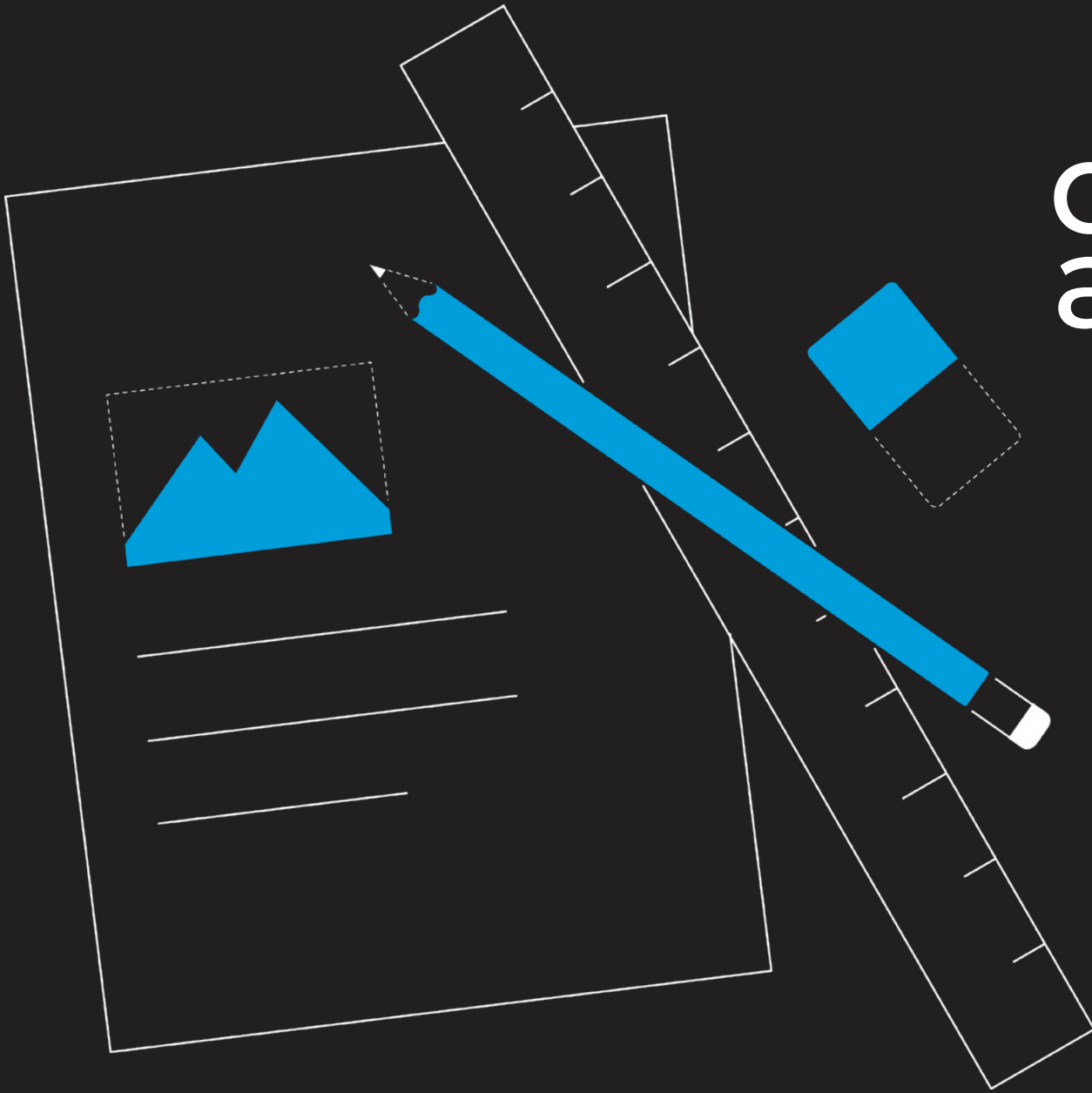


data  
axle



10 CREATIVE

# Best Practices



1

## The 6-Second Rule

You have 6 seconds to grab the attention of your audience.

NBCUniversal's Megan Troth said, "The attention economy is a cruel mistress and takes no prisoners. Get their attention in six seconds or not at all." Some have called this the single most important rule in email design. How do you accomplish this? Clarity, Brevity, Skim-ability!

### How do you achieve this?

- Good typography
- Layout that follows vertical & horizontal margins
- One main objective
- Color harmony
- White space
- Keeping it simple
- Minimizing copy



### Pro tip: Avoid the dreaded "Wall-o-Text"

Wall-o-Text = any lines of copy greater than 4. As soon as your reader takes a glance, they will think, 'I've got no time to read this' and your messaging will end up being ignored.

