

Email Content Ideas

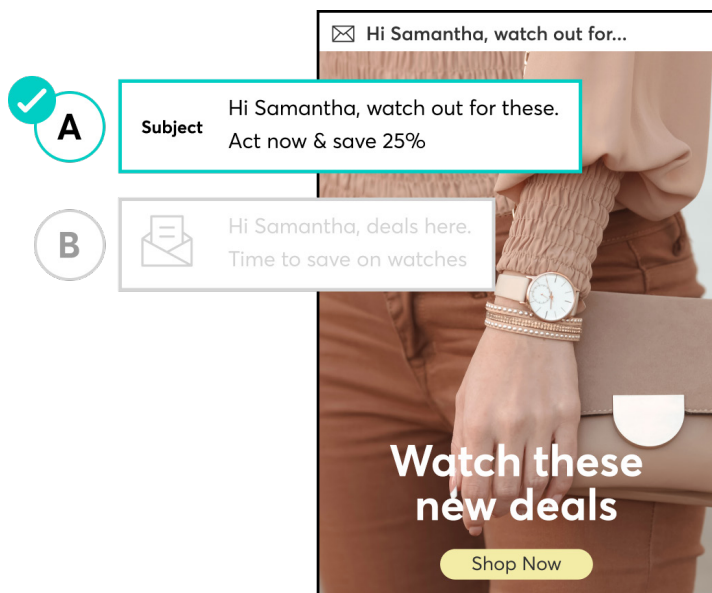
constantcontact.com/au



Coming up with email content can be a challenge. This guide outlines the top email communications—with **tips & examples**—to send to your subscribers to drive engagement.

6 Email Best Practices to Drive Results

- 1 Be concise
- 2 Personalise with name, location, interest, etc.
- 3 Use 5-7 words in the subject line and 7-9 words in the preheader
- 4 Optimise for mobile
- 5 A/B test subject lines for the best open rate
- 6 Keep the main message and call-to-action at the top of your email



Welcome email

Set up an automatic welcome email that goes out to new contacts when they join your mailing list.

Subject line:

- You're in, let's begin!
- Welcome to <brand name>
- Let's get started.

Call-to-action:

- View upcoming sales/events
- See additional resources
- Stay connected on social

Recommended template:

- [Welcome templates](#)

Business goal:

- Increase subscriber engagement and loyalty

Suggested mailing schedule:

Automatically send to new customers after they make a purchase or sign up for a service

Seasonal

Using the changing seasons is a great way to add some personality to your messages, and it will increase your chance of getting noticed.

Subject line:

- Include keywords: New/Free Deal/Discount/Savings/Holiday
- Example: Spring savings are here! Act now.

Call-to-action:

- Buy now
- Save today
- Get started

Recommended template:

- [Holiday templates](#)

Business goal:

- Drive traffic to your website, increase engagement, and boost sales (if promoting a product)

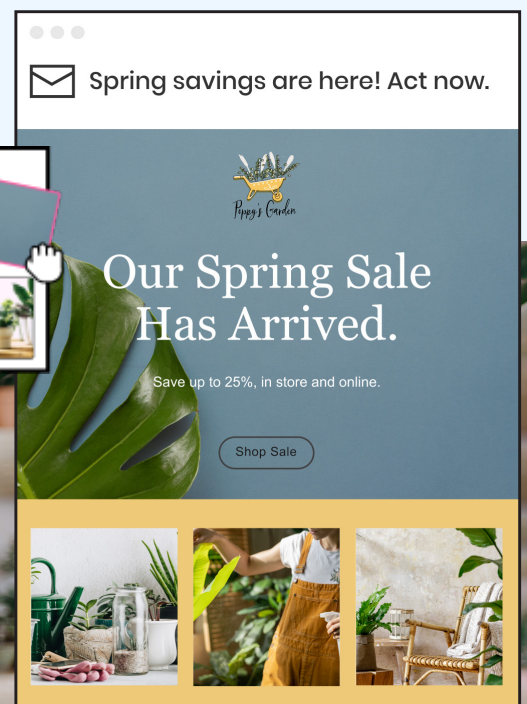
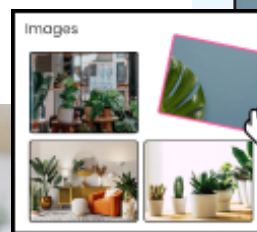
Suggested mailing schedule:

