Look Great in the Inbox for Nonprofits

The 7 Don'ts of Email Design

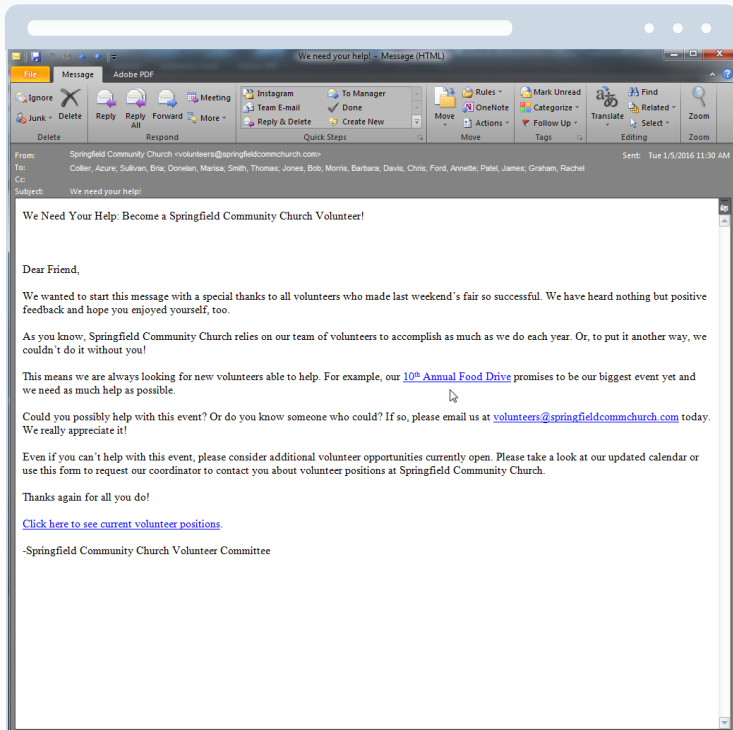# BE A MARKETER

All it takes is **Constant Contact**®
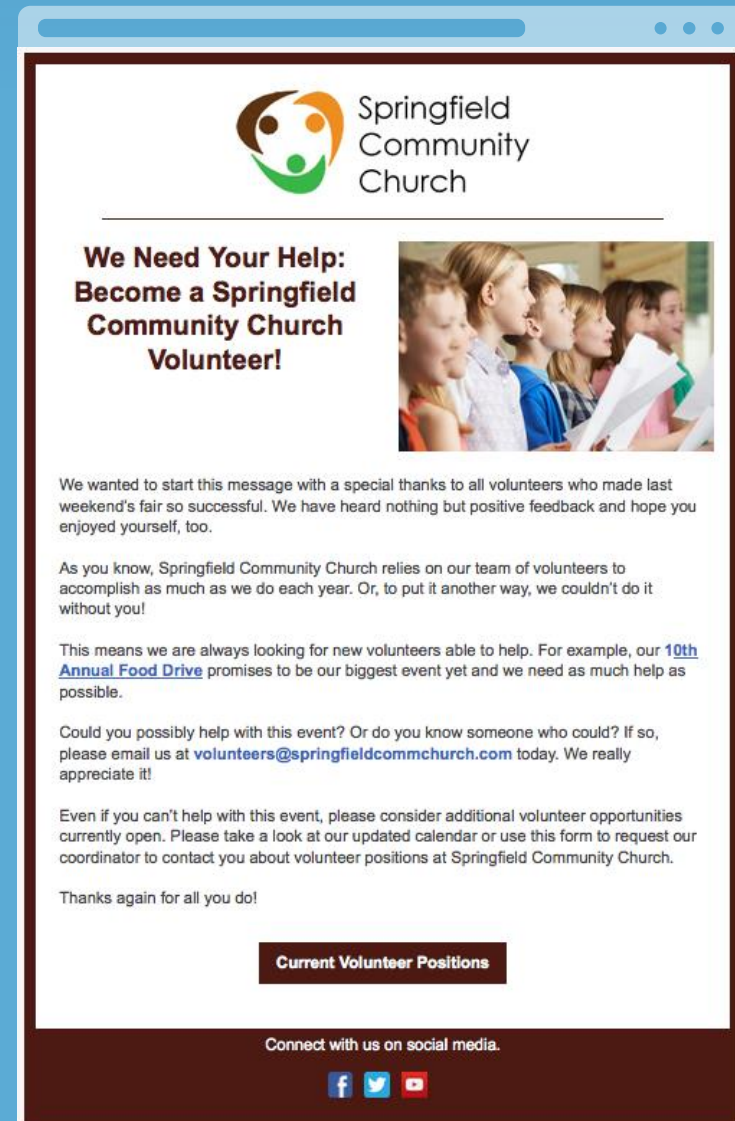
#BeaMarketer

First impressions
matter.

