

6 IMPRESSIVE EMAILS TO MAXIMIZE YOUR NEXT CAMPAIGN

Best practices for creating the most successful email campaigns that capture the attention and engagement of your subscribers.



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INTRODUCTION

If you're like the other four billion people on this planet who use email,¹ you know that there are good messages and others that don't warrant your attention. You've trained yourself on what to open, what to read, and what to click on, all based on your expectations and experience with years of emails hitting your inbox.

While there is no magic solution to force your subscribers into engaging with the emails you send them, data and AI have become important tools to help your campaigns stand out, drive action, and increase brand loyalty. Ultimately, what we all want is an email program that provides value for both you and your readers.

We've collected some of the most inspiring templates from a variety of industries to showcase the latest trends in email marketing — from structure, to content, to use case, to consumer psychology. We'll explain what makes each email great and offer best practices for creating the most successful emails.

You'll walk away with a solid foundation that will not only help you see email marketing in a new light, but also apply their elements into your own campaigns.

ULTIMATELY, WHAT WE ALL WANT IS AN EMAIL PROGRAM THAT WORKS FOR BOTH US AND OUR READERS — DRIVING VALUE FOR THE BUSINESS, AND OFFERING VALUE TO THE SUBSCRIBER.



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WHY EMAIL?

People interact with your brand through email more often than any other channel. You may have billboards or Spotify ads or website takeovers; you may send out mailers or see patrons come into your physical stores — but all those probably pale in comparison with how many times someone sees your logo or name inside their email each week.

And these are people who have willingly given you their information — they want to hear from you. They could be potential purchasers or loyal customers, and you don't have to pay an advertising network to get your message in front of them. On the flip side, for every email a customer gets from you, they get an email from other companies, too.

Inboxes are filling up with justified and unjustified volumes of email. Spam folders are rarely looked at. So how can you create an email program that builds stronger customer relationships? How do you stand out from your competitors and connect with people more often? How do you drive predictable customer loyalty? These are some of the questions we will be looking at in this ebook.

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When we think about crafting a really good email, we have a short guide of what we, as email recipients, look for. To us, a good email means:

- The content **serves the reader** (not just the company)
- There is **consistency** across brand, website, and app (people don't get confused)
- It **balances** live text and imagery (each support each other)
- It is **accessible** (it's easily readable – for assistive screen readers and individuals)
- The **copy** is level-set (omits jargon and reinforces brand with tone)
- It connects on **visual design and hierarchy** (more on that below)
- There is **clear call to action**, value, or enticement (the reader knows what to do)

Each of these points probably seem straightforward, but if you peek at your inbox right now, you'll likely see more than a few emails are lacking at least one of these criteria. That, coupled with readers spending less than 10 seconds on branded emails¹, means you really need to drive the best experience possible. That's where design and brand factor in the most.

From the get-go, when someone signs up for your emails, they have some level of set expectations. Maybe it was amazing products or information that they want to learn more about. Maybe they've purchased from you before. Maybe you've enticed them with a discount in exchange for their email address. Whatever it is, they're going to judge your emails against

1. <https://www.statista.com/statistics/1273288/time-spent-brand-emails/>

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those expectations. A strong visual design can help the reader make better judgment calls and build brand recognition over time.

As we'll point out in the examples throughout this ebook, the visual design is important in drawing attention to the most important parts of the email. After your reader has become familiar with your style and cadence, they'll start forming mental shortcuts. Your job with the emails you send isn't to trick them into something, but rather to build a relationship that assists them in making choices that benefit them.

On the design side, you can simplify your emails by focusing on these five elements:

1. **Start with email data as your foundation.** This will help you build strong customer profiles and then use AI to create segments and personalize the content and the timing of your emails to suit readers' individual preferences.

2. **Standardize your layout.** This will help readers form pattern recognition so that the email is easier to scan. It also allows you to break from the layout when you have something important to say. There are plenty of different layouts to choose from. Take a stab at a few and send them around to friends and colleagues to find which one they prefer your content to be in. Also, many email service providers (ESPs) allow you to further test your email design by giving you insight as to what is clicked on and to what degree individuals engage.

3. **Choose the right typography and colors.** Some typography is easier to read than others. If you plan on writing longform content, stick to simple, easy-to-read typography. Most likely you have brand guidelines that dictate what fonts to use – preview and test your headline and body fonts to ensure they render well in an inbox. By choosing your colors and fonts together (in relation to your site and/or app), you will continue the branding and positioning that the reader came across first. The goal is to make the emails easy to read while conveying emotion through font and colors.

4. **Use white space liberally.** White space doesn't have to be white – it just needs to be apparent that you're using sections with additional room for your eyes and brain to quickly recognize breaks. This allows your email to be skimmed much more quickly. You'll be tempted to cram as much as you can "above the fold" but if your reader is expecting your emails and you've already proven value to them, they won't mind scrolling through the message.

5. **Use white space liberally.** White space doesn't have to be white – it just needs to be apparent that you're using sections with additional room for your eyes and brain to quickly recognize breaks. This allows your email to be skimmed much more quickly. You'll be tempted to cram as much as you can "above the fold" but if your reader is expecting your emails and you've already proven value to them, they won't mind scrolling through the message.

2. <https://explore.reallygoodemails.com/everything-you-wanted-to-know-about-email-cta-buttons-98807ab98806>

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6. Make your CTAs strong. We analyzed thousands of the best emails and found that the average email contains two call-to-action buttons. Your placement should follow your value proposition, but shouldn't be hidden too far down. And you should follow up with a CTA at the end if your email tends to scroll on for a while. But most importantly, make sure it stands out from the rest of your email and keep your content focused so that you don't cause choice paralysis.

As you integrate these six elements into your emails, you'll likely begin to see stronger engagement with your audience than on other channels you use for marketing.

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TACTICAL ADVICE

Not only do you want an email that looks great, but you want one that resonates with the right person at the right time. List segmentation and event tracking allow you to **send more relevant and targeted content**.

The more relevant your email is, the more likely your audience will continue to engage with it. Of course, no email audience is a monolith, so splitting up your email list based on certain audience characteristics (segmentation) can help you increase relevance.

Figuring out how to segment your audience used to be a huge undertaking, but AI has made it easy. You can use natural language generative AI prompts to pinpoint audiences and create groups to send to – no code needed.

You should start with segmentation strategies to understand who your audience is, what they are expecting from you, and how you can better serve them.

