

Emails that welcome new subscribers

Emails that entice subscribers

Emails that keep customers

- Video:** Types of email marketing: Retention emails
4 min
- Ungraded Plugin:** Identify: Types of email attributes
30 min
- Practice Quiz:** Activity: Write subject lines and preview text
1 question
- Reading:** Activity Exemplar: Write subject lines and preview text
10 min
- Reading:** Create accessible emails
20 min
- Reading:** Spamming: When not to send emails
10 min
- Practice Quiz:** Test your knowledge: Retention emails
4 questions

Review: Types of email marketing

Activity Exemplar: Write subject lines and preview text

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity.

Completed Exemplar

To review the exemplar for this course item, click the link below and select “Use Template.”



Link to exemplar: [Client emails](#)

OR

If you don’t have a Google account, you can download the exemplar directly from the attachment below.



Activity Exemplar_ Client emails
DOCX File



Assessment of Exemplar

Compare the exemplar to your completed subject lines and preview text. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

Note: *The exemplar represents one possible way to complete the activity. Your subject lines and preview text will likely differ in certain ways. What’s important is that they are clear, concise, and entice customers to open your emails.*

Let’s review each of the three emails:

Email 1: Veterinary clinic newsletter

Subject line: *What to know about pet dental disease*

- Like the body of the message, the subject line is direct and informative. It clearly names the topic of the newsletter and suggests that the information is something pet owners—including the readers—should know about.

Preview text: *Plus: Top tips to keep your pet’s teeth healthy*

- The preview text aligns with the subject line by indicating there are ways to treat or prevent pet dental disease. It encourages them to open the message by promising to share some of that important information.

Email 2: Massage therapist promotional email

Subject: *Make time for yourself, {{ fname }}*

- The subject line matches the conversational tone of the message. By encouraging readers to set aside time for themselves, it primes them to take advantage of the massage discount inside the message. It also includes the subscriber’s name, adding a personal touch that’s appropriate for the business.

Preview text: *Get 20% off signature massages in June*

- The preview text explains one way readers can make time for themselves: by booking a signature massage at a discount. It also outlines the essential details of the promotion (what, when, and how much), so the reader knows what to expect when opening the email.

Email 3: Automotive repair shop retention email

Subject: *Your car is due for service*

- The subject line is concise and matches the somewhat formal tone of the message. It is also clear and direct in describing the purpose of the message.

Preview text: *Make an appointment today*

- The preview text matches the tone of the subject line. It also tells readers that they can schedule the required service through the email, which encourages them to open it.

Mark as completed



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