THE CHARACTERISTICS OF GREAT MARKETING EMAILS

1. SNAPPY SUBJECT LINE THAT GRABS ATTENTION
2. TARGETING/PERSONALISATION
3. CONTENT: RELEVANT AND STRAIGHT TO THE POINT
4. READABLE LAYOUT & FORMAT
5. EYE-CATCHING VISUALS
6. STRONG CALL TO ACTION (including an 'unsubscribe' option, which is a legal requirement in most countries)
7. A LITTLE BIT EXTRA Such as a discount code or special offer
8. TIMING According to Kissmetrics, the optimal email sending frequency is generally 1 to 4 emails a month, but you should be guided by your own data analysis
9. DON'T FORGET LANDING PAGES They should have the same message, look and feel as the email marketing that drove the visit, as well as a prominent call to action.

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