Pre-sale: 1 week prior

Sale: Week of/same day

Time-sensitive: Week of same day

Holidays: See holiday calendar on page 4



Newsletter

Email newsletters are one of the most effective marketing tools available to small businesses today. They are an easy and cost-effective way to keep in touch with your clients and potential customers.

Subject line:

- Ask open-ended questions to focus your readers' attention and pique their curiosity
- Example: Destination Weddings: Want Rockstar Treatment?

Call-to-action:

- Learn more
- Leave us a review
- Get tips now

Recommended template:

- [Newsletter templates](#)

Business goal:

- Engagement and awareness to keep your audience informed about the latest news, happenings, or updates regarding your business

Suggested mailing schedule:

Every two weeks or once per month. Keep in mind who your audience is and what type of content you'll be sharing

Invitation

Invitations are important for big events and fundraisers to get the word out. A great invitation makes someone want to come to your event and not miss out.

Subject line:

- You're invited! Join us for <event name> on <date>.
- Don't get FOMO! Last chance to register for <event name> on <date>

Call-to-action:

- RSVP now
- Register now
- Sign up

Recommended template:

- [Invitation templates](#)

Business goal:

- Drive event awareness and increase attendance

Suggested mailing schedule:

Touch 1 (one month prior to event):
Invitation with a link to register

Touch 2 (one week prior to event):
Event reminder with referral promotion

Touch 3 (day before event):
Event reminder with logistics



Take advantage of the upcoming holidays by sharing new inventory, specials, gift ideas, or tips related to:

Winter

Spring

Summer

Autumn

June

- King's Birthday
- World Environment Day
- Matariki (NZ Public Holiday)
- Donut Day
- Pride Month

September

- Father's Day
- R U OK? Day
- International Day of Peace

December

- Christmas Eve
- Christmas Day (Public Holiday)
- Boxing Day (Public Holiday)

March

- Clean Up Australia Day
- Labour Day (WA Public Holiday)
- Employee Appreciation Day
- International Women's Day
- Labour Day (VIC, TAS Public Holiday)
- St. Patrick's Day
- Harmony Day
- Pancake Day

July

- International Day of Friendship
- Ice Cream Day
- NAIDOC Week

October

- Labour Day (ACT, NSW, SA, Public Holiday)
- World Mental Health Day
- Diwali/Deepavali
- Labour Day (NZ Public Holiday)
- Halloween
- Taco Day
- Customer Service Week
- New South Wales Small Business Month

January

- New Year's Day (Public Holiday)
- Day After New Year's Day (NZ Public Holiday)
- Australia Day (Public Holiday)
- Lunar New Year

April

- April Fool's Day
- Good Friday (Public Holiday)
- Easter Saturday (Public Holiday)
- Easter Sunday
- Easter Monday (Public Holiday)
- Earth Day
- Anzac Day (Public Holiday)

August

- Book Lovers Day
- Senior Citizens Day
- Small Business Festival (VIC Public Holiday)

November

- Melbourne Cup Day (VIC Public Holiday)
- Remembrance Day
- Black Friday
- Small Business Saturday

February

- Waitangi Day (NZ Public Holiday)
- Valentine's Day
- Ramadan

May

- May Day (NT Public Holiday)
- Labour Day (QLD Public Holiday)
- Mother's Day
- National Sorry Day (AUS)
- Queensland Small Business Month
- National Volunteer Week