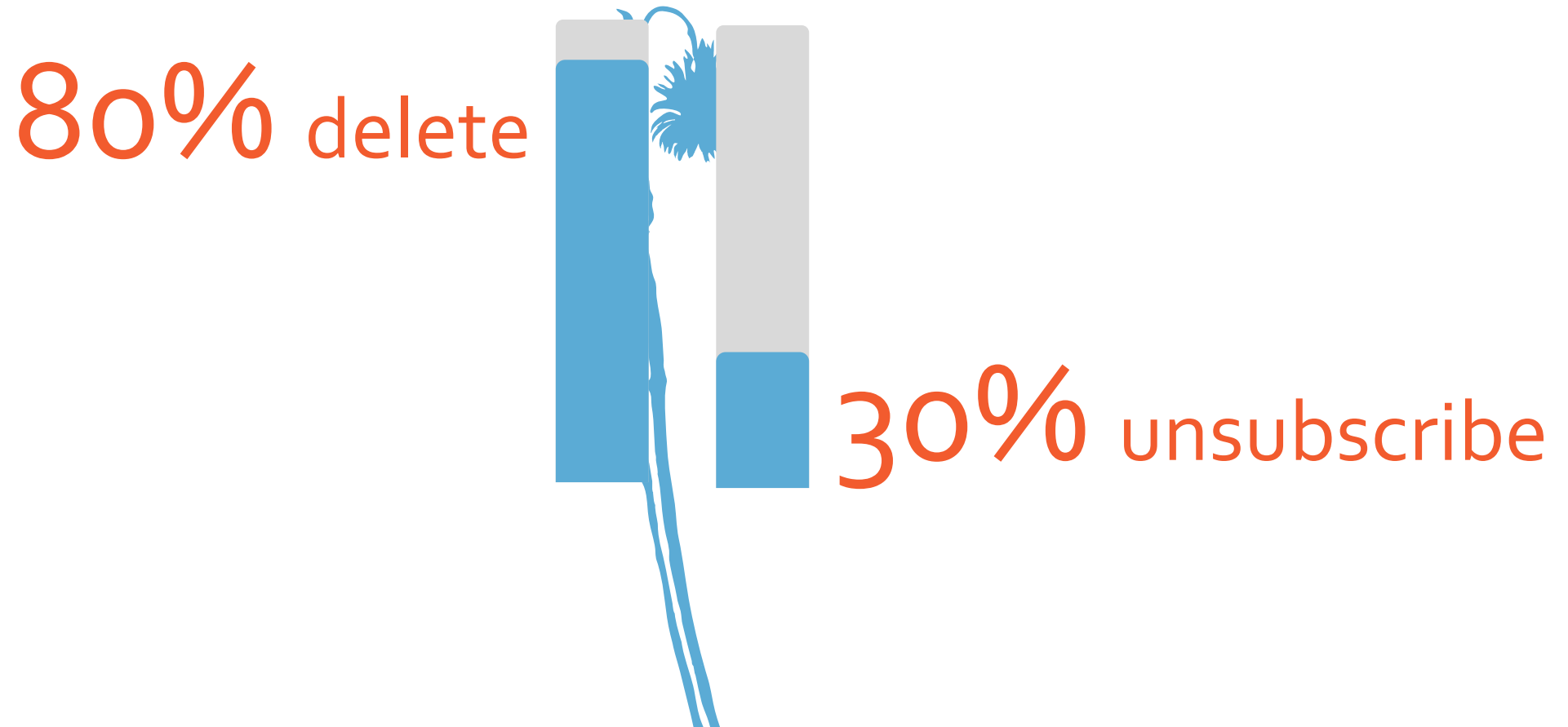# Should your first impression be this:

Or this?

