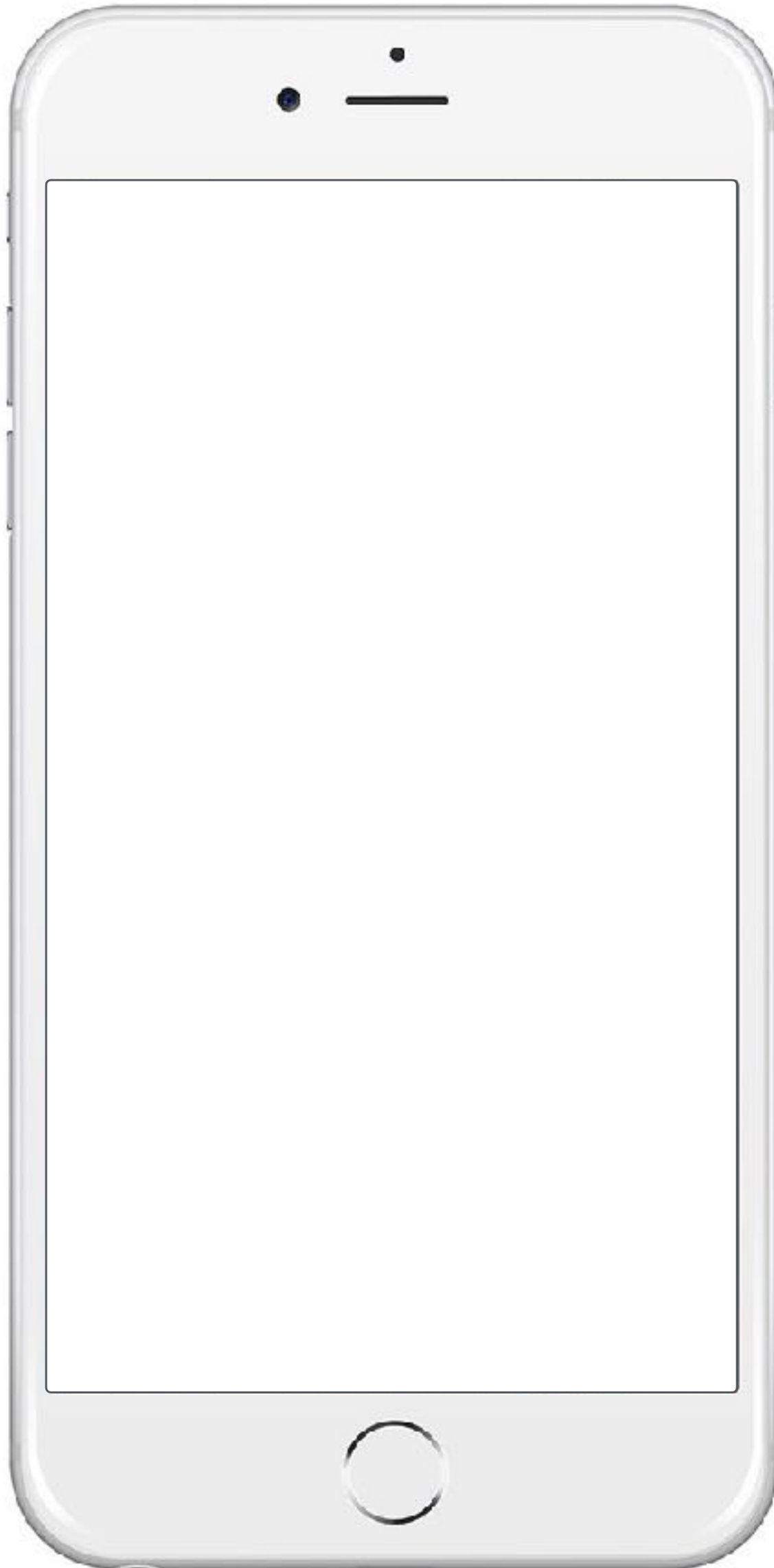
