



Best practices to write an email for your product

In the article, **Writing a perfect PRD for your Email Task**, we talked about writing the most effective PRD for your email. In this second post, we will talk about best practices to write an email for your product.

An email can be written for multiple reasons. Some of the most common use cases are:

- **Lead conversion:** Lead conversion emails are usually sent to users who are registered with you and you want them to buy from you. It could be a first purchase or a repeat purchase.
- **Announcement:** Announcement emails are usually sent when you want to send out an update to your users. It could be the launch of a new product/feature or a change in the organization or organizational policy which you wish to inform them.
- **Transactional updates:** Transactional emails are sent to users after they have completed a particular transaction.
- **Retargeting emails:** Usually, you send retargeting emails to users who drop-off in a particular journey. It could be an onboarding journey, transaction, profile completion, or any other journey.

- **Informational/educational:** These are the types of emails you send to users to give them some information or to educate them. The objective of most of these emails is to bring users back to your platform.
- **Appreciation/Gratitude emails:** You send these types of emails wherein you want to appreciate or say thank you to your users. These appreciation or gratitude messages could be either from your side or from other users who have interacted with the content (or anything else) posted by the user on your platform. Something similar to Upvote on Quora.

Each of these types of email would require you to follow certain best practices: We will first talk about common best practices for all emails and then we can deep dive into the first 4 types.

1. **Short, succinct, and to the point:** Do not write unnecessary content. Think of it in a manner that you have to pay for each word that you write in your email, and you are on a shoe-string budget (remember, funding winter!). How much would you write?
2. **Mobile-friendly:** Make your email mobile-friendly. These days majority of the people access their emails on mobile. If users can't access your emails properly on mobile, you have lost the battle.
3. **Personalized:** Wherever possible, keep your emails personalized. If those emails contain datapoints, make sure they belong to the respective user. Add the user name to the email salutations. This will make users feel that this email is meant for them, not a generic bombarding of email.
4. **Contextual:** Make sure your emails have the right context for your users to relate with you. If you simply send them an email saying, "Please find your invoice attached with this email" and attach the pdf invoice, it's going to give a very poor experience. A person like me will never open the pdf thinking that it's a virus/ransomware sent by the hacker.
5. **Low Spam elements:** Ensure that your emails are not classified as spam by email clients. You can check this using various free tools available on the internet. Details are in the next section.
6. **Timely:** The timing of your email should match with the context and objective of your email. Let's take an example here: You have to send an email to users pitching them to renew their fixed deposits which are due to mature in the next 7 days. Sending them an email a few days before the maturity or immediately after

the maturity makes sense. If you send the email 1 month prior or 1 month later, it will not have any significant impact. 1-month prior will lead to the user forgetting about it. If you send the email 1-month later, probably by that time the customer may have invested somewhere else.

Now, let's dive into the best practices by email use cases.

Email type	Best practices
Lead conversion	<ul style="list-style-type: none">- Short and concise - very important- List key benefits of your product/service in the email right at the top- You can add 2 CTAs in these emails - one in the first fold and the second towards the end
Announcement	<ul style="list-style-type: none">- Introduce the email with the main announcement; details can come later- Can be a bit long compared to other emails- Choose the sender name wisely (Founder, CEO, or someone else?)- If you want the user to act on the announcement, make sure to send at least 2 reminder emails of the announcement (you can send the first reminder to the users who did not open the first email and the second reminder to the users who did not open first reminder)- The expected action, if any from the user should be very clear in the email
Transactional updates	<ul style="list-style-type: none">- Keep all the necessary details related to the transaction within the first fold- CTA should redirect the users to the transaction page, not anywhere else
Retargeting emails	<ul style="list-style-type: none">- Give context to the user that he/she dropped off and this email is to bring them back- Identify the right time and frequency to send retargeting emails. In certain cases, you may want to retarget immediately after the drop-off, or in other cases you may want to retarget the next day.- Do not send more than 3 retargeting emails- If you are a B2C business that relies heavily on discounting to drive transactions, include coupon codes in the retargeting emails

Now, let's look at the best practices by email clients (apps in which you access emails). We will talk two most common email clients - Gmail and Outlook.

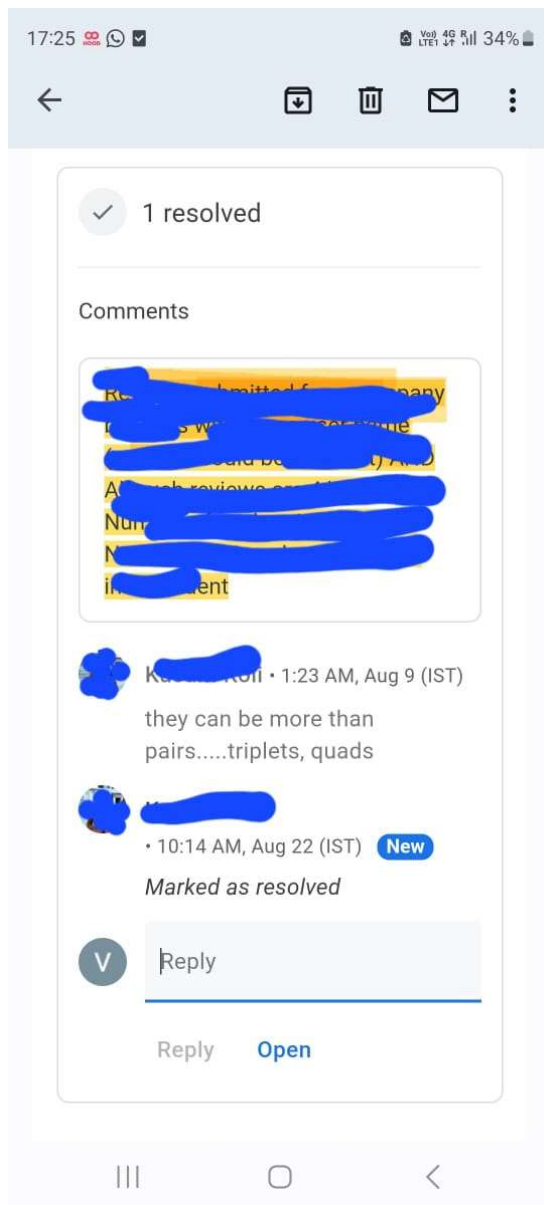
Email client	Best practices
Gmail	<ul style="list-style-type: none"> - Google allows for adding various interactive elements to your emails. So you have a lot of flexibility to play around. - If you want to capture inputs from users (like a short survey or answers to questions that have pre-defined options), I would definitely recommend you use Amp mailers. More details are in the next section.
Outlook	<ul style="list-style-type: none"> - Outlook web app, mobile, and desktop app - all 3 behave differently when it comes to showing interactive elements. - Outlook desktop app looks like a product built in the early 2000s and hasn't been upgraded since then. - Outlook, by default, doesn't load images. So, be careful about the usage of images in emails if your audience relies on Outlook as the primary email client.

