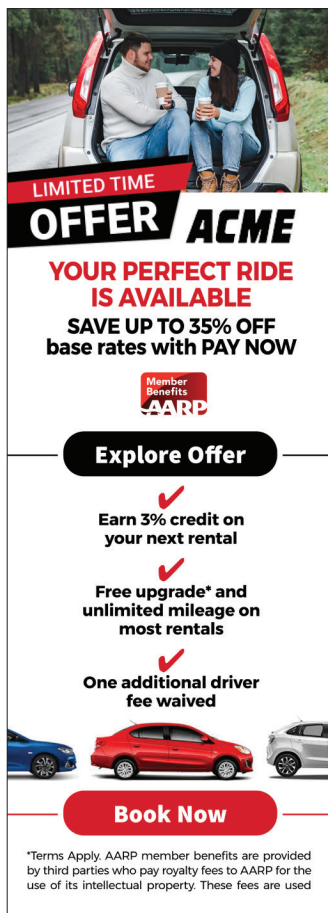


Dedicated Email Creative Best Practices

Desktop Email Example



Mobile Email Example



Design

- 1. Make the hero area actionable.** Use the hero—the top, no scroll section of the email—to present your primary message and first CTA.
- 2. Design for desktop and mobile.** Optimize your layout for both mobile and desktop, since members are equally likely to open on either device.
- 3. Use relevant, literal imagery.** Choose images that help members see themselves and the solution.
- 4. Optimize for dark mode setting.** Use strong color contrasts, dark gray versus pure black for text, light gray versus pure white for backgrounds, and transparent PNGs for logos and icons to optimize for those using dark mode settings.
- 5. Use bullet points strategically.** Lead each bullet with the core benefit or feature, making them easy to scan and understand quickly.
- 6. Highlight key phrases.** Use bolding and color to draw attention, with bolded bullet points especially effective for skimmers.

Content

- 1. Write a member focused subject line.** Write directly to your reader using “you” or “your,” highlight exclusivity or urgency when appropriate, and always include the advertiser’s name.
- 2. Maximize preview text.** Build on the subject line with a complete, compelling thought that reinforces the value or action you want the member to take.
- 3. Lead with a strong, customer centric headline.** Use 2–8 words to clearly state the value, focusing on life enhancing benefits rather than product features.
- 4. Keep copy concise and consistent.** Keep copy under 200 words, use consistent standard web fonts at a minimum of 12 pt, and limit sentences to 25 words or fewer for clarity and readability.

Calls-to-Action

- 1. Use clear, prominent calls to action.** Feature your primary CTA in the hero, add supporting CTAs throughout the email, and use simple, action oriented verbs to drive engagement (e.g., “Explore”, “Get”, “Start”, “Save”).
- 2. Make the email highly clickable.** Enable links throughout so members don’t need to hunt for a button.
- 3. Use unique URLs.** Assign unique URLs by section, for both desktop and mobile, to support tracking and optimization.

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