9

Points

Emailer Design Checklist

1 Decide the Pointers

- Create the framework of your emailer.

- Streamline your thoughts so you will not miss out on any point.

- Keep this framework handy while designing an emailer.

2

Be Clear & Transparent

- Clearly mention the intention of the email.

- Mention your name and company name.

- Avoid misleading subject lines at any cost.

Less is More When it Comes to Text

3

- Keep emailer design short and crisp.

- Talk about your important message at the very beginning.

- Make copy interesting enough to encourage users to read more.

4 **Scannable Content**

- Use scannable visual content in infographic format.

- Focus on easy understanding and enhanced visual appeal.

- Avoid huge paragraphs.

5

Call To Action - Bold & Twice

- CTA should be loud and clear.

- Use bright colors for CTA buttons.

- Add CTA more than once if needed; it leads to conversion.

6

Don't Distract in the Emailer Design

- Emailer design must be clean and clutter free.

- Emailer design should not distract reader from main intention of emailer.

- Design element should not overpower the content.

7

Unique Take Away

- Take away for readers to act as goodwill for your brand.

- Give readers something even if they don't buy your product.

- Offer free downloads/ coupons/ images.

8

Don't Give Too Many Choices

- Limit choices to leave emailer ones the reader lands on it.

- Remember - One mail, One message.

- Avoid adding multiple outbound links.

9

Few More Details of the Emailer Design

- Pre-decided color pallet for an instant connect with the brand.

- Strong Header for positive effect

- Engaging and responsive Layout for easy understanding of content flow.

- Relevant and high quality pictures or images.

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