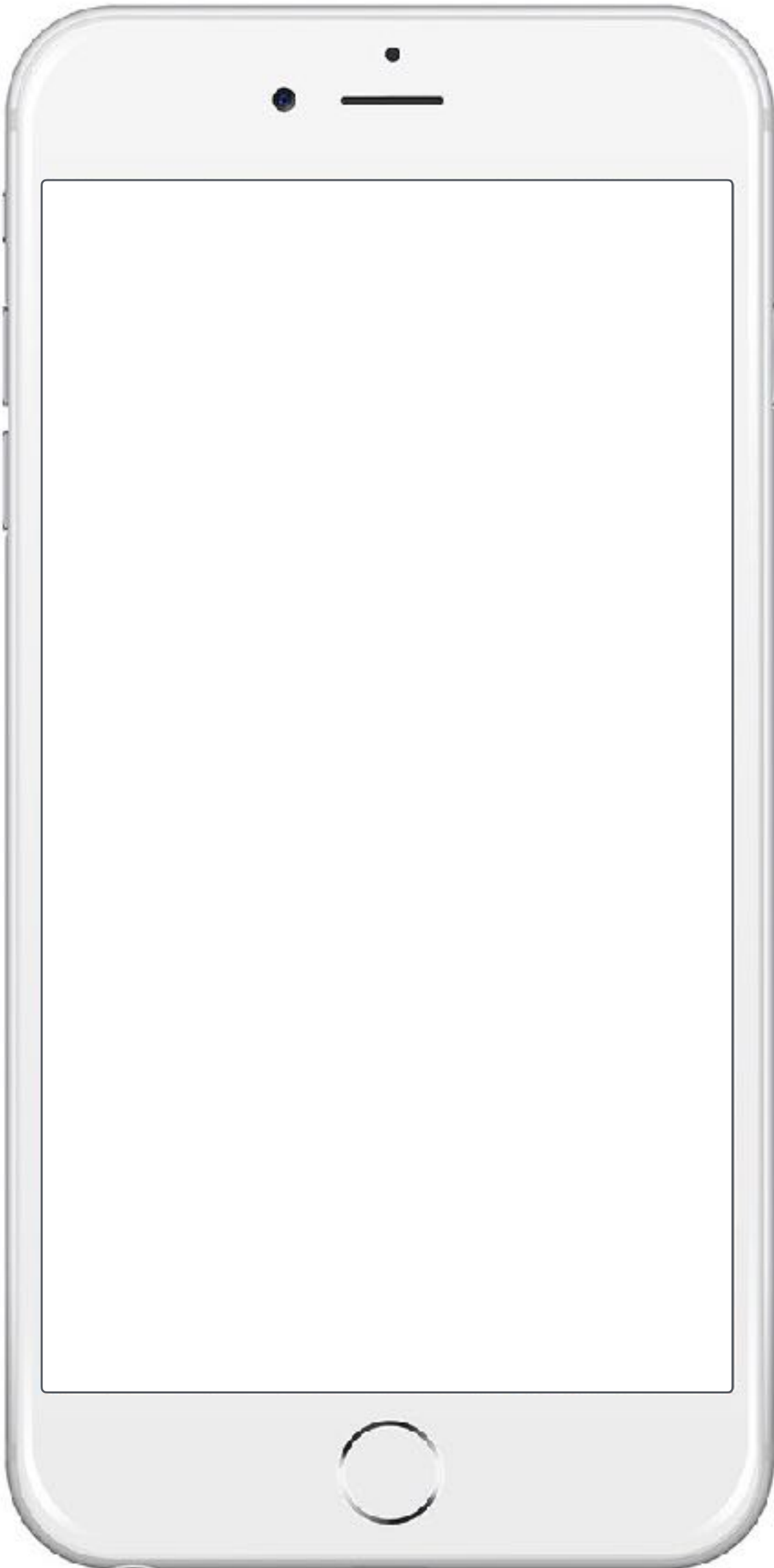
