

# How to create the **perfect** email

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Create beautiful,  
informative emails that  
deliver real results.

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# Making a good first impression

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With the popularity of email soaring, it's really important to make sure your email stands out in the inbox. If you're still using a personal account (like Gmail, Yahoo, etc.) to send your email newsletter, you're missing out on key features that can help spur the interest of your audience.

Email marketing providers give you the tools to design and disseminate beautiful, mobile-responsive emails that reinforce your brand and deliver valuable content to your audience.

This guide will build your confidence in email marketing by giving you useful hints and tips to help you quickly create eye-catching emails that deliver great results.

## What you'll learn

**03** Effective ways to get your email opened

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**04** Tips for maximum engagement

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**07** Measure email impact

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# Effective ways to get your email opened

The perfect email isn't just about finding the right images and styles for your content. Creating the perfect email starts in the inbox, meaning you need to think about what is going to make your readers want to open your email in the first place.

1

## Choose a recognizable sender name

The number one reason people open an email is because they recognize who it's from. When designing your email strategy make sure to pick a "From" name that is recognizable. This way, your readers know your email is safe to open and will provide them with important information or value.

2

## Use a branded "Reply" email address

The "Reply" email address you use should be checked frequently so you can respond to customers' questions quickly. We recommend using an email address that includes your company domain, such as info@yourcompanyname.com, for professionalism and consistency.

3

## Invest in your subject line

When you consider your subject line, make sure you are aiming to create something eye-catching that gives readers a reason to open your email. Remember your subject line and preheader text are the only things your audience will see to entice them to read your email. In terms of length, a good rule of thumb is 4-7 words.

4

## Utilize preheader text

The preheader text is the line of text that appears below your subject line. Most mobile inboxes display 75-100 characters of preheader text, but you should focus on the first 5-8 words to catch the readers' attention and entice them to open. The preheader text should work as an extension of your subject line.



## Need some help thinking of the perfect subject line?

Check out our AI-recommended subject lines feature to get inspiration.

## Here's how your email header should look

**From:** Southside Cycling <southsidecycling@constantcontact.com>  
**Reply:** southsidecycling@constantcontact.com  
**Subject:** Spring models are here!  
**Preheader:** New season, new bikes. Get out and ride!

# Tips for **maximum** engagement

Just because someone opens your email doesn't mean they read or engaged with it in a meaningful way. There are a number of reasons that determine whether your audience will decide to read your content or not. Here are a few helpful tips to make sure your emails get read.

1

## Use mobile-responsive email templates

To make sure you have readers' attention and don't get dismissed, your email template and design need to look good on any size screen. Mobile-responsive means that the email adapts to the size of the screen it's displayed on.

### ! DID YOU KNOW?

Emails sent through Constant Contact provide a mobile-responsive layout for the people receiving your emails.

2

## Use brand logos and elements

Make sure to brand your emails so they stand out in the inbox. Each email you create should include your logo at the top of your message to make sure readers know which business the email is coming from. Be sure to select colors that match or complement the colors of your brand.

### ! DID YOU KNOW?

The Constant Contact Canva integration, allows you to easily import designs directly into your email.

3

## Limit the number of fonts

Make sure your design looks professional by avoiding using too many fonts. More than two will make your design look busy. A good rule of thumb is to use one font for headers and one font for body copy. You'll want your font selection to show off your brand style, but also be easy to read for your audience.

4

## Find the right balance of colors

Using too many colors will make your email look disorganized and difficult to read. Besides black, make sure to limit your color usage to a max of four colors for your headlines, body text, buttons, and links. Remember, color makes a big impact on customer perception and the focus of your message.



Constant Contact has hundreds of different email templates that make it easy to create emails that look great in the inbox.

# Lead readers to **action**

Utilizing data can help you better understand what works best for driving results. Use these data-backed best practices to help you create emails that get read and cause readers to take action.

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1

## Use images, but don't overdo it

Generally speaking, 1-3 images is the sweet spot when it comes to achieving the highest click-through rate. Choose eye-catching images that reinforce the ideas presented in your email as well as your brand.



TIP

Always include an image description in case an email campaign disables images.

2

## Keep your email copy concise

Everyone's busy and on-the-go, so they're likely going to quickly scan your email to see if it's worth their time to keep reading and take action. Keep your email copy clear and concise to ensure your emails are easy-to-read and lead people to take action. On average, emails with 20 lines of text or less (or about 1,200 characters) see the highest click-through rates.

