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 requirement in most countries)
7. A little bit extra: Such as a discount code or special offer
8. Timing: According to Kissmetrics, the optimal frequency is generally 1 to 4 emails, should be guided by your own data
9. Don't forget the call to action