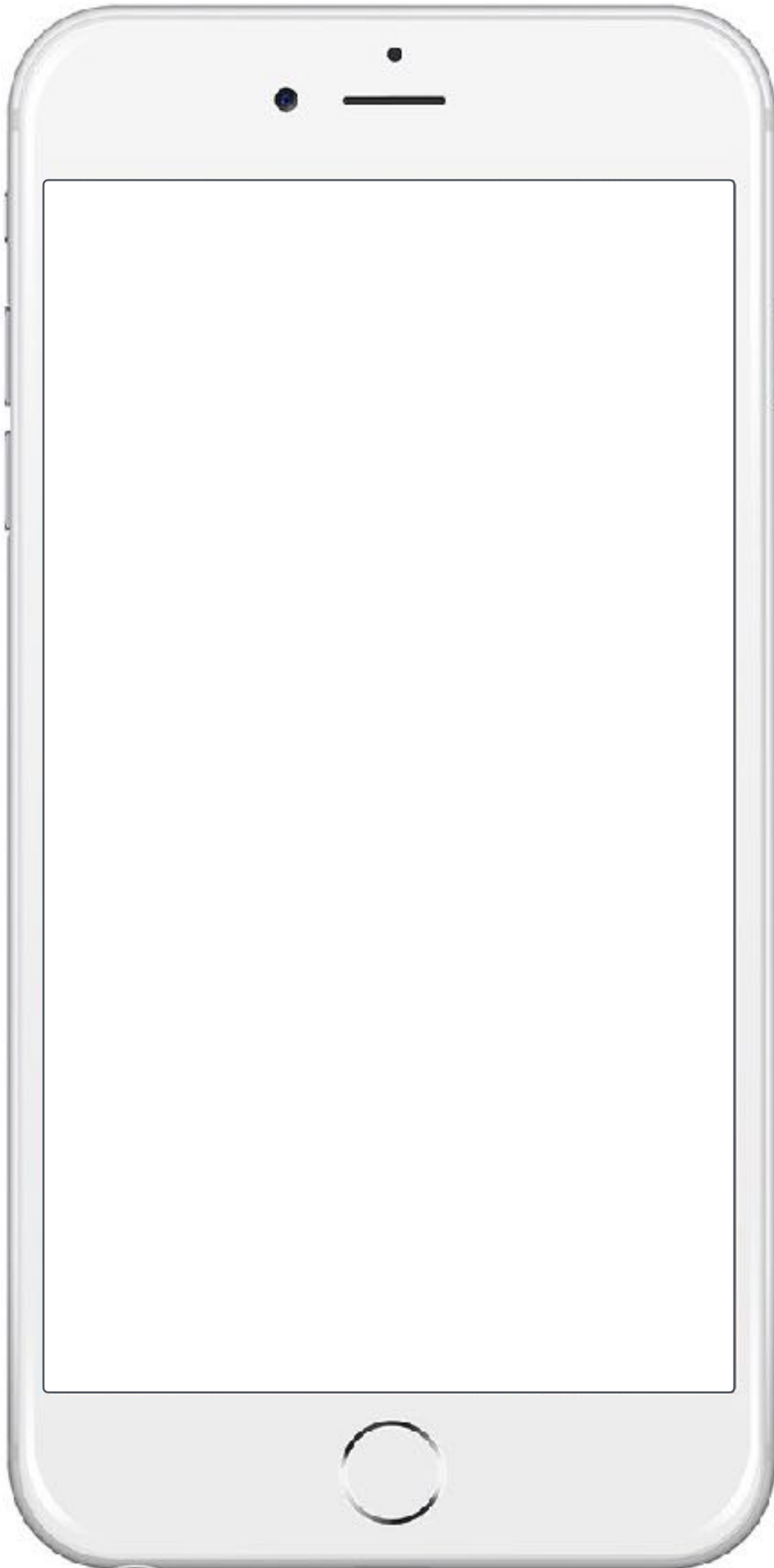


