



TouchBase^{Pro}

Design Tips & Secrets



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Where do I start?

Understand what the goal of your email is. Before you can decide on your content and what you want your email to look like, you need to know what you want your email to achieve. For example, are you trying to drive sales or perhaps increase awareness about a service?



What message do we want to communicate?



Who do we want to communicate with?



What content and assets do we need?



When do we want to send?

Subject Line First



Your subject line is one of the first things a person sees when they receive your email and often determines whether they open your email, or just hit delete. So, your entire email campaign relies heavily on you having a strong and compelling subject line. Here are some tips on how to create a killer subject line.

Write it first

Your subject line should never be an afterthought that is added just before you send. It's one of the most important parts of your email as it sets the tone. Write your subject line first to ensure that your content relates and supports your email campaign.

Keep it short

Generally, the optimal length for a subject line is 41 characters so aim to get right to the point with about seven words. Keep in mind the devices your audience use to read your emails. If a large portion of your database is reading your emails on mobile, then be sure to make your subject line short and sweet with about 25 – 30 characters.

Always test

Your subject line is one of the easiest parts of your email campaign to test. Send test emails and check your subject line on multiple devices to see how it looks. This way you can make sure your subject line reads well on all devices. If you are not too sure which subject line will perform best with your database, run an A/B test (on either length or different subject lines altogether) to find out which subject line performed best.

Eliminate filler words

With such a short space available, avoid unnecessary words such as your company name (this is usually in the 'from' field of your email), hello and thank you. These words can easily be included in your email content and are not likely to grab the attention of your audience.

Use different subject lines

No one wants to see the same subject line repeatedly used over. Make sure you use new and interesting subject lines to excite and entice your subscribers to keep opening your emails. It also shows your subscribers that you have new and interesting content to offer them.

Make it personal

Make your subject lines more personal by including your readers' name. A personalised email subject line helps your email stand out and helps your audience to want to open and engage with your email. If you don't

Try using emojis

Make your email stand out in the inbox with the clever use of emojis. Just be careful not to over do it and make your email look spammy.

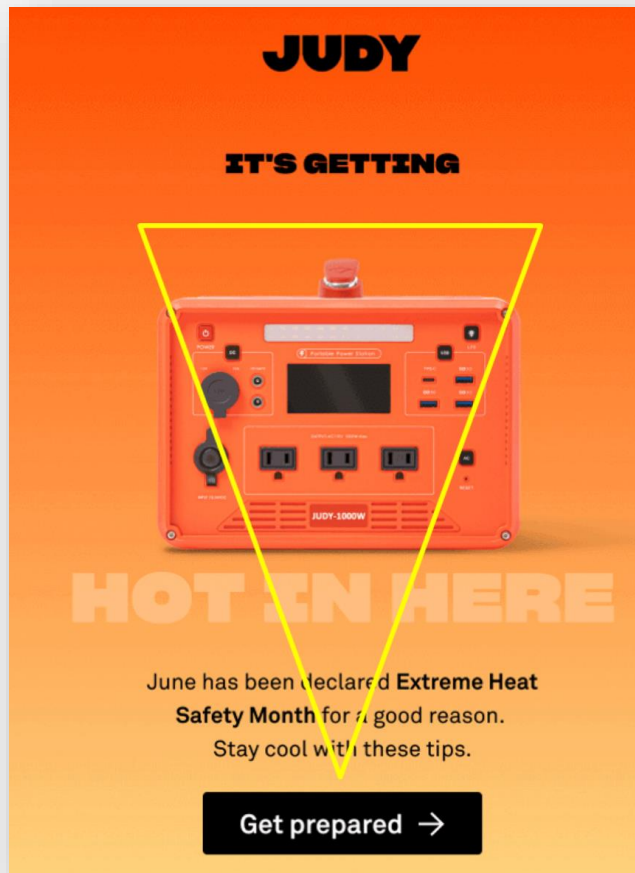


Your Email Layout

Your email layout should help your readers know what they should check out first, and what action you'd like them to take. They should be able to scan the email quickly using a logical hierarchy with large headlines and images focusing the attention. Use layouts to break up space and help create chunks of content. Structure your emails in a way that makes it easy for subscribers to read.