3

## Include one primary call to action

Your call to action should promote the goal of your email. If you want to increase site traffic your call to action should direct readers to your website. The call to action should be one of the first things people see when they open your email. Position your main link toward the top of your email so it's visible without the reader having to scroll to read more.



TIP

Adding more than 5-7 links (excluding links to social media bios) has a minimal impact on click-through rate. Emails with 1-3 links see the highest numbers of clicks per link.

4

## Include relevant social media links

Even if your email doesn't have a specific call to action, you should include links to your other online presences (website, blog, social media) to extend your audience reach. Get them to visit your channels and dive into what your brand is about.


# How to create the perfect email

There's a couple things you need to keep in mind when you are crafting the perfect email. Use the checklist below to help you stay on track.


**1**

**From:** Southside Cycling <southsidecycling@constantcontact.com>  
**Reply:** southsidecycling@constantcontact.com  
**Subject:** Spring models are here!  
**Preheader:** New season, new bikes. Get out and ride! ← **2**

New season, new bike! Get out and ride ← **2**

 ← **3**

**Spring models have arrived!** ← **3**

 ← **4**




We've stocked the store with state-of-the-art bicycle models including Giant, GT, Cannondale & many more! If you've been thinking of getting a new bike, there's no better time than now. You can even trade. ← **5**

**View new models** ← **6**

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Southside Cycling  
123 Main Street  
southsidecycling.com

Store Hours:  
M-Th: 11am-8pm  
866.289.2101

 Facebook  Twitter  LinkedIn

**1. Header**

- Did you use a recognizable "From" name?
- Is your reply address correct?
- Is your subject line 4-7 words?

**2. Preheader**

- Does your preheader further entice the reader to open your email?
- Is your preheader 6-11 words?

**3. Logo and color**

- Does the logo link to your website?
- Do the colors of your background, headline, buttons, and dividers match your brand?

**4. Image**

- Does your image support the message of your email?

**5. Text**

- Have you used at least 21pt text for your headline and at least 14pt text for the body?

**6. Call to action**

- Do you have a call-to-action button with a compelling command?

**7. Footer**

- Does your footer include the correct company information?
- Did you add your social buttons (and double check the links)?

**7**

# Measure email impact

So you've designed the perfect email newsletter. You've sent it out and are patiently waiting to see all your hard work pay off. Measuring email impact is important for understanding what went well and what needs improvement for future campaigns. Measure the benefit of your campaign by keeping track of these items.

Email campaign name: \_\_\_\_\_

## What's your goal?

What are you trying to achieve by writing your newsletter? Do you want people to buy your product or service? Do you want to drive more traffic to your website?

Goal: \_\_\_\_\_

## How will you measure success?

What metrics will you use to measure the success of your campaign? Clicks? Site traffic? Buys? The metrics you want to pay attention to matter based on the goal you select for your campaign.

# of Sends: \_\_\_\_\_

# of Opens: \_\_\_\_\_

# of Clicks: \_\_\_\_\_

# of Bounces: \_\_\_\_\_

# of Unsubscribes: \_\_\_\_\_

% of increased sales over X time: \_\_\_\_\_

% of site traffic increased over X time: \_\_\_\_\_

## What worked?

What made your campaign successful?

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## What will you change in the future?

A/B Testing subject lines? Try sending on a different day or time?

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## Glossary

- **Sends:** This is the measurement of how many emails you have sent.
- **Bounces:** This is the measurement of how many emails did not reach participants.
- **Opens:** This is the measurement of how many subscribers opened your email. Be wary of open rates as an indicator of engagement. Just because someone opens doesn't mean they read your email and are engaged with your content.
- **Click-through rate:** This is the measurement of how many people clicked on at least one link in your email. Clicks can be for blue links or buttons.
- **AB Testing:** This is when you test two different versions of your content to see which one your audience responds to better.

# Let us help you craft **inbox-ready perfection**

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Now that you know all the best practices for creating the perfect email, it's time to try it for yourself. Constant Contact provides you with the tools to design and disseminate beautiful, mobile-responsive emails that reinforce your brand and provide your audience with valuable content.

Receive a free trial of Constant Contact for 60 days and [see how email marketing can transform your business.](#)

[Get the Free Trial](#)

