

How to create the perfect email

There are a number of elements to keep in mind to help elevate every email you create. Use the checklist below to help you stay on track.

1. Header

- | Did you use a recognizable "From" name?
- | Is your reply address correct?
- | Is your subject line 4-7 words?

2. Preheader

- | Does your preheader further entice the reader to open your email?
- | Is your preheader 6-11 words?

3. Logo and color

- | Does the logo link to your website?
- | Do the colors of your background, headline, buttons, and dividers match your brand?

4. Image

- | Does your image support the message of your email?

5. Text

- | Have you used at least 21pt text for your headline and at least 14pt text for the body?

6. Call to action

- | Do you have a call to action button with a compelling command?

7. Footer

- | Does your footer include the correct company information?
- | Did you add your social buttons (and double check the links)?