UNLOCKING THE INBOX

20 Proven Tips for Designing Engaging Email Newsletters

LOOKANDFEELBRANDING.COM

& the look
& the feel

In this era of information overload, cutting through the noise and grabbing your audience's attention is more critical than ever. Discover the secret sauce that will elevate your email marketing game, transforming your newsletters into captivating pieces of visual art.

FOLLOW THIS CHECKLIST TO ENSURE YOUR EMAILS NEVER DISAPPOINT!

☑ **Make it snappy:**
Craft a compelling subject line that sparks curiosity and encourages recipients to open the email. Stay clear, concise, and relevant to your email topic. Ask a question, invoke onomatopoeia, or share a fact related to your subject matter.

☑ **Craft engaging previews:**
Capture your audience's attention right from the inbox by optimizing your email preheader. Complement your compelling subject line with a concise and intriguing preheader that provides a sneak peek into your content. Use this valuable space to spark curiosity, tease the main message, or encourage recipients to open and explore further.

☑ **Use consistent branding:**
Inboxes are noisy—your email should stand out by staying consistent in its look and feel. Build brand awareness and ensure your email design aligns with your brand colors, fonts, and overall visual identity for brand recognition.

PRO TIP: *Use our tool to align your brand voice and visuals.*

☑ **Address your readers:**
Personalize your messages by addressing recipients by their first name and utilize sectoring audience and list management to tailor content to their preferences or previous interactions when possible, making the email feel even more personalized.

PRO TIP: *Remember, your email is going to an actual person; treat them the way you would treat anyone who steps into your place of business.*

✓ Embrace white space:

Understand the importance of white space and how it can enhance the overall visual appeal and readability of your newsletter. Use white space strategically to avoid clutter and maintain a balanced, clean design. This enhances readability by focusing your reader's attention on key elements.

✓ Make it mobile-friendly:

Optimize your email layout for mobile devices to ensure a seamless and enjoyable experience for users on various screen sizes.

PRO TIP: *Most email platforms provide a mobile preview option. Use it!*

✓ Utilize color, but don't over do it:

Learn how to leverage color psychology to evoke emotions and create a cohesive visual experience in your newsletters.Resist the temptation to play with colors—stick to your brand color palette. Use 2-3 base colors and an accent color to keep your design from being too busy or hard to read.

PRO TIP: *Don't have a color palette? Read our article to learn how to create one for your brand.*

✓ Use images strategically:

Incorporate high-quality, relevant images that enhance your message and evoke emotions. Ensure images are properly sized and optimized for quick loading. Stick to less is more when it comes to images. Quality over quantity.

PRO TIP: *Learn more about the value of brand photography.*

✓ Start with an eye-catching header:

Create a visually appealing header that includes your logo, a captivating image, or a relevant graphic to grab attention immediately.

✓ Stay succinct:

Keep the content concise, clutter free, and easily scannable—readers are busy and on the go. Use short paragraphs, bullet points, and headings to break up text and make it more digestible.

PRO TIP: *If you want to expand on content, write a blog post and link to it in your email—this also drives more traffic to your website.*

✅ Choose (and pair) fonts wisely:

To create visually engaging newsletters that guide readers through your content effortlessly, choose the right fonts and typography that work well together, align with your brand personality, and enhance readability across different devices.

PRO TIP: *Master the art of typography hierarchy in* [this article](#).

✅ Remember a CTA:

Include a call-to-action to tell your reader what to do after they finish reading. Place a clear and visually striking CTA button or link that stands out, guiding readers on the next steps you want them to take.

✅ Invite them to be social:

Include social media buttons to encourage readers to share your content, follow your profiles, and engage with your brand on other platforms.

✅ Make it readable:

Choose a readable font and ensure the text size is appropriate for easy reading. Aim for a font size of at least 14px for body text.

PRO TIP: *Learn more about accessibility on the web in* [this article](#).

✅ Embrace interactive elements:

Consider adding interactive elements such as GIFs, polls, or quizzes to make your emails more engaging and dynamic. Don't be afraid to be a little playful and show your personality!

✅ Test it out:

Utilize A/B testing to experiment with various subject lines, design elements, and layouts. A/B testing measures engagement for different versions of the same email with a small sample of your recipients. After creating your email, you'll create a version B to test how a single variation impacts email opens or clicks.

✅ Review & proof:

Send a test email to yourself to proofread your content, ensure consistent rendering and functionality, and check links to avoid issues like invalid links, broken layouts, or missing images.

PRO TIP: *Do not skip this crucial step—your subscribers will appreciate you sending emails that function properly, and you'll build more trust.*

☑ End with a footer:

Include a well-designed, branded footer with your contact information, social media links, and an option for recipients to unsubscribe or manage their preferences.

☑ Stick to a schedule:

When communicating with your audience, consistency is key. Choose a day of the week or month, and send your newsletter on that specific date. Build trust by showing up in a reliable way for your reader.

PRO TIP: *choosing a publication day, and sticking to it, helps you stay on track and plan ahead for content!*

☑ Utilize analytics:

Implement tracking tools to monitor the performance of your emails. Analyze metrics like open rates, click-through rates, and conversions to iterate and improve future campaigns.

PRO TIP: *most email platforms offer robust reporting; save your reports to review each month, then make changes as needed.*

By following this comprehensive checklist, you'll be well on your way to creating visually appealing, engaging, and effective email newsletters that captivate your audience, drive meaningful interactions, and stand out in their crowded inboxes.

Start implementing these expert tips and witness the transformation in your email marketing success.

Got stuck DIY-ing it?

We know it's not everyone's forte to design beautiful and engaging email newsletters. That's why we offer email marketing services! If you'd like us to take this project off your very busy plate, reach out to us at team@lookandfeelbranding.com, and we'll take care of it for you.

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