How to create the perfect email

There's a couple things you need to keep in mind when you are crafting the perfect email. Use the checklist below to help you stay on track.

From: Southside Cycling <southsidecycling@constantcontact.com>
Reply: southsidecycling@constantcontact.com
Subject: Spring models are here!
Preheader: New season, new bikes. Get out and ride!

New season, new bike! Get out and ride

SOUTHSIDE CYCLING

Spring models have arrived!

We've stocked the store with state-of-the-art bicycle models including Giant, GT, Cannondale & many more! If you've been thinking of getting a new bike, there's no better time than now. You can even trade.

View new models

Southside Cycling

123 Main Street

southsidecycling.com

Store Hours:

M-Th: 11am-8pm

866.289.2101

Facebook   Twitter   LinkedIn

1. Header
☐ Did you use a recognizable "From" name?
☐ Is your reply address correct?
☐ Is your subject line 4-7 words?

2. Preheader
☐ Does your preheader further entice the reader to open your email?
☐ Is your preheader 6-11 words?

3. Logo and color
☐ Does the logo link to your website?
☐ Do the colors of your background, headline, buttons, and dividers match your brand?

4. Image
☐ Does your image support the message of your email?

5. Text
☐ Have you used at least 21pt text for your headline and at least 14pt text for the body?

6. Call to action
☐ Do you have a call-to-action button with a compelling command?

7. Footer
☐ Does your footer inclue the correct company information?
☐ Did you add your social buttons (and double check the links)?

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