There are three different layouts which we recommend you try. Keep in mind that your content must fit the layout in order for it to work.





Inverted Triangle

This layout is designed to drive the reader's eye down toward your call to action and is one of the most popular and effective email layouts.

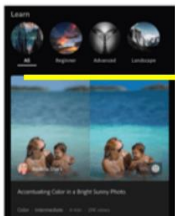
This layout is great for promotions and important articles.

Members get more.



Keep up with your creativity.

From your phone to your desktop with 9 mobile apps already included.



Photography

Access tools to store, organize, and edit your favorite photos.

Design

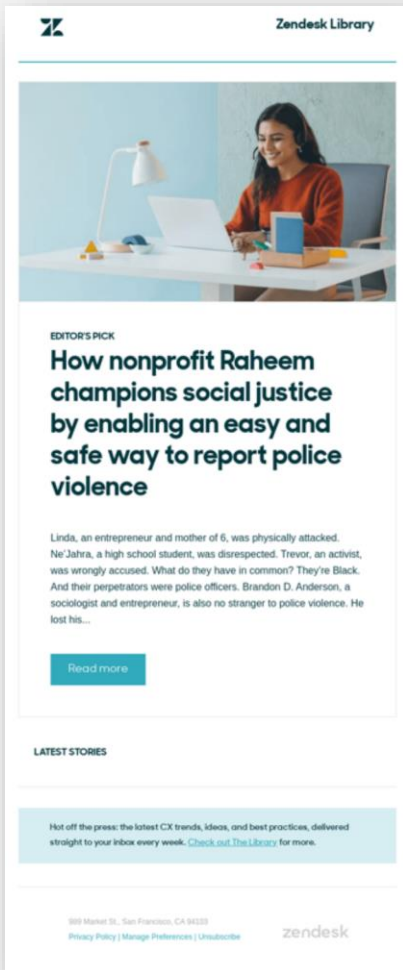
Create the art of your dreams with fast and powerful apps.



The zig-zag

This layout uses angels to create a more enticing design whilst still being functional and easy to read. This layout is great if you want to display more graphics and works well for update mailers such as newsletters as well as for displaying a number of products.

Keep in mind how this layout will stack on mobile. If you have a large audience reading your emails on mobile then we would suggest you go for a more simple layout.



Single-column layout

This layout has all content stacked underneath each other and is the most simple email layout there is.

This layout is perfect for more plain text emails or emails that are quite short such as welcome emails and very basic newsletters.

This layout is great if majority of your audience is reading their emails on their mobile phones as you do not have to worry about how the content will stack

Colour in Email

There is psychology behind how people interpret different colours and the same goes for the colours in your email campaign. Here are a few useful tips to keep in mind when using colours in your emails:



- **Use colours that compliment each other.**

Yes we want our emails to pop but you don't want the colours to be fighting each other making it difficult for subscribers to read.

- **Try stick to two colours –** emails that have more than two colours can become busy and overwhelming.

- **Try colour-blocking.**

This is a great way of separating two different pieces of content whilst still making sure both pieces of content stand out.

- **Stay true to your brand –** incorporating colour into your emails can improve your design and make your emails more fun, however, make sure readers can still identify your brand.



Purple

Creates feelings of mystery and luxury. Used by many beauty brands.



Pink

Stimulates feelings of love, femininity and affection.




Yellow

Emphasises feelings of happiness and intelligence. Creates a feel good mood.



Brown

Create feelings warmth and dependability. Associated with natural elements.



Green

Emphasises health, nature and wealth.



Blue

Portrays trust, calmness and stability. Often used as a corporate colour.

Black

Stimulates feelings of elegance, power and mystery.

White

Gives the feeling of purity, peace and cleanliness.

Red

Gives the feeling of power, passion and aggression. One of the most used colours.

Orange

Stimulates feelings of excitement, energy and persuasion.



Best practice for images



- Watch the size of your images. Adding a ton of large images to your email campaign is going to increase the load time and may even cause it to get blocked by spam filters. Use tools like tinypng.com to compress your images.
- Avoid image-only email campaigns. A red flag that spam filters look for are image-only emails. Not to mention your email won't make any sense if your one image doesn't load.
- Make sure you have a healthy image to text ratio. Some email clients don't automatically download images so its crucial that your email campaign makes complete sense without images.
- Use imagery that supports your email content. Don't just include imagery for the sake of it, add imagery in a way that emphasizes your messaging and enhances your design.