The first way many marketers start is by using built-in Customer Data Platform (CDP) capabilities to build a customer profile with zero-party or first-party customer data. This is data that you've observed (first-party) or it has been given to you with consent (zero-party). First-party data includes information that the brand collects through interactions with their consumer (such as website activities) while zero-party data is supplied with

the individual's consent to help with preferences (such as survey data).

Information such as gender, age, company position, income level, or general interests can tell you a lot about a person. The more information you can gather about an individual before or during their time with you, the better you'll get at grouping **demographic information** together.

Depending on your industry and product/service, you may want to ask for the reader's position in their company and industry, which can be good for B2B software companies, or their gender and size, which can help B2C fashion brands. What you ask them will be up to what you are trying to serve them with. Do this by focusing on your website forms and pop-ups and make these easy to fill out. Go even further by using surveys or quizzes to get a deeper understanding of your customer's individual needs and tastes. And if your site or app is structured in a way to get people to create a profile, you can use this as additional input fields during the onboarding process.

One thing you can ask for directly via form fills is their **geographic data**. This information is a valuable tool for businesses that operate in more areas than others, and can help companies be mindful of what is around the recipient's location. For example, you can segment by geo-location to send emails based on time zones, advertise regional promotions, or send location-specific content.

Geographic data can also come from **purchase and deal history**, which

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can be a gold mine for companies that segment customers based on product history and interests. Ask for consent to use this data in exchange for better personalization, as, seeing what they've ordered gives you a good idea of how to segment that customer based on category, price, consumption behavior, brand preference, and loyalty. As an easy step, you can use AI to send product or service recommendations that go well with their prior purchase, or send them a timely follow-up email to reorder a new supply of something when they need it. Similarly, you can use commerce, order management and service data to automate case and shipping updates, or simply suppress users from further marketing until an outstanding issue is resolved. Using marketing automation technology that natively connects with your other CRM applications (sales, service, commerce) makes bringing this data into your customer profiles and segments easy.

Using their total amount spent and purchase frequency, you can go farther by banding customers together based on buying behavior. Group users that tend to use big discounts versus those who don't; those who respond to end-of-quarter incentives; or those who buy an item the second it is released.

This will also give you an indication of the customers that are your most valuable and those you need to do more branding and nurturing. In other words, those who are at the top of the funnel should receive different messages than those who are close to purchasing or have purchased from you a lot in the past. We'll go through many of the stages in this ebook and

how your messaging may change depending on the segment of user you are talking to.

One of the places where you'll also get a lot of data for your emails is how people use your site and app with **behavior data**. This includes what people are searching for, what pages they visit, how often they visit, reviews they read, colors they looked at, tiers of service they evaluated, blog videos they watched, items they saved, etc. The amount of data you can collect can be overwhelming, so focus on high-value behavior patterns (such as pricing page visits) that will be easiest to track and may lead to conversions or nurturing readers. You can do this on a macro level to see what is the most popular, or on a micro level by tracking individuals' particular behaviors with customer data platforms.

And it doesn't have to just be on your site or app. You can apply these tactics to your email messages as well: Who is clicking, who is not, what kind of content is being engaged with, and how often they convert to get more information.

You'll find that audience segmentation isn't a tactic reserved only for companies with the most advanced skills or large budgets. Built-in CDP capabilities coupled with AI has made it easy for all marketers with cost-effective, no-code tools.. With creativity and forethought, you'll be able to start segmenting like the best marketers out there and apply similar tactics to your own email program strategies.



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So, now that we've covered some of the basics on what to send and who to send it to, let's jump into the meat of this guide: Learning from different emails. We think you're ready for it.



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WELCOME EMAILS

Think of a welcome email as your readers' first impression of your company. It sets the tone and expectations of what's to come, so this is the place to start when you're kicking off your email strategy.

And if you don't think they are that important compared to other emails you send, think again. Welcome emails have the highest delivery, open, and click-through rates compared to any other category of email. This is why you want to get this one right.

When someone signs up for your emails, they are expecting one instantly. Make sure that your forms are firing correctly and tied to a welcome autoresponder or a pre-built welcome journey. And within your capture forms, collect the minimal information that you need – using progressive profiling to collect information overtime. You can always drive your reader to give you more information later as a follow up, but your main goal should be to get them to open and click on your first message. Not only does this train them that there are valuable links in the email, but it tells their inbox provider that you are a trusted source – ultimately helping your following emails get better placement in their inbox.

But where do you start? Just like you would expect a warm welcome from someone you just met, this email (and following series) should be friendly, inviting, timely and informative. Welcome emails that stand out are those

that “wow” your audience, thank them for joining the company's emails, and provide some guidance on what to do next. This is a good formula to follow, but also adding in some personality – and sticking to it – will help you be more memorable compared to others in their inbox.

EXAMPLE: **Miro**

Let's imagine that you are looking for some software to help your team collaborate better, you stumble upon Miro, and you decide to try them out. You are instantly whisked away into their platform, but in your inbox you now have an email from them waiting for you. What stands out to you here with their email on the right? Take a moment to jot down some ideas that you may want to copy for your own emails. You don't have to be in software to apply these concepts to your own welcome email strategies.

Miro starts off by confirming your decision and pulling you into their community **1**. There are millions of other collaborators who have made the same choice. This is called **social validation** and it is a strong motivator for people to continue with a decision because we naturally seek to find what others are doing as a way to validate our own actions.

After Miro has hooked you with that validating headline and brief copy, they put you at ease by providing you with hundreds of templates **2** to give you instant value. Free items and services give us an **emotional incentive**, and in this case, can save you a lot of time in setting up your first collaboration board with an unfamiliar product.

