts.....	5
Select the right colors.....	6

Start with your branding.

When customers and prospects open your email it should feel familiar creating a visually smooth transition to your website or social media profiles. You can create this familiar feeling by using your logo, brand colors and standard brand images in your header, footer and throughout the email.

Your email doesn't have to be a replica of your home page or Facebook cover image. These are different platforms and have different purposes. They should be similar, like members of the same family.

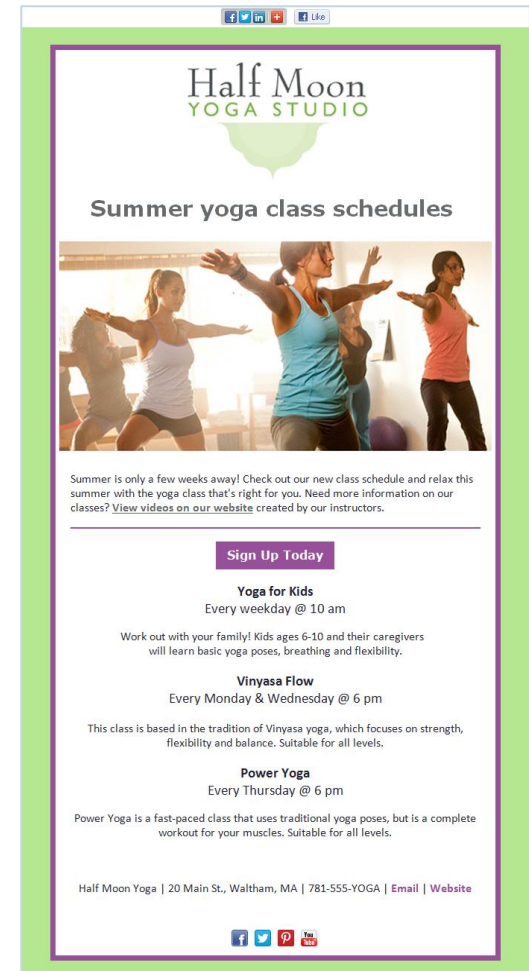


Design for mobile

When we first started sending emails they were simply printed newsletters converted to an electronic format. Those early newsletters contained design elements which made sense in print but don't work on mobile devices.

Today, a significant portion of readers view campaigns from mobile devices it is time to let update to a mobile friendly design

1. **Use a single column format.** While printed newspapers still work in a multicolumn format, email does not. Your reader can only focus on one thing at a time, so pick one message and display it prominently.
2. **Keep sentences and paragraphs short.** Even short paragraphs seem long as the text wraps on a mobile device. Make it easy for your readers to grasp the message and react.
3. **Use headlines and dividers.** Varying the size and maybe the color helps break up the content and make it easier for readers to pick out the relevant details
4. **Use buttons instead of links.** It is easier to see and click on a button than a simple text link from a cell phone. Place the link at the top 1/3 of the campaign.



Select easy-to-read fonts

The type you choose can support or distract from your message. Your message should be the star, and if it's cluttered up, or worse, non-legible, because of your choice in font, your message will be lost on your audience.

Here a few things to keep in mind as you select font for your email.

1. **Select fonts which look like your brand.** Most companies have standard fonts as part of their branding package. If your font is not a “standard” font it will not display correctly on some devices. In those instances select a font which is in the same family and use it consistently
2. **Serif fonts are easier to read on screens.** These are fonts like Calibri, Arial, Helvetica, Tahoma and Verdana. These are simpler fonts, with fewer “hooks” or curls
3. **Use serifs for titles only.** If you must use a serif font because it fits with your branding, use it sparingly, for heads and calls to action.
4. **Use all caps for buttons.** Writing in all capital letters often feels like you are shouting. For buttons and calls to action that is appropriate. You are trying to get the reader to take action. It is fine to “shout” a little.



Select the right colors

When applying color to your design, you should consider color choices that work well together, compliment your brand and project the kind of feeling you are trying to convey.

Some things to watch out for are:

1. Start with your brand colors. These should be used prominently throughout the email in buttons and links, headers and dividers.
2. Avoid extremely bright color combinations or large areas of intense color. While you may think it will “catch attention”, bright colors are hard to look at, your message will not be read.
3. Use bright colors sparingly to attract attention to key points,
4. Limit the primary color pallet to 3. Too many colors makes the design “busy” and hard to look at.
5. If you are going to put text on a colored background the font will need to be slightly larger and in a strong contrasting color.
6. Colors have meaning. People associate different emotions with different colors. Choose wisely based on how you want readers to feel about your firm.



Use images well

People respond to images. One study found **82%** of people pay more attention to emails that have images so we know they add value if done well. Here are a few simple things to remember when using images:

1. **Don't rely on images to convey critical information.** Many email providers, as a default setting, do not automatically show images. So never put dates, times or fees in an image unless you also list the details in text format as well.
2. **Use image descriptions.** If someone doesn't display an image, they will see the description. Make sure it says more than "logo 1".
3. **Keep images relevant.** If you are going to put a picture in an email, it is best to use an image which adds value to your message. Ideally an original photograph of your product, service, employee or customer is always a better choice than a generic image.
4. **Three or fewer images.** Too many images actually turn people off. You will have higher conversion rates if you limit the number of images and calls to action.

Give it a try

Now that you have the basics, it is time to give it a try. Create a few different versions and test them to see which ones have the highest click through rates, motivating your readers to action.

Looking for a bit more help? Give us a call 317-569-1396.