- Use imagery that represents your brand and company. Be mindful of what the images you use represent, some images may have a negative connotation and should be avoided.
- Add alt text to your images. Alt text is what will be displayed in place of your image if images aren't downloaded and it can help your campaigns get through spam filters.
- You can make use of free stock images to help add imagery to your emails. Here are some of the free stock image websites we use: Unsplash, StockSnap.io & Pexels.



How to optimise your calls to action

- Use buttons – instead of hyperlinking your text use a button. This will make your CTA stand out and grab your readers' attention. which is exactly what a good CTA should do.
- Use action-orientated text – your calls to action should encourage your subscribers to do exactly that, take action so use words that are striking and evoke a sense of action. Try using compelling verbs like 'try' or 'experience'.
- Keep your copy concise – Your CTAs should be short and get straight to the point, there's no reason to waffle on in a complete sentence. Two or three words should be more than sufficient, like "buy now", "shop now" or "get this deal".
- Make it bold – use bright and contrasting colours for your CTAs. By making them pop they are going to attract your readers' attention.

- Keep it above the fold – don't leave your subscribers unsure of the action they are supposed to take, keep your first CTA above the fold to avoid a drop off in engagement.
- Create urgency – one of the best ways to get your subscribers to engage with your email is by creating a sense of urgency. Use words such as now and today to help create a sense of urgency.
- Guide your links – Once a subscriber has clicked on your CTA, where are they going to end up? Make sure your efforts aren't wasted by directing your subscribers directly to where they need to go. Offer a customized landing page, or send them directly to the purchase page that matches what they clicked on in your email.



Extra design tips

Make use of white space

White space, the blank area around paragraphs, images, and call-to-action buttons, is crucial for email design.

Ample white space separates elements visually, improving click-through rates and directing the reader's attention. It enhances legibility and facilitates content comprehension. Ensure the right balance between separation and connection to make your copy and CTA button stand out while maintaining their association.

Keep your email relevant

Your email can look phenomenal but if the content isn't relevant your subscribers are not going to keep engaging.

Tailor your email to your subscribers where possible with the use of segmentation and dynamic content. If you send your subscribers email content that they love and find valuable, they are going to keep interacting with your emails.



Include GIFs & Video content

Many people think that you can embed video straight into your email, and as magical as this would be, there are many email clients who do not support this.

Video content, however, does increase engagement in emails, so we suggest making use of images & GIFs to encourage readers to click through to watch your video content. Animated GIFs are a great alternative to using video.

Make use of premade templates

Work smarter not harder. Find and design an email template that works for you and reuse for most of your email campaigns.

You'll save yourself a ton of time and this will ensure that your emails remain consistent. We all need a little inspiration now and then. Our team loves visiting [reallygoodemails](#) for a little extra inspiration.

Tips for writing content



- **Keep it short**

Simplify your email copy for easy reading. Focus on conveying the benefits and use short paragraphs with subheadings for structure. Make it skimmable yet informative.

- **Optimise your calls to action**

Have a strong, relevant call to action that directs readers to take action, whether it's reading your blog or listening to your podcast.

- **Benefit, benefit, benefit**

Deliver valuable content to engage readers and drive conversions. Highlight the benefits to explain why they should read your blog or listen to your podcast..





- **Be relevant**

Target your email content to specific segments within your database for better engagement and conversions. Avoid a generic approach and focus on relevance for your specific audience.

- **Avoid the spam filter**

Now that you've got some killer email content you need to make sure that your email makes it into your subscribers' inbox. Here's how:

- *Avoid spammy words like "free" or "100%".*
- *Never use ALL CAPS, this is a red flag for spam filters and can come*
- *across as shouting.*
- *Send from an authenticated domain.*
- *Add alt-text to all your images.*





If you would like to chat to our team about helping you or your company win with email marketing, get in touch today and let us know.

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*We believe that when people connect,
extraordinary things happen.*



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