3. <https://www.statista.com/statistics/804418/email-inbox-placement-spam-rate-campaign/>

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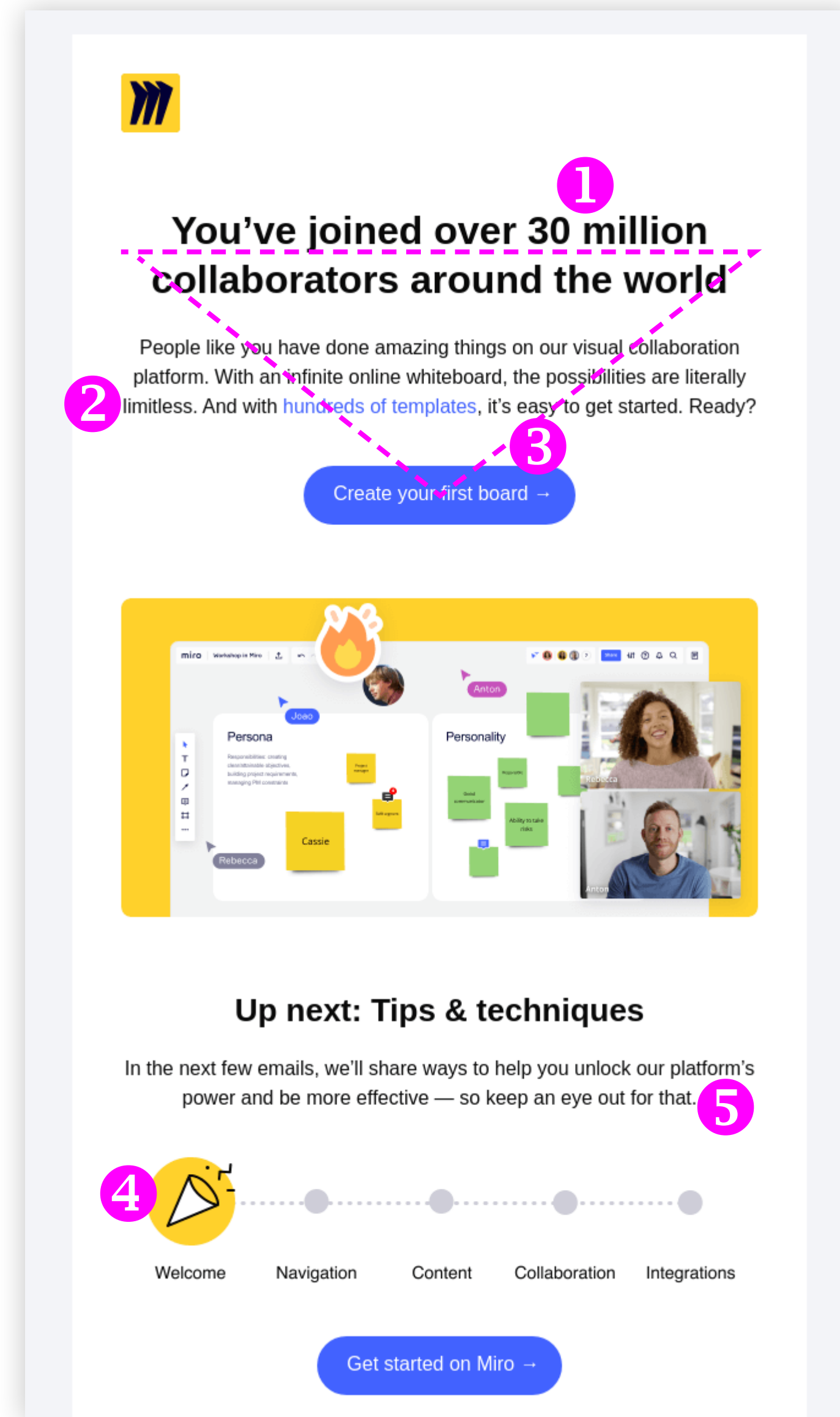
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There’s also a good design element in play here that starts with the headline and follows through to the call-to-action button. This is an **inverted pyramid**, **3** which helps the eye scan and find the most important piece of information. In this case, the “Create your first board” CTA.

And on the technical front, this email is not just using one big image that they’ve photoshopped and built text around, they’re using **HTML text**, which allows all of this to render if images are turned off in the reader’s inbox or they have a poor internet connection. But in addition to the benefits of being seen, HTML text is a best practice for accessibility (as referenced on page 2).

Continuing further down the email, they show and tell you where you are at in the onboarding process **4**, along with setting expectations on the cadence of their emails **5**. This plays into both **cognitive dissonance** and **expectancy theory** which motivate the reader to continue on the path that has been set out.



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NEWSLETTER EMAILS

If you have any email experience, you know that a newsletter is an effective way to touch base with your readers on an expected cadence. Newsletter emails keep your audience in the know of updates, news, and releases related to your products and services. And they serve another purpose: brand awareness.

Each additional impression that you make after introducing your original value with a welcome email (and/or series) increases the **mere exposure effect** – which explains the correlation between recognition, familiarity, and positive feelings⁴. Some marketers refer to this as the Rule of 7 Principle, believing that a customer must come in contact with your brand at least seven times before they will trust it.

But whether it is 4, 7, or 20 impressions, newsletters are key to growing your recognition and trust with your readers. And they come in many different forms where you have the opportunity to share blog posts, interviews, roundups, and other **helpful information**.

The misnomer about newsletters is that it needs to only contain information about the company. Far often, the best newsletters focus on information that would benefit the reader. Those that provide regular, up-to-date content that align with the readers' interests will see the best engagement.

As you format your newsletter, think of ways that you can boost engagement actions other than “opens.” Build in questions or encourage subscribers to follow a prompt, such as replying to the email, exploring an article link, reviewing progress, or sharing the contents of the email.

Tracking that engagement will make your newsletters even better. By collecting first-party data from each click, you'll discover what each subscriber likes to read – giving you ways to tailor and personalize your following newsletters to their preferences and interests. The easiest way to do this is by sectioning your newsletter into topics or categorizing your links.

EXAMPLE: Grammarly

Each week, Grammarly sends a newsletter that isn't about them but is about your activities with them. This is great for products both in the B2B and B2C space that get daily usage that can be tracked. Companies that don't have this level of repeatable engagement or tracking can still apply some of these concepts, though.

The first thing that is established is a positive affirmation. This is a great example of **Reinforcement Theory**⁵ which keeps people motivated to do things by bringing positive attention to their actions **1**. Couple that with a bit of competition (e.g. “better than 78% of Grammarly users”) **2** and you have built a strong connection with the reader who now knows that you value their patronage. Think about how you can segment your customers and applaud them for the things that they have done, purchased, read, etc.

