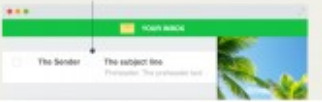


6 most important elements of a successful email message

The envelope



The sender / the from field

This is the first thing subscribers see when they open their email inbox. Before you set your name or company name, make sure it displays correctly.

Remember that your audience gets used to the sender. So choose a name that is recognizable.

- ✔ Use your subscribers to set your email address that subscribers
- ✔ 43% of subscribers prefer the name of the sender to the company name



The subject line

Subscribers read the subject line to decide whether to open your email message.

To help them make the right choice, your subject line should be relevant to the content, create positive anticipation, and tempt the subscriber to read further.

- ✔ 69% of subscribers report that an open email is due to the subject line



Preheader

Some email programs display the first few lines of the message text by the subject line. Make good use of preview text by including one of the following:

- ✔ Unique text
- ✔ Call to action
- ✔ Link to the email content
- ✔ Request to add your email address to their address book



Header

The header appears in the inbox pane. Use it to message subscribers to read the message.

Include your brand's characteristic visual elements that make your messages instantly recognizable.

- ✔ 84% of subscribers open an email due to the header



Body

This is what your message is all about. Make sure the content and goal of your email are perfectly aligned.

The call to action is the most important element of your message. Make it prominent, visible and consistent with the overall goal of your message.

Break the routine with different graphic elements, such as icons, charts, images, animation/GIF's and videos.

- ✔ 94% of subscribers open an email due to the body content



Footer

The footer of your message plays an important role in your email marketing communication. Increase engagement and build loyalty adding:

- ✔ Social media buttons
- ✔ Unsubscribe link
- ✔ Postal address



Guide to creating a compelling email message

Here are a few tips to remember when creating an email message that brings results. Follow the rules presented below and watch your ROI soar!

Switch to responsive design

Mobile devices are on the rise. To be fully effective, optimize your message to look great on any device: desktop, tablet, smartphone or even.

To generate the highest possible ROI, use responsive email templates that adjust to every screen size.



Personalize your messages

Email has always been the right tool for building relationships. Gather information from your subscribers and personalize the content to each recipient. For example, greet each subscriber with their name and courtesy to address their name.

Express your brand's identity

Create a brand experience that resonates with your audience.

- ✔ Establish your brand's look and personality consistently
- ✔ Make sure every part of your brand is consistent
- ✔ Include visual elements wherever possible
- ✔ Offer your subscribers something to see and do



Always test before sending

Does your email look great on desktop, tablet, and mobile devices? Don't take the guesswork out of every message before you press the send button.

Rendre un emailing efficace, des conseils

Emailing efficace

Une infographie avec des conseils

GetResponse édite une infographie mettant en avant les 6 principaux conseils afin de réaliser un emailing efficace. L'expéditeur, le corps du message, la gestion des images, le footer, tous ces différents composants ont leur importance. L'infographie l'explique.

L'expéditeur

– 43% des destinataires d'un email le classe en spam en se basant sur l'expéditeur ou l'adresse d'envoi

L'objet

– 69% des destinataires se basent uniquement sur l'objet du message pour le notifier en tant que spam ou non

Le Header

– 84% des 18-34 ans utilisent la prévisualisation des emails (affichage du début du message dans le logiciel de messagerie)

Les images

– L'optimisation des images (en insérant notamment un texte de remplacement en cas de blocage des images par la messagerie) peut amener une augmentation de 9% du ROI d'une campagne

Le contenu

– L'utilisation d'emails responsive pour s'adapter à tous les formats mobiles qui représentent désormais plus de la moitié

des ouvertures d'un emailing

– La personnalisation des messages pour augmenter leurs taux d'ouvertures et de réactivité

Le Call to action

L'appel à l'action – l'élément le plus important de votre message.

Le footer

Le Footer permet d'accroître l'engagement et renforcer la confiance. Ajouter des boutons de médias sociaux, un lien de désabonnement, et votre adresse postale.

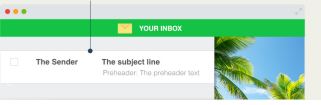
Tester

Toujours tester avant de l'envoyer. Faites bien attention à l'orthographe. Assurez-vous que le modèle du message s'affiche correctement dans les différents clients de messagerie et sur les différentes plates-formes.

D'autres conseils afin de réaliser des [emailing efficace](#).

6 most important elements of a successful email message

The envelope



1 The sender / The from field

This is the **first thing subscribers see** when they open their email inbox. Whether you use your name or the company name, make sure it displays properly.

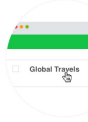
Remember that your audience gets used to the sender. So choose a from field and **stick to it**.

TIPS:

- ✓ Ask your subscribers to add your email address to their address book.

STATISTICS:

43% of email recipients click the **Spam** button based on the email "from" name or email address



2 The subject line

Subscribers read the subject line to decide whether to open your email or ignore it. So help them make the right choice. Your subject line should be relevant to the content, create **positive** anticipation, and **tempt** the subscriber to read further.

STATISTICS:

69% of email recipients report email as Spam based solely on the **subject line**

3 Preheader

Some email programs display the **first few lines** of the message next to the subject line. Make good use of preview text by including one of the following:

- ✓ **Important text**
- ✓ **Call to action**
- ✓ **Link to the online version**
- ✓ **request to add your email address to their address book**

4 Header

The header appears in the preview pane. Use it to **encourage subscribers** to read the message.

Include your brand's characteristic visual elements that make your message instantly recognizable.

STATISTICS:

84% of people aged 18-24 use an email **preview pane**

5 Body

This is what your message is all about. Make sure the content and goal of your email are **perfectly aligned**.

The **call to action** is the most important element of your message. Make it prominent, crystal clear, and consistent with the overall goal of your message.

Break the routine with different **graphic elements**, such as hero shots, images, animated GIFs and videos.

TIPS:

- ✓ Some email programs **block images** by default. So include alt text for images.

STATISTICS:

94% if newsletters optimized for mobile for major providers, **CTR would increase 5%**

6 Footer

The footer of your message plays an important role in your email marketing communication. Increase engagement and build trust by adding:

- ✓ **Social media buttons**
- ✓ **Unsubscribe link**
- ✓ **Postal address**

Guide to creating a compelling email message

Here are a few tips to remember when creating an email message that brings results. Follow the rules presented below and watch your ROI soar!

Switch to responsive design

Mobile-friendly isn't enough. To be fully effective, optimize your message to look great on any device: desktop, laptop, smartphone or tablet.

To generate the highest-possible FCR, use responsive email templates that adjust to fit every screen size.



Hello Susan,

Personalize your messages

Email has always been the right tool for **building relationships**. Gather information from your audience and personalize the content for each recipient. For example, treat each subscriber with kindness and courtesy by using their first name.

Express your brand's identity

Create a brand experience that resonates with your audience.

- ✓ **Customize** your templates to keep your brand identity consistent.
- ✓ **Write** copy using your own unique voice.
- ✓ **Include** real photos whenever possible.
- ✓ **Offer** your subscribers something no one else can.

Always test before sending

Does your email look great on desktop, webmail, and mobile devices? Don't take it for granted. Test every message before you press the send button.