

10 Tips to Creating Powerful Email Marketing

1. Create a subject line that makes people want to read more
2. In the preview pane, describe what the offer is about
3. The first paragraph should address the “what’s in it for me” doubters
4. List the offer benefits in bullet points
5. Make the email look real and personal
6. Use real people in photos
7. Don’t over-design your email – it can make it impersonal
8. Don’t scrimp on copy – make it believable
9. Pepper the email with simple call to actions
10. Give your audience all the offer details and make it easy for them to respond.