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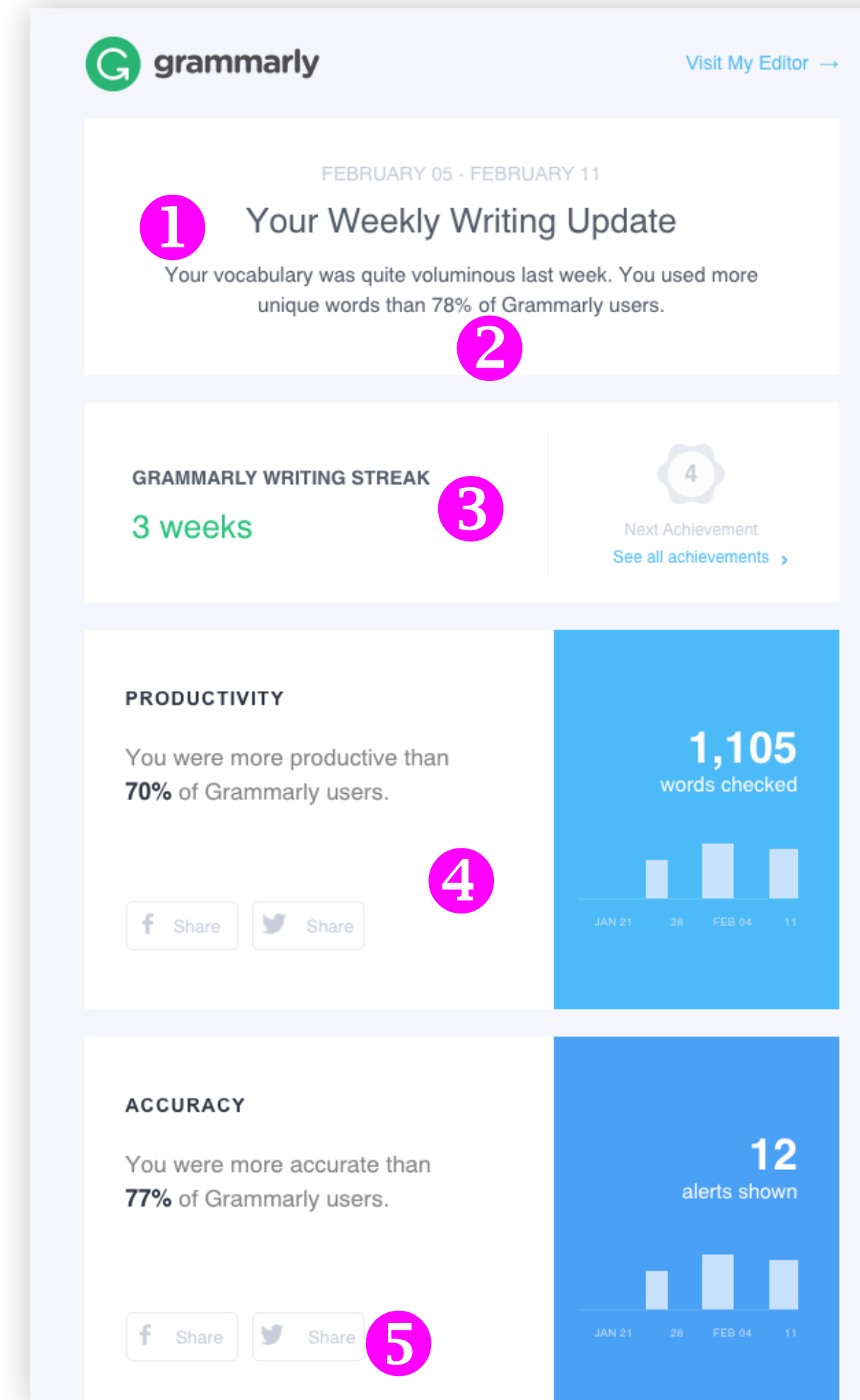
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As your customers and users continue to use your product, you can further expand your positive reinforcement with gamification and **Loss Aversion**⁶. Grammarly uses this concept well by giving their users badges and pointing out their “streak” with the product **3**. You can similarly pull in information about how many times someone has repurchased a product, read your articles, referred others to your services, or left a review. Anything to help build habits with your brand will benefit you – and the newsletter is a great place to put it since it is typically the email sent out the most often.

The more content you provide, the better it is to keep track of those links and interests (as we saw in the welcome email above). Grammarly’s content blocks **4** are a great way of splitting those up.

Another important element to your content engagement in a newsletter is the “share” button **5**. Most brands will put their social links at the footer; if you have specific content that is shareable, this is a great place to call it out. Depending on the social media platform, you will need to create a pre-written link. For example, here’s what that link would look like for X (Twitter) (with %20 used as spaces between words):

<https://X.com/intent/tweet?text=Example%20copy>



And to save you some time, here’s the code you can use to replicate that for your business:

```
<td width="10"></td>
<td align="left">
<table cellpadding="0" cellspacing="0"
border="0">
<tbody>
<tr>
<td width="80" height="29" align="center"
style="-webkit-border-radius: 5px; -moz-
border-radius: 5px; border-radius: 5px;"
bgcolor="#FFFFFF">
<a href="https://twitter.com/intent/
tweet?text=Example%20copy" target="_blank"
style="font-size: 13px; font-family: Helvetica,
Arial, sans-serif; color: #ffffff; text-decoration:
none; color: #ffffff; text-decoration: none;
-webkit-border-radius: 5px; -moz-border-
radius: 5px; border-radius: 5px; width:80px;
height: 29px; vertical-align:middle; border: 1px
solid #e9ecf0; display: inline-block; padding-
top:5px;">
&nbsp;&nbsp;&nbsp;<div
style="color:#C7CED9; display:inline-block;
vertical-align:top; line-height:185%;">Share</
div>
</a>
</td>
```

4. <https://journals.sagepub.com/doi/10.1111/1467-8721.00154>

5. <https://www.simplypsychology.org/operant-conditioning.html>

6. <https://journals.sagepub.com/doi/10.1111/j.1467-9280.2007.02031.x>

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PRODUCT LAUNCH EMAILS

When you're getting ready to launch a product, a feature, or a service update, product launch emails are a great way to engage your audience. Think of them as little announcements that provide an effective way to generate buzz and excitement about the launch, which help drive sales and increase brand awareness.

The basic advantage of a product launch email is that it can be used to provide detailed information about the new product or service in a variety of formats. This includes things like pre-order invitations, press mentions, unveiling webinars, dedicated product emails, and introductory sales. You can be as vague as mentioning "something is coming soon" to being extremely detailed about the product or service's features and benefits. Either way, you'll be tapping into the **human desire for new and novel experiences**.

Another key benefit of these emails is that they allow businesses to target their messaging to specific segments of their audience. For example, a business can send a product launch email to their existing customers to thank them for their loyalty and offer them an exclusive deal on the new product. This helps to **foster customer loyalty** and drive repeat business.

In addition to driving sales and increasing brand awareness, product launch emails help organizations build relationships with their customers.