Amp mailers

I'm sure you must have received emails in your Gmail wherein you are able to submit details (radio buttons, text fields, etc.) directly within the email. You don't have to exit your Gmail account to submit these details. Those emails are called Amp mailers.

AMP for email is a framework to add interactivity inside email messages. This dynamic email format provides a subset of AMP HTML (Accelerated Mobile Pages). With AMP for email, your email shows app-like behavior that is available on dynamic websites.

A really good example of this is the email you receive whenever anyone comments on your Google doc or Google sheet. You can reply to the comment directly from the email.



Email spam score

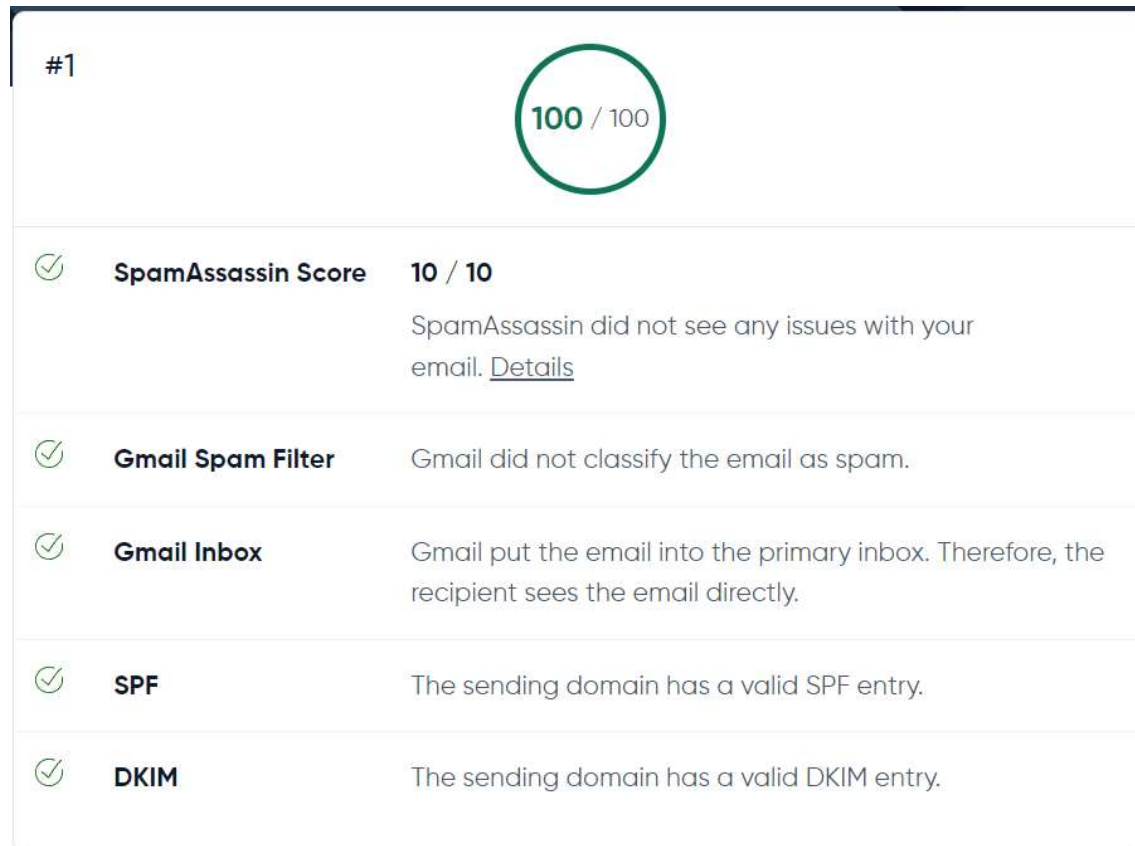
For every email that you create, you should check for its spam score. Spam score basically tells you how likely is your email to land in the user's spam folder. You can refer below tools to check for email spam score.

1. <https://www.experte.com/spam-checker>
2. <https://www.mail-tester.com/>

Below is a snapshot of the output given by the tool.



The higher the score, the better it is.



Hope this will help you create the right emails for your users and help you in your journey to become a great PM.

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