

# The Email Marketing Basics

Things to note before you send a campaign

PLANNING

## Campaigns with useful, engaging content for the recipients perform best.

You are most likely to have more social media shares, email forwards as well as list growth and retention with these types of campaigns.

Planning your email campaign is very important. You need to think about who you are sending to and what you are hoping to achieve with this email. Are they expecting it and will it be useful or beneficial to them?

## Things you should ask before sending

### DATA WHO?

Who is going to receive this email campaign?

### FREQUENCY WHEN?

When will they receive it and how often am I contacting them?

### RELEVANCE WHY?

Why am I emailing these people and what am I trying to achieve with this email?

### CONTENT WHAT?

What am I going to send? Is it well designed with a clear call to action?

DESIGN

## Use Colour



## h1 Create h1

## h2 a STRONG h2

## h3 typographical h3

## h4 hierarchy to make h4

P text easier to read P



The design needs to look good on all devices



### Don't forget the basics

[View in Browser](#)

Concise copy Sed semper ex laoreet nulla pellentesque mollis dapibus ut velit. Phasellus quis mattis enim. eleifend auctor massa. Mauris eget congue urna.

**BUTTON**

[Unsubscribe](#)

## Email briefs

An email brief should contain all the information required to get your email sent.

A good brief allows for your campaign to be quickly prepared, tested and deployed.

Writing out a brief can help you plan what you need to include in your email.

### A good email brief should contain;

- The campaign name
- The send time
- The name of the database to send to
- Subject lines (2 or more for split testing)
- Preview list for testing
- All the links for the email (important!!!)
- Any special instructions

## Email Anatomy



### A good email should;

- Work on all devices, be mobile optimised.
- Match the style and colour of the brand.
- Be easily recognisable as a message from your brand.
- Be relevant to the recipient. They should know why they're receiving it.
- Have a clear purpose or goal.
- Impart some information to the receiver or allow them to take action.
- Include text that is clear and concise.
- Not include text within images.

CODING

<code>

Once you have a completed design it's time to get it coded. Emails should be coded in a responsive or mobile optimised way to ensure they display correctly on all types of devices from desktops to mobiles. There are three styles of coding an email developer can use; **Static**, **Responsive** or **Hybrid**.

</code>



Remember planning, design, coding and testing all take time to get right so ensure you have left yourself enough time at the beginning of your project before the send date.

SENDING

## TO SEND A CAMPAIGN YOU HAVE TO HAVE

1. **The HTML file** (This is the email itself. Plus the images for the email. .html file format)
2. **The Text file** (the plain text version of the email. This should contain all the same content as the graphical version of the email but just be in a plain text file. .txt file format)
3. **Brief document** (This document needs to have; sending time, subject line, preview details, data list, all the links and any other instructions you need for the email sender)
4. **A list of people you send tests to** (You should always check your email is correct. Send the email to your friends or colleagues to check it is correct before you send)
5. **A list of people you will receive the email** (You need to have some data to send to. This is usually a .csv file or database with all your subscribers)

without those 5 email assets you can't send an email!

1. HTML file  
(Don't forget the images)

2. Txt file

3. Brief document  
(Subject line, links, send time, instructions)

4. Preview list  
(The people for testing)

5. Subscriber database  
(The people who will receive the live version of the email)

When you send a campaign it's a good idea to choose **2 Subject lines** It takes no extra time to set up an **A/B split test** and can greatly improve the results of a campaign. Split testing **does take extra time** so make sure to factor this in, if you are going to do split testing.

**DON'T WRITE IN UPPERCASE IN SUBJECT LINES**  
**Don't use Currency Signs or SPAM words \$£\$£\$£!**  
**!!!! Don't use exclamation marks !!!!**  
**Match the subject line with the pre-header text**