By sending these emails on a regular basis, businesses can keep their customers informed about new products and services, and provide them with valuable information and developments. This can help establish trust and credibility with customers, which is essential for long-term success in any industry. Plus it can drive word of mouth from your most loyal customers.

EXAMPLE: **Stokke**

Stokke is a Norwegian brand that specializes in the design and manufacture of high-quality baby products, such as strollers, car seats, high chairs, and other accessories. The company is known for its innovative designs and commitment to safety and functionality, with a focus on products that promote bonding between parents and their children.

So it may come of no surprise that, as a brand known for innovative designs, that they have some pretty great product launch emails. This one is no exception.

From a design perspective, the email follows the inverted pyramid **1** to lead you from the product image down to the "Learn More" call-to-action button. The subtle and soft background color **2** gives it a familiar vibe that works well for the brand.

Under the main "Learn More" button, the format moves to a **z-pattern** layout **3**. This pattern mimics the way that people tend to read and scan content, starting at the top left and moving diagonally across the page in

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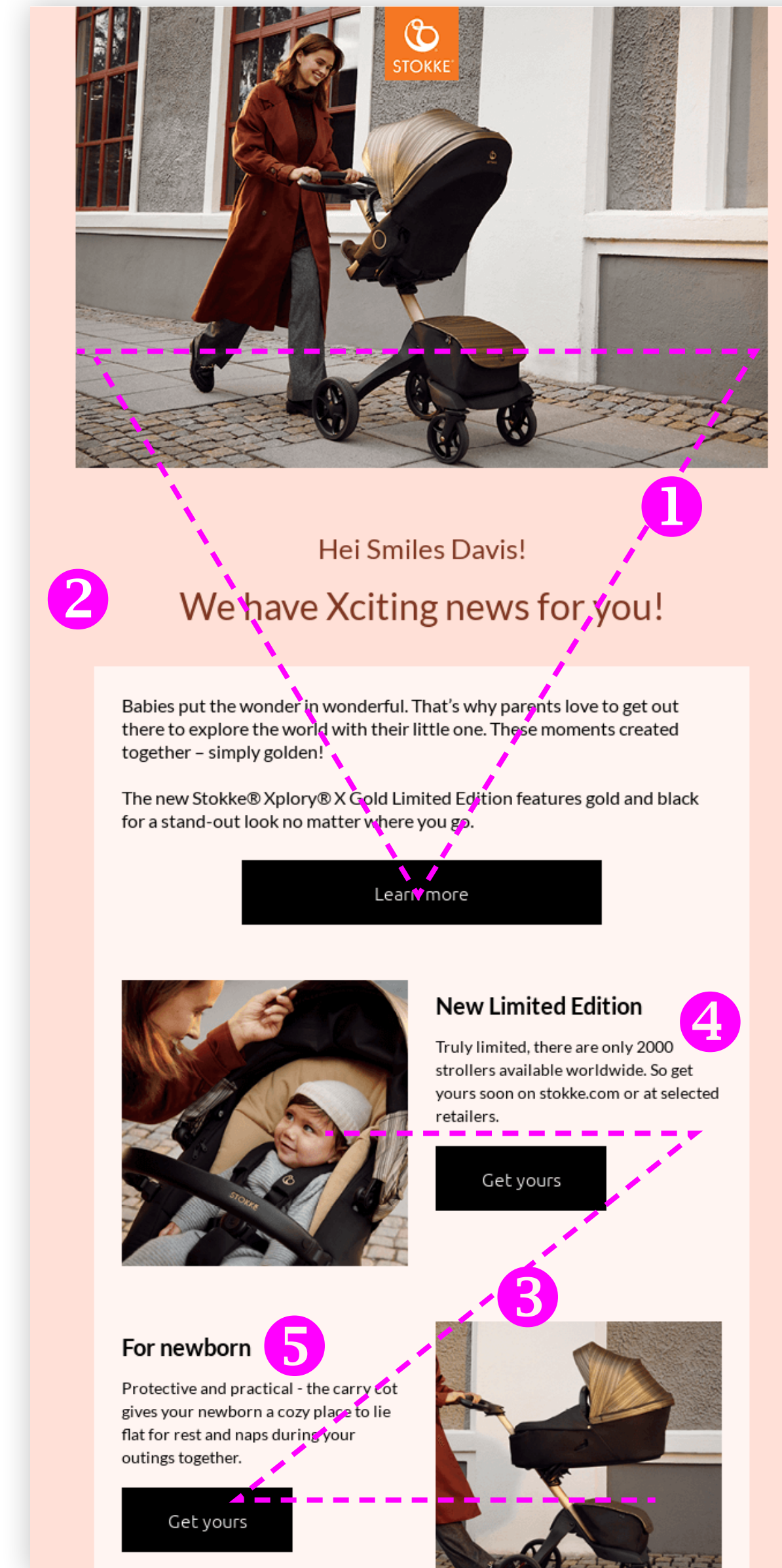
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a “z” shape. By using this pattern, designers can help guide the reader’s eye to the most important information on the page, and make the content more engaging and easy to understand. Additionally, a z-pattern layout can help break up large blocks of text and make a page feel less cluttered and overwhelming.

Combined, the inverted pyramid and z-pattern introduce the product and then educate the reader. This method works well for this product, whereas it may be overkill if it were for a mysterious product release webinar. Remember that form should match the function.

Within the email’s copy, Stokke uses scarcity marketing to encourage customers to make a purchase. By making this product a “limited edition” with only a couple thousand units **4**, Stokke taps into **loss aversion** and economic theory. Notice how they don’t say that they will never make any more, but rather by limiting the amount sold, they draw attention to the supply, making the product more desirable. This tactic works well in many situations and can signal wealth and access for consumers who buy it first.

Lastly, Stokke doesn’t forget what makes the new stroller valuable to their consumers. They **reinforce their positioning** as a superior choice due to the practicality and protective features, but also create a narrative that the baby will enjoy it **5** and it will create a special bond between parents and children.



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SALE & DISCOUNT EMAILS

Discount. Promotion. Coupon. Sale. Whatever you call it, giving your product or service to a customer with some additional value will drive orders. That is, if you do it right.

Whether or not consumers can easily calculate and recognize your discount plays a big role in their motivation to act or to buy. This goes for the design and the math itself.

On the design front, research⁷ shows that bigger text on the savings and smaller text on the final sale price makes consumers believe that the sale is more valuable than keeping everything the same size. Leading with a strong opening statement, often with a time constraint or announcement, will draw attention to the deal. And keeping the email as simple as possible (avoiding complex deal structures, complicated math, and too many product choices) will drive more interest.

