

Email content ideas

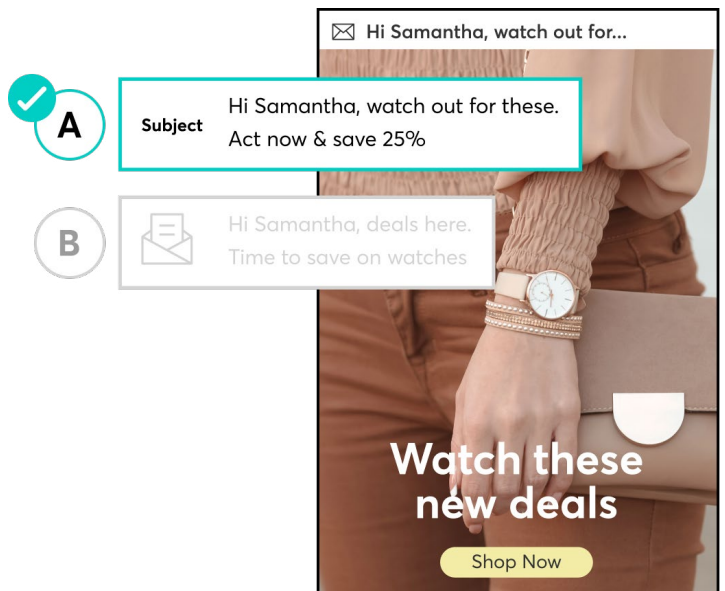
constantcontact.com



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 Personalize an email (name, location, etc.)
- 3 Subject line: 5-7 words | Preheader: 7-9 words
- 4 Always optimize 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 result:

- 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 result:

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

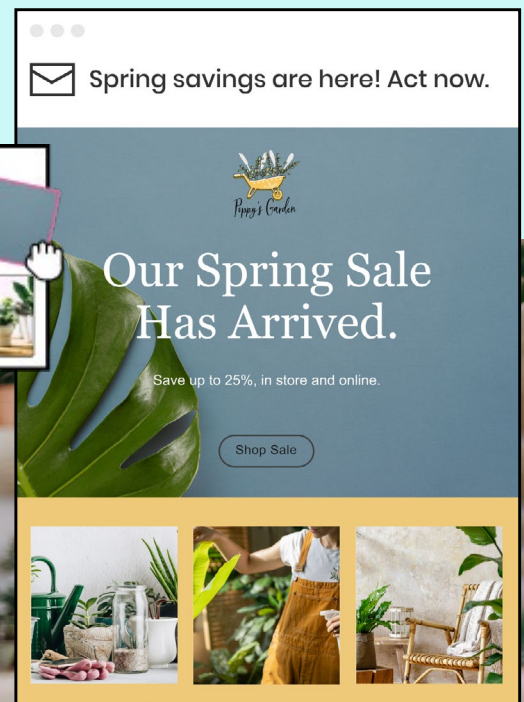
Suggested mailing schedule:

Pre-sale: 1 week prior

Sale: Week of/same day

Time-sensitive: Week of/same day

Holidays: See holiday calendar on page 4



Newsletter

An email newsletter is 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 result:

- 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 also describes the event in a manner that entices its invitees to become attendees.

Subject line:

- You're invited! Join us for <event name> on <date>.
- Include details such as: date, location, cost

Call-to-action:

- RSVP now
- Register now
- Sign up

Recommended template:

- Invitation templates

Business result:

- Drive event awareness and increase attendance.

Suggested mailing schedule:

Touch 1 (one month prior to event):

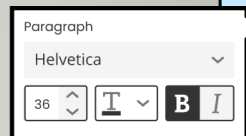
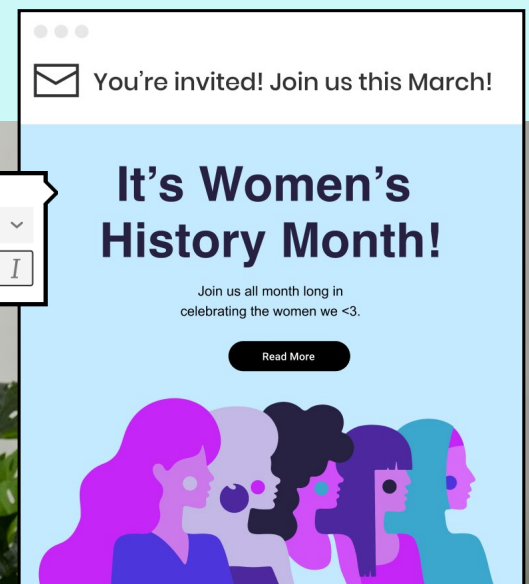
Invitation with a link to register

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

December

- National Tie Month
- Safe Toys and Gifts Month
- Cyber Monday
- Make a Gift Day
- Salesperson Day
- Hanukkah
- Ugly Christmas Sweater Day
- Re-gifting Day
- Christmas
- Make Up Your Mind Day
- New Year's Eve

Spring

March

- National Craft Month
- World Compliment Day
- Be Heard Day
- Dream Day
- I Want You to be Happy Day
- National Mom and Pop Business Owners Day

Summer

June

- National Camping Month
- National Drive Safe Month
- National Fireworks Safety Month
- Great Outdoors Month
- World Environment Day
- Father's Day
- National Splurge Day
- Flip-Flop Day
- Public Service Day
- Social Media Day

Fall

September

- Labor Day
- National Courtesy Month
- National Grandparent's Day
- Good Neighbor Day
- Swap Ideas Day
- Patriot Day
- Football Season
- National Women's Friendship Day
- Stand Up to Cancer Day
- International Dot Day
- American Business Women's Day
- National Hunting and Fishing Day

January

- New Year's Day
- National Thank You Month
- International Creativity Month
- Dress Up Your Pet Day
- Ditch New Year's Resolutions Day
- International Sweatpants Day
- Measure Your Feet Day
- Inspire Your Heart with Art Day

April

- Couple Appreciation Month
- Earth Awareness Month
- Garden Month
- Easter
- Walk on Your Wild Side Day
- Earth Day
- International Dance Day
- Honesty Day

July

- Bikini Day
- Independence Day
- National Work-a-Holics Day
- Embrace Your Geekness Day
- All or Nothing Day
- Parent's Day

October

- Breast Cancer Awareness Month
- Do Something Nice Day
- Face Your Fears Day
- Department Store Day
- Make a Difference Day
- Halloween

February

- Heart Month
- Super Bowl Sunday
- Madly in Love with Me Day
- Valentine's Day
- Singles Awareness Day
- Random Acts of Kindness Day
- Love Your Pet Day
- Floral Design Day

May

- Military Appreciation Month
- Mother's Day
- Lucky Penny Day
- Barbecue Month Begins
- Memorial Day

August

- World Wide Web Day
- National Girlfriends Day
- Just Because Day
- Friendship Day
- Back-to-School
- Relaxation Day
- National Bow Tie Day
- Be Kind to Humankind Week

November

- America Recycles Day
- Celebrate Your Unique Talent Day
- Shopping Reminder Day
- Thanksgiving
- Black Friday
- Electronic Greetings Day
- Small Business Saturday
- Giving Tuesday