

# Email content ideas

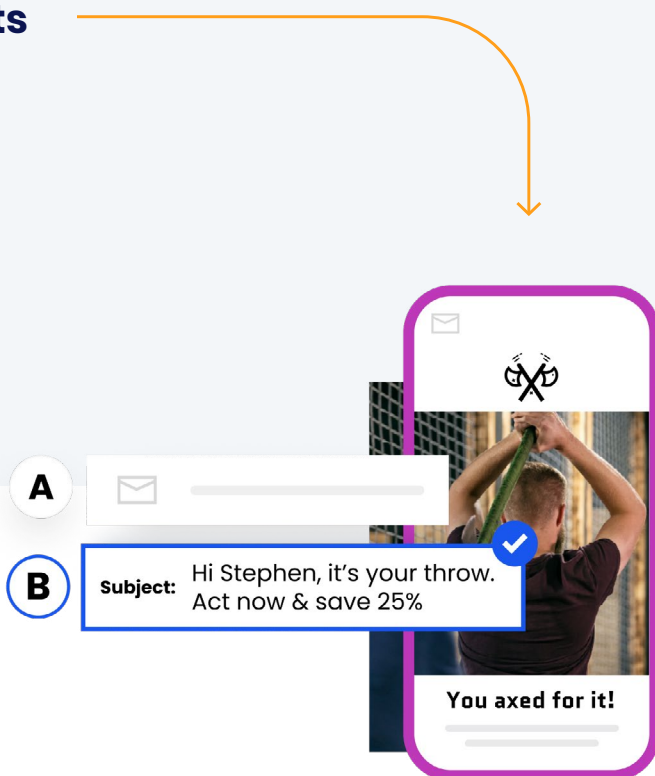
constantcontact.com



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

- 01 Be concise
- 02 Personalize an email (name, location, etc.)
- 03 Subject line: 5-7 words | Preheader: 7-9 words
- 04 Always optimize for mobile
- 05 A/B test subject lines for the best open rate
- 06 Keep the main message and call-to-action at the top of your email



**A** [Generic subject line]

**B** **Subject:** Hi Stephen, it's your throw.  
Act now & save 25%

**You axed for it!**

## 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




Spring savings are here! Act now.

 Poppo's Garden


## Our Spring Sale Has Arrived.

Save up to 25%, in store and online.


[Shop Sale](#)



**Gardening Tools**  
Get everything you need to maintain your garden.



**10 Watering Tips**  
Here are some dos and don'ts of watering efficiently.



**Things To Spring For**  
Style your home with these springtime must-haves.

## 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:

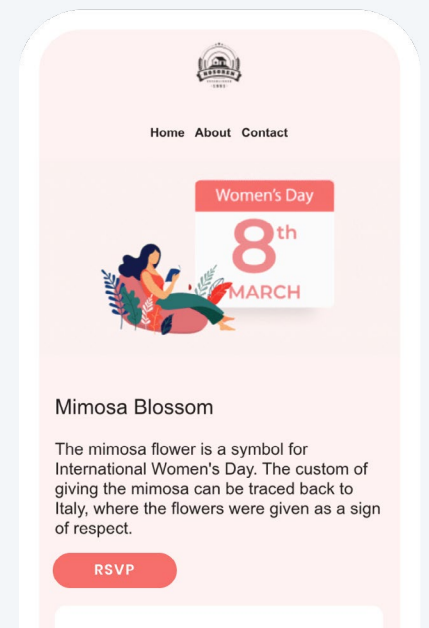
- [Invitation templates](#)

### 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