

Email Campaign Best Practices

1 Plan the Campaign

Essentials from your send

- Company website to direct traffic to
- Calls to Action – verbiage and url
- Logos or images, or direction of what to grab from your site
- Subject Line
- Preview text (or preheader – line that appears below/after subject line in some clients)
- Outline of content with clean verbiage, proofread and ready-to-use
- Branding requirements (we'll look to their website to choose appropriate colors, shapes, fonts, etc if not otherwise specified)

Note: You are welcome to provide visual mockups, however, due to email design best practices and compatibility issues, we may not be able to match your design exactly. An outline is very useful and requires less time investment from you and your team.

2 Prepare Content

Develop an outline of the content for the email. Recycling verbiage from your company website is a great starting point. Consider the audience and the campaign goals when determining the main CTA, and what supporting content would help a reader decide to take that action and click.

- **Subject Line** – try this [Subject Line Tester](#)
 - Aim for around 20 characters, 3-5 words
 - Avoid spammy words – [Words to Increase Opens \(and Words to Avoid\)](#)
 - Use a number!
 - Use an emoji 🤔 (if appropriate for the customer)
 - Use Title Case (not caps, lowercase, or sentence case)
- **Preheader Text** – preview line shown below/after subject line in many clients
 - 40-50 characters
 - Can use as an extension of subject line
 - Question format can be engaging
 - CTA to open the email
- Remember the Rule of Three – for example, if we want a row of images showcasing an apartment's amenities, pick a set of three such as the pool, the lounge, and a bedroom.
 - A row of more than 3 images will make the images too small in most cases, too.
- Keep content consistent – for example, say we have a set of three properties, each with image, name, address, and description. All three descriptions should be similar in character count in order to build a consistent layout.
- CAN-SPAM compliance requires a physical address
- **Optional:** ALT text descriptions for the images used. Our coders will make these up, but you might have a branded way to refer to your products – maybe you always describe their pool as 'luxury, sparkling swimming pool'.

Outline Example

Title: 🚨Hurry! Just 5 Units Left

Preheader: Secure your housing for Fall 2020 today! >>click here<<

Content:

[company logo]

[volleyball court image - see assets]

Headline: Luxury Off-Campus Housing

Just 2 Blocks From UNCW

You won't find another off-campus student housing community closer to UNCW than we are! If you're looking for a great off-campus apartment within walking distance to UNCW, take our virtual tour or stop by today - we'd love to meet you.

CTA: Now Leasing 2020-2021

Mention this ad to receive all signing fees waived!

CTA Button: Apply Today! [<https://lighthousewilmington.com>]

[please pull 3 images from our website - theater, living room, pool]

- Our state-of-the-art movie theater's something you won't find anywhere else! We have a movie night once a month, or you can reserve the room for your own event.
- Our fully-furnished 2 and 3-bedroom floor plans feature high-end finishes, private bathrooms, full-size washer and dryer, and free Wi-Fi and cable.
- Plus, a resort-style pool, clubhouse, fitness center, 24-hour computer lounge, and transit access. You'll always have something to look forward to!

Footer: [include links to our fb and insta - <https://www.facebook.com/lighthousewilmington> and <https://www.instagram.com/lighthouseapartments>]

Lighthouse Wilmington

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