Email Marketing Best Practices

Email is an extremely powerful and effective marketing technique when used correctly. These best practices will allow you to create better emails that maximize deliverability to and response from your intended recipients.

> **Use Short, Compelling Subject Lines**
Subject Lines determine whether your email is deleted, read or saved for later. Your subject line is competing with lots of other emails, tweets, and posts so limit to 20 to 50 characters whenever possible.

> **Keep It Brief**
Good email marketing is succinct and offers valuable content. Don't wait until the fifth paragraph to provide the link or call to action — you could lose your audience. Remember that smartphone users may only see a few lines when reading email on their mobile device.

> **Include Text At The Top**
Images have a place in email, but don't force your recipient to click on "view image" or scroll down to reach actionable information. The initial copy should be informative and interesting.

> **Do Not Use CAPITAL LETTERS Unnecessarily**
Not only is this considered unprofessional and difficult to read, but SPAM filters may send your message to the Junk Folder.

> **Check For Misspellings**
Spammers often misspell words to get past filters.

> **Limit or Avoid Common Spam Words**

Free	Cash	Bonus	Amazing
%Off	Buy	Direct	Discounted
Mortgage	Debt	Hospital	Medical Product

> **Don't Use Excessive Punctuation**
You may be excited about a new deal, but avoid !!! ??? and $$$.

> **Make Links and Buttons Obvious**
Don't make people search your email for links to the executive summary or confidentiality agreement.

> **Schedule Your Email to Be Sent When Recipients Are Available**
Send your emails during regular business hours and avoid sending on weekends or late in the evening.

> **Use "Clean" Email Templates**
It is important to make sure that your email doesn't contain extraneous or hidden HTML code. Use one of the RCM default templates.

> **Reformat Content**
If your email has been previously marketed using a different email campaign provider, change the subject line, update or reformat the text in the email, and change the image prior to resending.

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