Design. Be Ubiquitous.

- From names matter a lot
- Single column “skinny” layouts
- Fonts: headlines 30px+, body copy 16px+
- Buttons: 44x44 px+, with 18–20px of white space
- Let images do the talking
- Wearable devices make text relevant again

Design.

Sketch 3 design options for your email.



Subject Lines. Get Better or Be Boring.

- Superlatives matter a lot
- Sell without being spammy
- Questions make a difference
- Action words, sales words & punctuation: context is the key
- Emojis make good subject lines better and bad subject lines worse
- Preheaders for everyone

Subject Lines.

Rewrite six email subject lines.

1. Original

New

2. Original

New

3. Original

New

4. Original

New

5. Original

New

6. Original

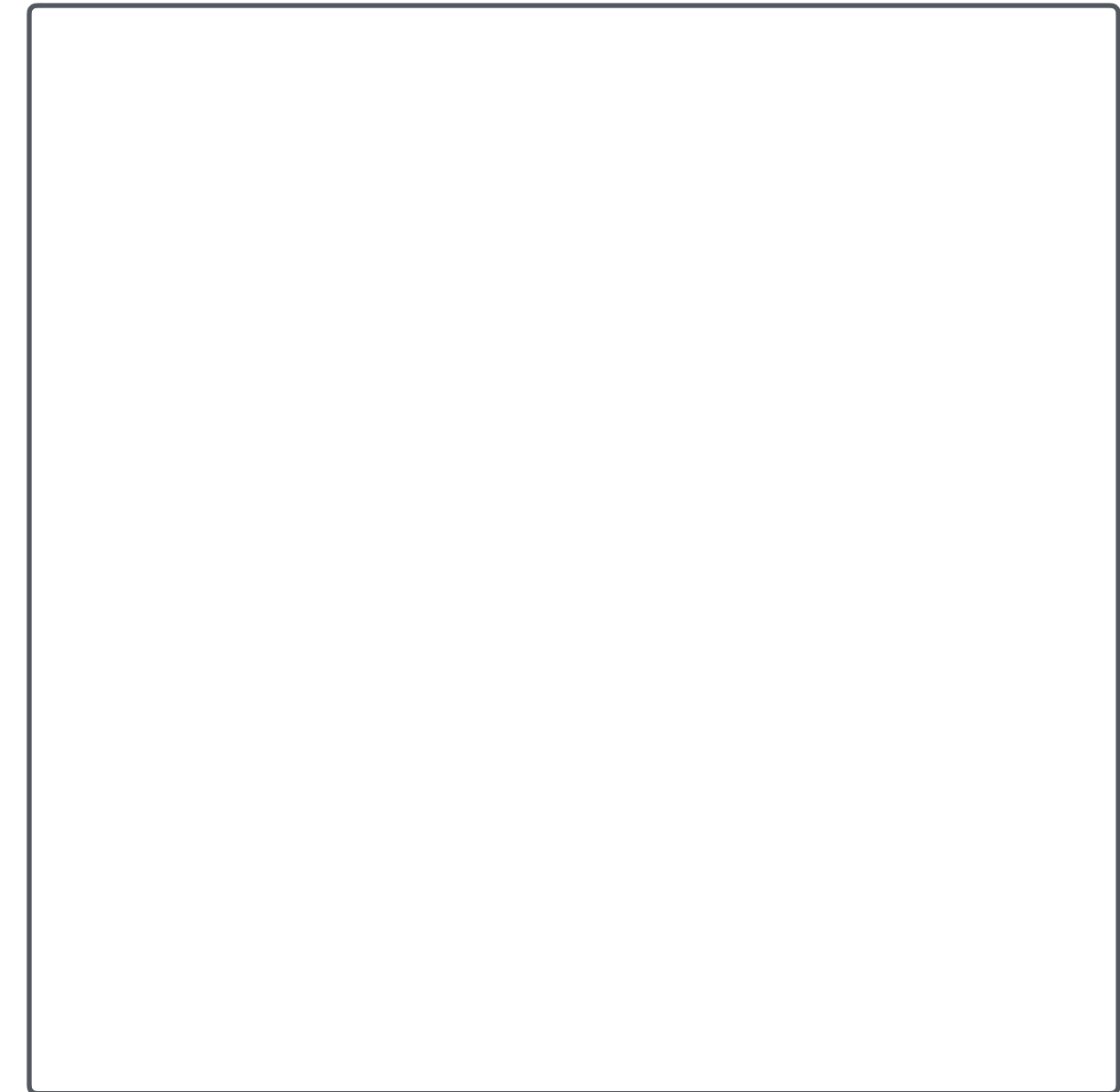
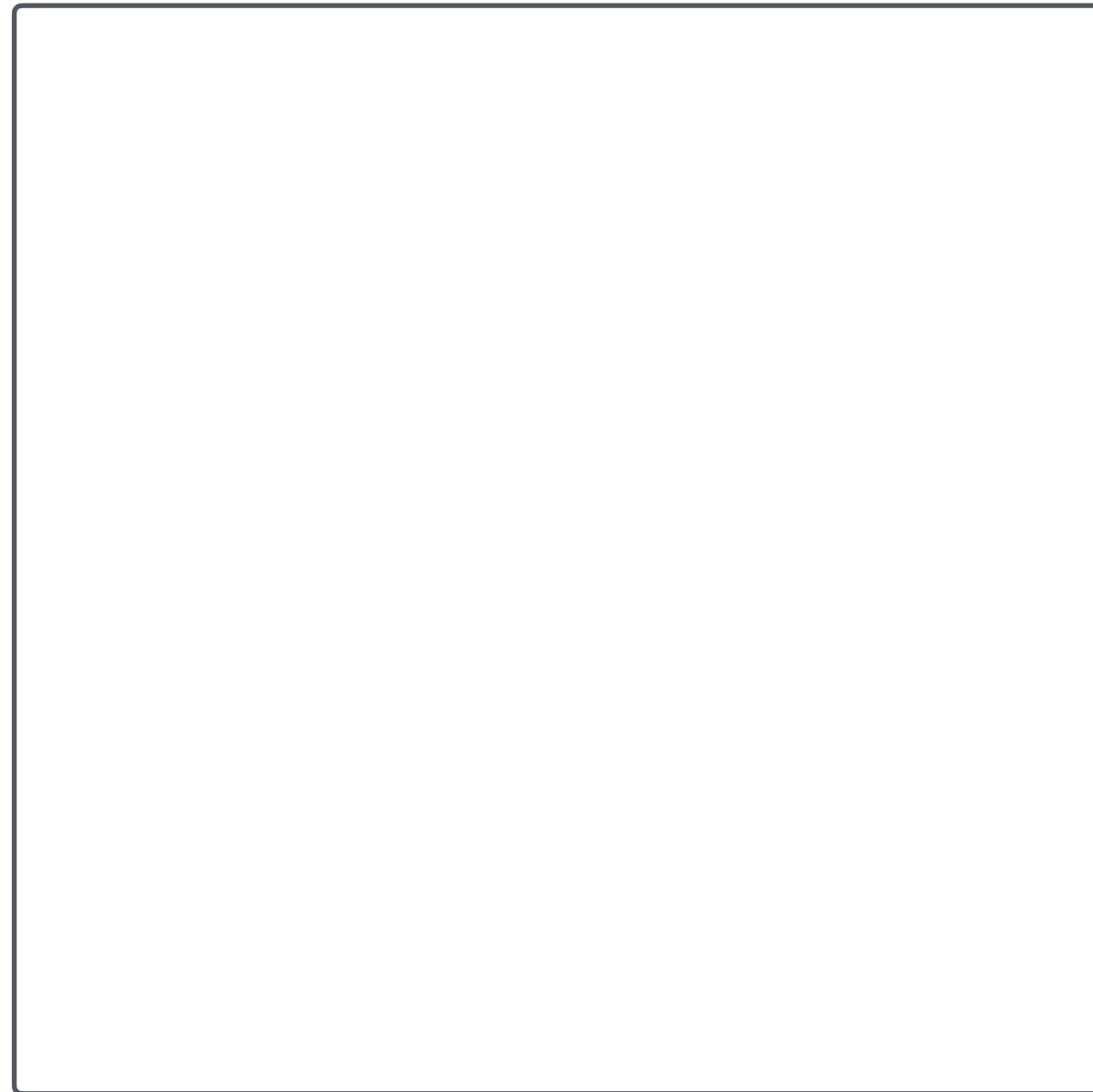
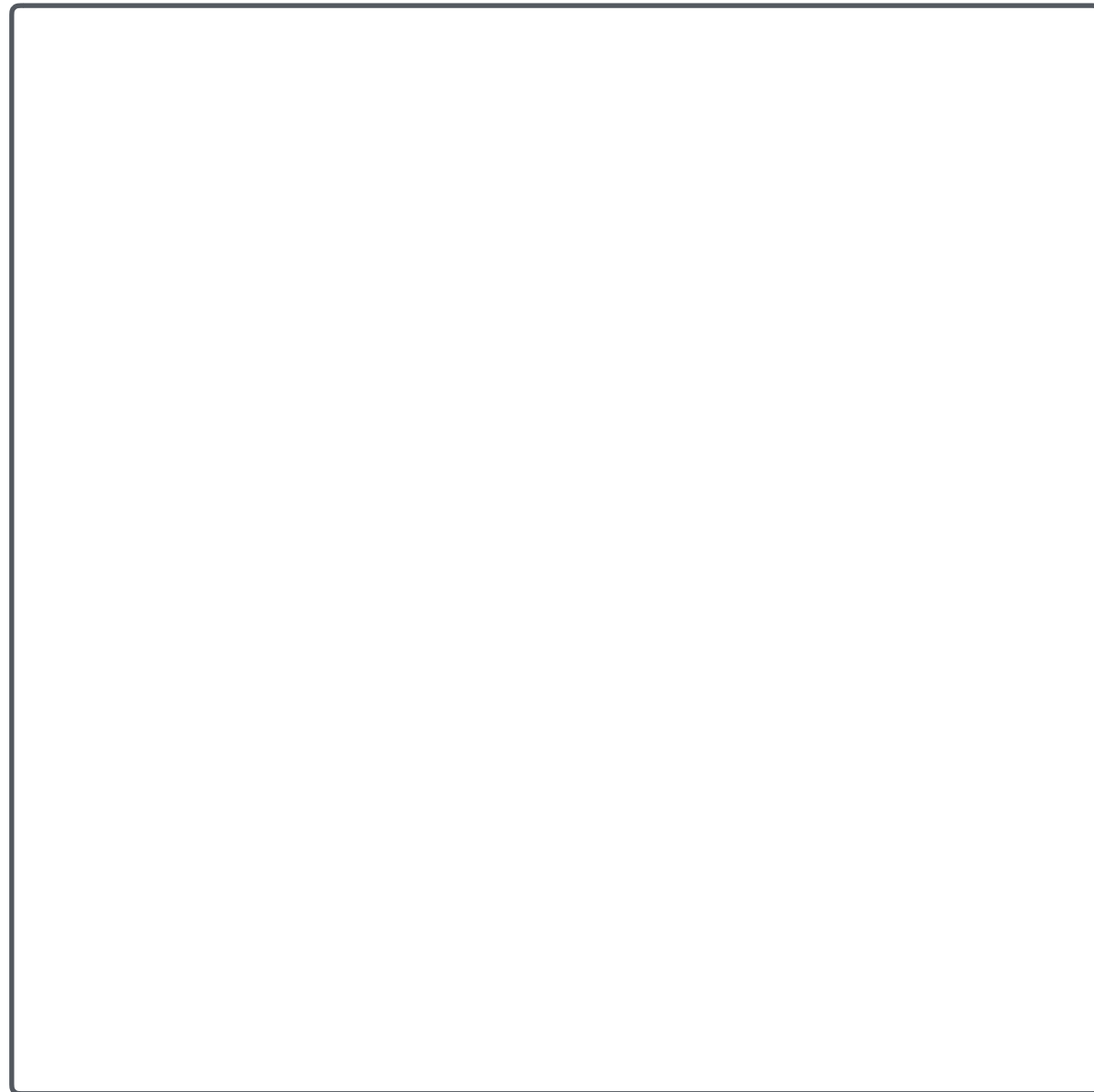
New

Interactivity. Let's Get Jazzy.

- Greater engagement from users who receive interactive messages
- Real-time / Conversational data
- Interactive content
- GIFs FTW—work for B2B too
- “Mailable Microsites” via @chadswhite
- Web<>Inbox Inbox<>Web

Interactivity.

Design a GIF for your campaign.



Automation & Triggers. Personalization Matters.

- Segmented campaigns make all the difference
- First name personalization matters
- Have data—use it
- Leverage dynamic content
- People prefer transactional emails
- Always give me more