Speaking of constraints, **scarcity** should be a main driver for any sales email that you send. When you lead with a limited-time offer (time scarcity) or a limited-inventory offer (product scarcity), consumers focus on the offer with more intent. Furthermore, if the offer seems to be difficult for others because of these constraints, the promotion is seen as more valuable⁸. (e.g. "Save 20% during our secret customer appreciation sale.")


Interestingly enough, your sale email doesn't need to include a discount in price to drive engagement. A sale could be giving product or services away, such as 20% more for free. This additional value in product and services is actually preferred more amongst shoppers than an equivalent value in price⁹.

But however you run your discounting emails, be careful not to run this discount strategy too often. You do not want to train your reader to expect a discount every time they see your email (unless you are a discount retailer). The overuse of coupon codes will eat into your margins and will downgrade your brand's value.

That is why it's best to keep these discounts tied to an event. Customers will expect these types of emails during certain seasonal times, such as Valentine's Day or Cyber Monday. They may expect them on their birthday or the end of a financial year. But by having them infrequently and not available at all times, you ensure that these campaigns are more effective.

EXAMPLE: MOO

MOO is known for business cards and promotional materials. They are also known for holding a few, exclusive sales on these items.

Their annual birthday sale is prefaced by this email, where they prep their customers to "Get ready to celebrate."  While some customers will hold back to wait for the actual sale, this email can be a good reminder to reorder the items now, especially if you believe that those items will go

7. <https://www.sciencedirect.com/science/article/abs/pii/S1057740805700942>

8. <https://www.journals.uchicago.edu/doi/pdf/10.1086/710531>

9. <https://www.economist.com/business/2012/06/30/something-doesnt-add-up>

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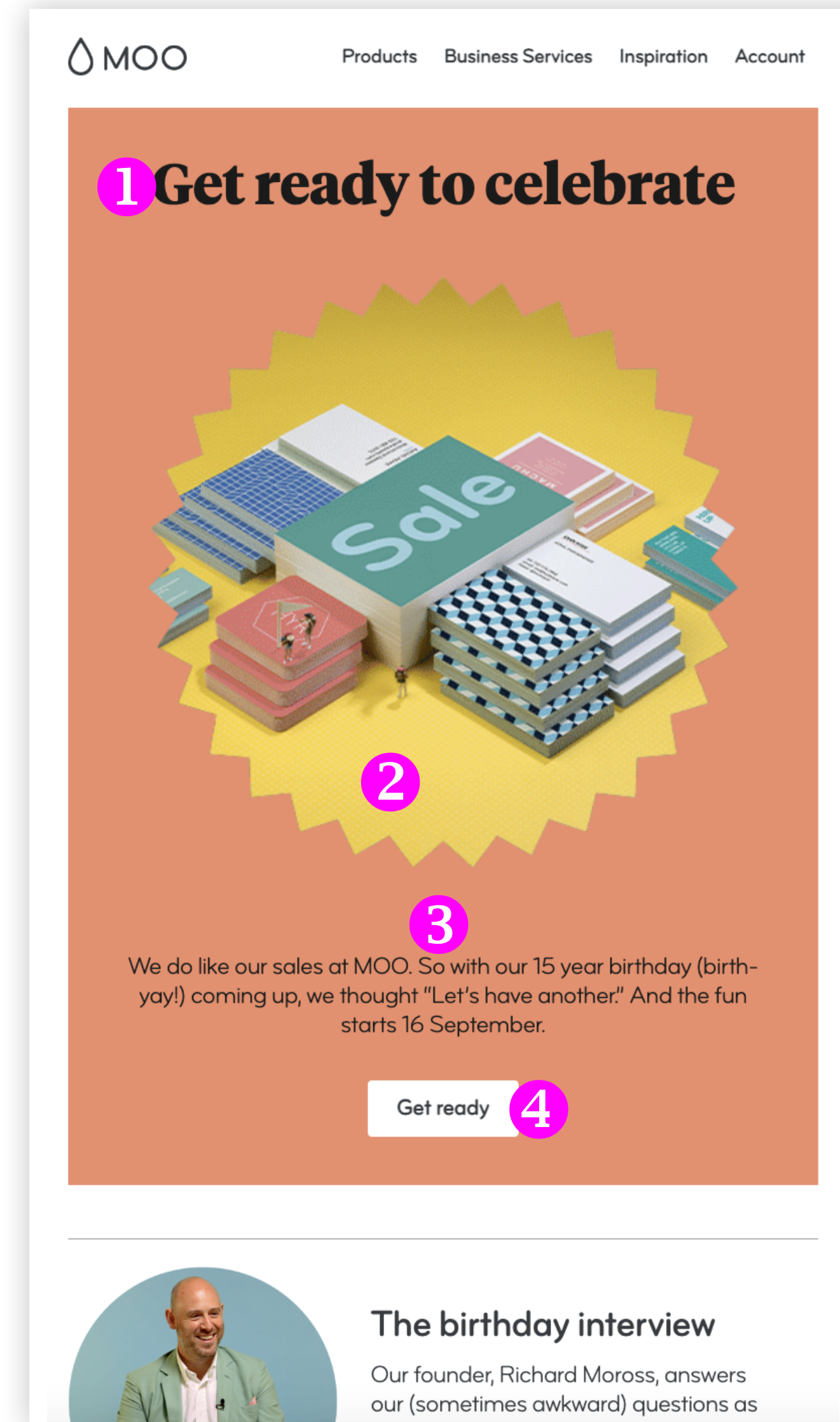
out of stock during the sale and you may miss it. This is a great strategy for items that run out of stock often or for customers who are less price-sensitive.

MOO also uses a bold background color **2** and a graphical starburst image to convey the importance that follows the headline text. When you frequently send emails out, changing the background color on your sales emails can make the reader take pause. And while this is a static image of the email, the starburst image rotates through various products with a GIF to catch the reader's attention.

The text is minimal and the sale date is clear. They do a great job with the center alignment with the short copy, leading your eye downward **3** to the "Get Ready" call-to-action button (see Inverted Pyramid on page 7). Another nice touch is this call-to-action button's hover effect **4**. When you scroll over the button, it changes from a white background to a dark gray. This is done by setting the CTA button style settings in the email's CSS:

And to save you some time, here's the code you can use:

```
<style type="text/css">
.cta:hover td {
  background-color:
#373C40 !important;
  color: #ffffff !important
}
.cta:hover td a {
  background-color:
#373C40 !important;
  color: #ffffff !important
}
</style>
```



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CONFIRMATION EMAILS

While many people think of confirmation emails as the “end-all” to the journey, there are many stages and events that can act as confirmations along the journey (take, for example, signing up for a demo or signing up to be notified about a new product).

