

DESIGNING HIGH-PERFORMING EMAILS



SET YOUR GOALS

FIVE W'S

Every email should have a purpose and a clearly stated goal.

WHO are you sending to?

WHAT do you want them to do?

WHEN is it appropriate to send the message?

WHERE will the recipient read it?

WHY are you sending this message?

HOW are you going to measure success?

DEFINE INBOX STRATEGY

OPTIMIZE THE ENVELOPE FIELDS

How will you build trust and convince subscribers to open your email?

From name

From address

Reply-to address

Subject line

Preview text

DEFINE CONTENT STRATEGY

INSPIRE YOUR AUDIENCE TO CLICK

Create a content hierarchy that provides value to subscribers and meets your goals.

Headline(s)

Subhead(s)

Body copy

Call to action

Graphics/images

SKETCH YOUR NEXT GREAT EMAIL

