

Marketer's Guide: Tips and Tricks to Up Your Email Game



Why Use a Cheat Sheet?

The following suggestions will help you craft plain text emails that:

- ✓ Can be easily read, no matter the platform, email service, device, etc.
- ✓ Get straight to the point.
- ✓ Avoid your recipient's spam folder
- ✓ Sound more like a 1-to-1 conversation with an accountant than a marketing email (your open rates will improve).
- ✓ Are easy to preview in your email inbox.

Questions to Ask Before You Start



What specific customer pain point do we want to address?



What do we want our readers to walk away with after reading this email?



How can we, in simple terms, frame the value of what they're being asked to read?

Follow These Writing Tips

- ✓ Grab your reader's attention by calling out a compelling fact or stat.
- ✓ Avoid big blocks of copy or lengthy summaries.
- ✓ Use a conversational voice or include a personal touch or story.
- ✓ Avoid marketing jargon.
- ✓ For emails that link to an article or blog post, make the email sender the same as the author.
- ✓ The email subject line should not be the same as the blog, article, or asset you're linking to.
- ✓ Include our unique value on the subject (e.g., We made these mistakes, so you don't have to.)

Subject Lines Are Important

- ✓ Follow this formula: Include a number, adjective, keyword, rationale, and promise.
- ✓ Keep subject lines to 55 characters or less (including spaces).
- ✓ Put the most important words at the beginning to make them visible in any email client.
- ✓ Write 25 subject lines and test them using a tool like the [CoSchedule Email Subject Line Tester](#).
- ✓ Create how-to's, questions, and lists. You fill in the blanks.

Use Your Headlines For Inspiration

- How To Make ____ That Will ____
- 21+ Ways To Grow Your ____
- Do You Think You Can ____?

Tell Them What's In It For Them

- 5 Reasons Why You Should ____
- ____ While You Sleep
- 10 Best ____

Show Them Who They Could Be Like After They Open Your Email

- How ____ does ____
- ____ can afford any ____, he uses ____

Make it stand out in a cluttered inbox

- Real ____ use ____
- Discover the ____
- ____, ____, and ____?

Never Stop A/B Testing

- ✓ Try different subject lines with 50% of your audience, and use the subject line with the highest open rate for your remaining audience.
- ✓ Use your first and last name vs. your company name in your email signature.
- ✓ Test how you hyperlink your CTA. Try linking a whole sentence vs. the title of your resource or article.

Don't Forget Analytics

- ✓ Track which emails lead someone to convert and become a user, buyer, downloader, or subscriber.
- ✓ Understand your open and click-through rates and what's working/not working after you set up A/B tests.

Open Rate Drivers

1. Subject lines

Mobile email clients cut the visible number of characters even more, but once they open the email, they see the full subject line.

2. Sender Names

Most email programs will let you change your sender name (how your name appears in the inbox vs. your actual email address). There may be cases where you want your "sender name" to appear as "first name at company name" rather than "first name, last name." Test both sender names to see which performs better.