



Successful email merges



When using email as part of a marketing campaign, many of the normal rules apply – be clear about your objective, who you are targeting and ensure the information is relevant and concise.

However, there are other things to think about that are specific to email. The following bullet points have been compiled based on previous email merges that have achieved good results and are intended to help maximise responses.

1 Avoiding spam filters

- Ensure there is more text than image in an HTML
- Avoid using CAPITALS
- Aim for an email size between 4kb and 70kb
- Check that links aren't broken across two lines – use hyperlinks behind words such as 'more' or 'subscribe here'
- Avoid background colours that are similar to font colours
- Avoid coloured fonts – red in particular scores badly
- Your artwork should include an appropriate amount of links and this should not exceed 40
- Link names should contain numbers and letters only, they should not include any special characters or spaces

2 Choosing a great subject line

- Keep them to fewer than 50 characters including spaces
- Avoid punctuation
- Use real words
- Avoid using buzz words such as: Reminder, Help, % off, Free, Dear Friend, Special, Debt, Credit, Limited, Your, Only
- Avoid large numerical values – they look like financial scams

3 Achieving high opening rates

** 'From' names are important. Recipients often decide whether to open an email based on the 'from' name. Generally emails sent from a person's name have a higher open rate than from a generic company name*

- Most recipients will see the email in a preview window first – for a message to display at full width in a preview window, the HTML should be no wider than 600 pixels and aligned as far left as possible
- Avoid oversized or large graphics in the top section
- Include the option: 'If you cannot see or read this HTML click here'. (You will need to create a landing page for this to click to.) This will help with organisations that block graphics on HTMLs.

4 Increasing replies

** Recipients are more likely to respond if there is a clear call to action*

- Personalise where possible
- Provide an easy to read layout
- Ensure content provides a clear message and instruction
- Use hyperlinks to prevent email being too long
- Ensure click thrus work
- Ensure web landing pages are in English
- Ensure there are clear instructions on the landing page
- Sign the email with a person's name
- Provide a telephone number as an alternative means of contact

