



# Simplicity is the Key to Successful Email Campaigns

By: eTargetMedia

Designing the perfect email can seem like a tough challenge but it gets a lot easier when you realize that simplicity is the key to a successful email campaign. Keeping your email messages precise and relevant to your audience's needs is the way to maximize your results every time. If you are wondering how to motivate your customers to open and engage with your email, the answer is simplicity. Stick to the basics to ensure that your email messages are opened, read and acted on.

## 01 Focus On One Message

When sending an email message to customers and prospects, you should always have one goal in mind. The goal of your message should be featured right at the start of the message to quickly engage the reader. Whether your goal is to announce a new product, give your customers a special offer or introduce your company to a new prospect, every element in the email should support the main goal of the message. Keeping things simple with one goal will allow you to direct your customers to the desired call to action.

## 02 Shorten Your Subject Lines

Short subject lines make it easy for the email recipient to identify who the sender is. A simple and direct subject line will always yield the best open rates. The most effective subject lines identify the sender, feature the offer, and stress urgency in opening the message.

## 03 Make Your Copy Easy to Read

Studies have proven that marketing copy that is focused, informal and easy to read has a higher response rate than long, complex copy. Read your email copy and then trim it down to ensure that you are only including essential information that will help increase open and click-through rates. You only have a couple of seconds to grab your reader's attention so make sure your copy is easy to digest. Also, remember to speak to your audience in a familiar tone that is consistent with your brand.

## 04 Keep Your Design Simple but Engaging

Keeping your copy simple is very important but you should also focus on creating an engaging design. Make sure the layout of your email is easy to follow and include a strong call to action to help increase engagement and response rates. You should include graphics and photos that complement the copy and ultimate goal of your message but don't include overly produced content. Cramming too much information into an email message may force the recipient to abandon the message. Finally, make sure that all of the design elements follow your brand guidelines so the email recipient sees the consistency between your company's brand and the email message.

## 05 Test Your Email Before You Hit Send

You've put all that effort into designing your email message and now it's time to hit send. Before you send out your message, it's critical to test your email to make it sure it renders well in the most popular email programs. Engage your audience by following these steps and remember to keep your emails simple. Keeping the process simple will yield the best results.

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### About eTargetMedia

eTargetMedia has the knowledge and experience to implement a comprehensive email marketing strategy that will produce measurable results in traffic, customer acquisition, and revenues. eTargetMedia's services include online and offline direct marketing, including; Targeted Email Lists, Postal Lists, Email Append and Creative Services.

**Contact us to see how we can help you  
plan a successful email campaign:**

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