In some cases, a confirmation can be as simple as a receipt. But in almost all cases, a confirmation email is a reinforcing, branded moment to celebrate the transaction. Yes, you may be legally required to provide a historical record of what happened, but that doesn’t mean that is the only thing you should do.

Think about it this way: with the average online conversion rate being around 5%¹⁰, that means that 95% of the instances where someone comes in contact with your product or service will end without a transaction. The 5% should be a big deal to you as it is to the purchaser who is in anticipation of what they just got.

Going the extra mile by personalizing the message, thanking them, and supporting their decision will strengthen the recipient’s decision. This is called **choice-supportive bias** and research shows that supporting a decision positively distorts the memory of the experience when someone recalls that decision later¹¹. But on top of the strategic reasons for spending

more time on a confirmation email, showing a human connection will always be in your best interest.

Whether you are selling goods, pushing services, getting people to register, or just confirming a swap of information, confirmation emails build that relationship and make it stronger. Find ways that you too can add to your confirmation template to make it more helpful and, well, confirming.

EXAMPLE: Mastercard

Like we said earlier, confirmation emails don’t have to be just for selling something. This is a great example of a simple RSVP confirmation.

Mastercard promoted this webinar through their social media campaigns. As someone who is interested in travel trends (and maybe upcoming business travel), the topic is compelling enough to register and make some time. The transaction is a swap of my time and email address for teachings from experts.

Note here that Mastercard doesn’t call it a webinar **1**, but rather has branded it as an “Economics Institute.” Many people are jaded of poor webinar experiences and by reframing the experience with a different title, it elevates the prestige (and expectations) of the viewer. They do use the word “webinar” in the copy, but that is to clarify the format rather than a lead term. You can use a similar tactic that will make your series of webinars stand out and get your audience looking forward to each one you hold.

10. <https://marketing.dynamicsyield.com/benchmarks/conversion-rate/>

11. <https://web.archive.org/web/20160706005712/http://www.usc.edu/projects/matherlab/pdfs/MatherJohnson2000.pdf>

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After RSVPing, this is the confirmation email (right) that Mastercard sends immediately. The hero image captures the topic (travel) and sits to the right of the title. With images like this **2**, it is important to not lean on **stock photography** that looks too enthusiastic or staged. Poorly chosen stock photography will lead to a negative perception of a brand and values.

But because the individual has already given their information for the registration, the most important part of this email is getting them to attend. As you can see, there are three places **3** where the date and time of the webinar appear. It is hard to miss, even if you are skimming.

And then there's the function to add this to a calendar so you don't forget to attend **4**. Mastercard leads and closes with links that will do that (the latter is very apparent with the bold orange button). There are two ways of doing this. The first is to generate what is called an **ICS** (stands for internet calendar schedule) file and add that as an attachment to your message. Some inboxes don't like attachments from senders they don't recognize though, so it is better to go the second route: including a link to download your invite or sync it with your calendar.

Similar to how we saw Grammarly use a URL to create a tweet or post, you can create a calendar invite within Outlook or Google Calendar. There are some link generator tools online, but if you know the structure of the URL you can build one yourself.

For example, my Test Webinar that starts on Dec 31 would look like this for Google calendar:

And to save you some time, here's the code you can use:

```
https://www.google.com/calendar/render?action=TEMPLATE&text=Test+Webinar&details=This+is+a+Test+Webinar&location=-Join+me+on+Zoom%21&dates=20221231T223000Z%2F20221231T223100Z
```



In Mastercard's case, they host the ICS file on another site so that when you click the link to add to your calendar, you are taken there and it downloads the ICS file automatically – which then allows you to add it to any calendar that your computer recognizes (such as Apple Calendar, Outlook, etc).

But most importantly, however you stack the information, be sure to thank the recipient and do what you say you are going to do.

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EVENT EMAILS

Before we jump into event emails, let's look at how events dissolve **information asymmetry** and lead to building an audience with new subscribers. Companies, who are selling goods or services, know more about their domain subject which creates a position of power. Naturally, the more informed (or less asymmetric) the buyer can become, the more likely they will feel comfortable with their decision. Moreover, when more information is known between both parties, a higher level of trust is established while the opposite is true: people who withhold information are less trusted¹². This is why holding an event is part of this ebook.

Humans seek understanding, so promoting an event is a great way to attract people to sign up for topics that they are interested in, meet others who are loyal to your brand, and strengthen your positioning in the market as a leader. This could be anything from how your products are made, trends in the market, interviews with experts, tutorials on a subject, DIY demonstrations, etc. Once you've chosen your topic, promote it on all the applicable channels and ask for their email address. This will help grow your subscriber base and segment those subscribers into categories of interest.


Event promotional emails should have all the fixings: topic, description, date, time, location, host/panel info, and clear value that the audience will get when they attend. For in-person events, you'll want to give at least 1 to 2 months notice, while 2 to 4 weeks is a sweet spot for online events

depending on the type (e.g. single webinar versus a day-long virtual conference).

On top of those table stakes, show your audience the value of your event by personalizing the experience. Explain what an event will do for your readers, why it's worth their time and money. Then make it simple to register or buy tickets.

By simplifying the RSVP process, highlighting event speakers, and including how your audience can access post-event recordings, you can entice your audience to sign up.

EXAMPLE: Salesforce

Events can seem boring, salesy, or a burden. Salesforce leads with a whimsical design and speakers you'd recognize, but also wording that settles your anxieties. "...Coming right to your home. And you don't even have to make them a snack." Salesforce uses a fun tone  to open their email but also leans into the fact that this will be an easy-to-attend event. Notice how they don't say: "For those who cannot attend, please watch the recording." That's boring. How they've said it is not.