2

## Stay Mobile Ready, So You Don't Have to Get Mobile Ready

People are constantly scrolling on their phones. The valuable Gen Z demographic is estimated to get 6 hours of screen time a day, so chances are that's where they will interact with your advertising.

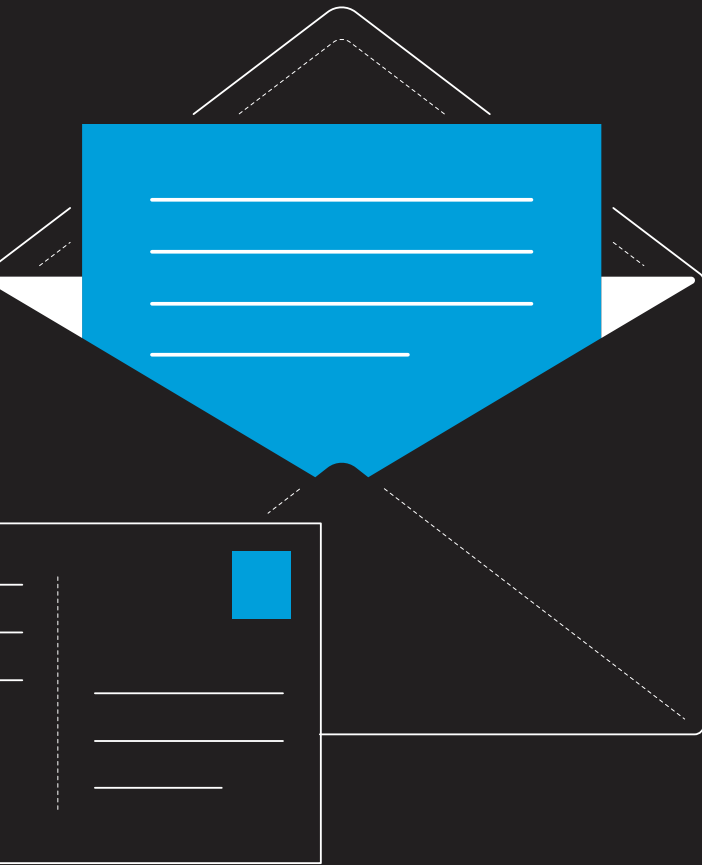
There are two overlapping mobile email techniques:



A. Scalable



B. Responsive



3

## Value Added Content

Sending a purely promotional email will lead to a large inactive audience. You need to make sure your messaging adds value to the audience. Some advertisers add 'Sticky Content' – bite sized editorial info, to their emails to make them educational, helpful and fun. This kind of content helps train users to consistently opening your emails.

4

## Personalize Messaging

A recent Salesforce study found that 84% of customers say being treated like a person, not a number, is very important to winning their business. Advertisers need to make sure they are reaching out to a prospect with offers that are relevant to that person and their needs. Got Data? Merge it in.

### Some easy ideas :

- Good typography
- Layout that follows vertical & horizontal margins
- One main objective
- Color harmony
- White space
- Keeping it simple
- Minimizing copy





5

## Turn Hybrid Readable Images Off

Up to 20% of your audience will not see images. These tips will make your emails more readable:

- Copy should be HTML not Pixels
- Bulletproof buttons
- Faster Loading
- Easily made dynamic & merged

6

## Utilize Dynamic Light

Dynamic Light refers to photography in your images. Is the lighting flat or does it shine and radiate? You want it to radiate and shine to create movement and visual interest. A good example of this is magazine covers & movie posters.

7

## Highlight the Call to Action

You do not want the viewer to have to think about where to click, the placement of the button should be instinctive and impulsive. Don't be afraid to develop a signature style for your call to actions – from font to button color and more.

8

## Don't Neglect the Headers, Navigation & Footers in Your Emails

Email preheaders have been referred to as the "second subject line", so make sure you don't neglect it! For the Footer – but sure include unsub, privacy & can-spam compliant.



### Take steps to enhance your Navigation. Remember that:

- Copy should be HTML not Pixels
- Bulletproof buttons
- Faster Loading
- Easily made dynamic & merged

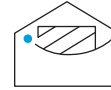
9

## Highlight Social in Your Email Messaging

There are 3 solid techniques to highlight your socials in your emails.



**Linking:** include social buttons that invite readers to follow



**Sharing:** include interesting posts directly in your emails

10

## Make it Accessible

Taking disabilities into account when designing your advertising is both inclusive and sensible. The Bureau of Internet Accessibility has a handy email checklist you can use as a guide:

### Some easy ideas :

- Real text is used (not images)
- Images have alt text
- Colors have strong contrast
- Font is easy to read
- Text is balanced
- Heading and semantic elements are used
- Links are clear and meaningful
- Add role="presentation" to presentational tables
- Design is responsive
- View Online and plain text options available