Now, onto the content. "Inspiring speakers." Who wouldn't want to attend an event where Will Smith and Jane Fonda were speaking? But not everyone (read: almost no one) has that kind of budget. What's important in the content is to convey recognition and anticipation. This could be about anything your audience is excited about. Show them that you've put the

12. <https://marketing.dynamicyield.com/benchmarks/conversion-rate/>

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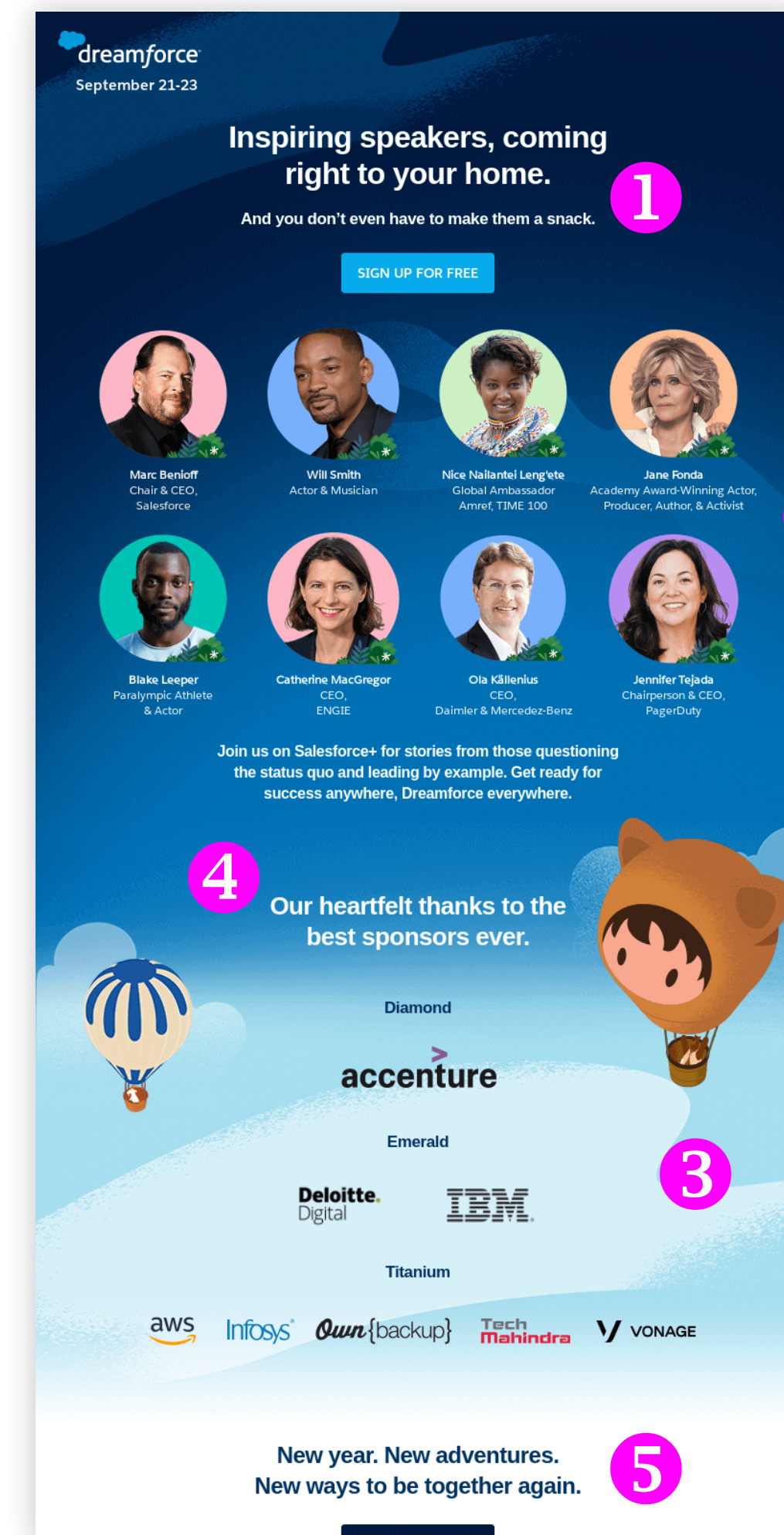
effort into making the content of the event a not-to-be-missed experience (even if it is on-demand later).

While this is just a selection of the speakers at the event, the 4x2 is a nice quick reference of the caliber of speakers that you can look forward to. You could do something similar with illustrations for topics to make the email more scannable. And since a lot of people will be looking at this on their phones, make sure that your images aren't too small by restacking the images (or, in other words, making the design responsive). Salesforce does this by going to a 2x4 (two columns, four rows) **2**.

A great design element of this email is the background image of the sky. The gradient **3** moves to a lighter color, which entices your eye to scroll down to read more. And from a coding perspective, they use two different background images (one wider for desktop, one longer for smaller screens) so that the elements look good no matter what screen you are looking at.

Don't forget to highlight those that are helping you put on the event. In this case, Salesforce calls them out with distinction: "Our heartfelt thanks to the best sponsors ever." This is a nice touch that allows Salesforce to introduce the sponsors to the reader without it feeling like a sales push or a burden **4**. If you have also been given support (from partners, sponsors, community members, etc.), make sure to give them a proper call-out in a similar way to show transparency in who is helping shape the event.

Lastly, Salesforce does an excellent job finishing strong with a reinforcement statement. "New year. New adventures. New ways to be together again." **5** It summarizes the portion above clearly while building some anticipation for the event.



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CONCLUSION

If you're like the majority of people, you know that not all emails are created equal. Some are interesting and engaging, while others are easily overlooked and forgotten. To create successful email campaigns that capture the attention and engagement of your subscribers, it's important to understand what makes a good email and how to apply those elements to your own campaigns.

First and foremost, a good email should be relevant to the reader. This means that the content should serve the reader's needs and interests, rather than simply promoting the company's products or services. Using the valuable data your customers share with you together with AI will set you on a path of making every moment more personal, valuable, and memorable.

On top of that, a good email should be consistent with the brand's messaging and aesthetic across all channels, including the website and app. This helps to avoid confusion and maintain a cohesive brand identity. As we saw with our examples, the brands used these emails to amplify their message in a way that stayed true to their identity. Use clear and concise language, focal points, and enhancements to reinforce the brand while guiding the reader.

By providing a clear and compelling reason for the reader to take action, you can increase the effectiveness of your email campaigns and drive predictable customer loyalty.

A GOOD EMAIL SHOULD BE RELEVANT TO THE READER. THIS MEANS THAT THE CONTENT SHOULD SERVE THE READER'S NEEDS AND INTERESTS, RATHER THAN SIMPLY PROMOTING THE COMPANY'S PRODUCTS OR SERVICES.



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Really Good Emails

The folks at ReallyGoodEmails.com (“RGE” for short) spent weeks researching this ebook for you. While it isn’t comprehensive, it is a great starting point and reminder of what an impactful email looks like – and why it works.

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