The impact of mobile on email

51%

of emails are opened
on a mobile device

When email doesn't look good on mobile

80% delete
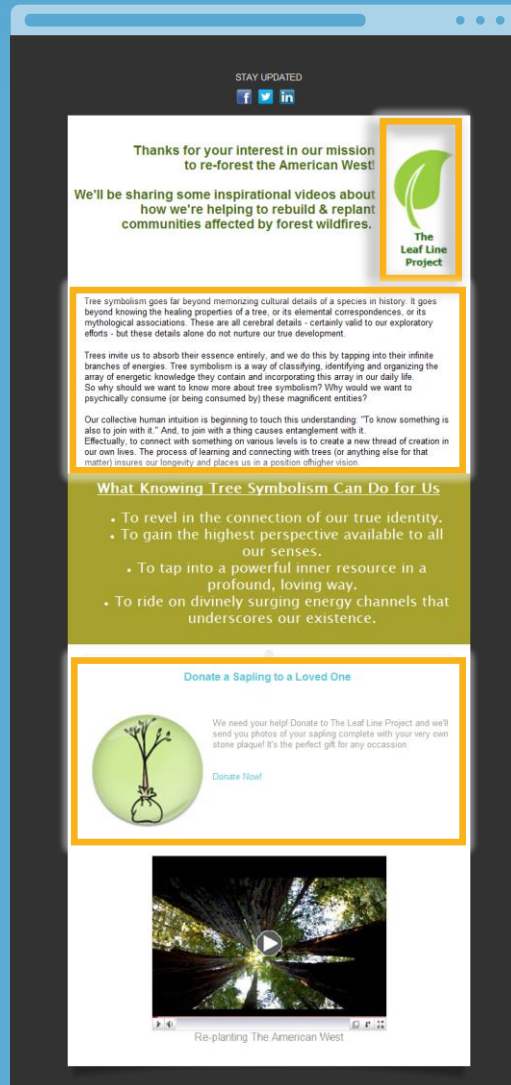
30% unsubscribe

Agenda

The 7 Don'ts of Email Design:
1. Don't forget your branding
2. Don't use hard-to-read fonts
3. Don't use the wrong colors
4. Don't be disorganized
5. Don't forget images
6. Don't forget to make it shareable
7. Don't ignore mobile

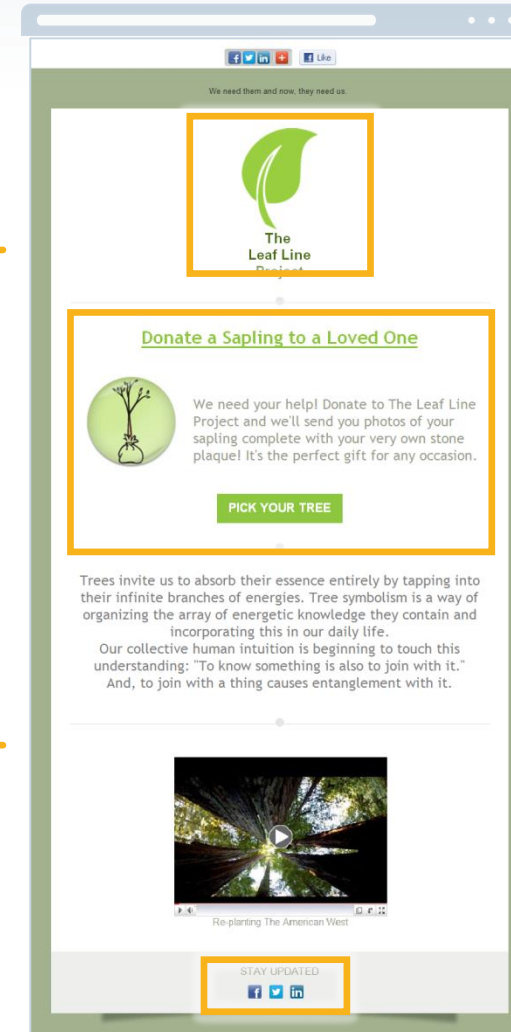Agenda

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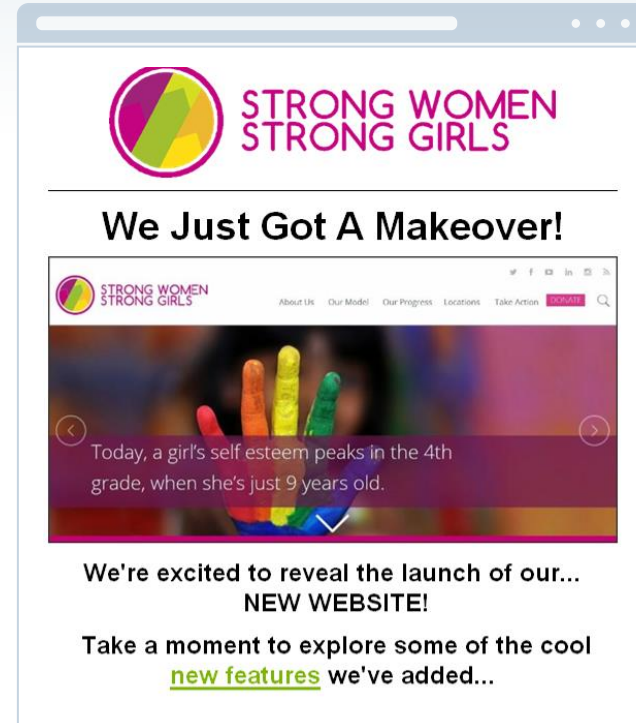
What not to do.

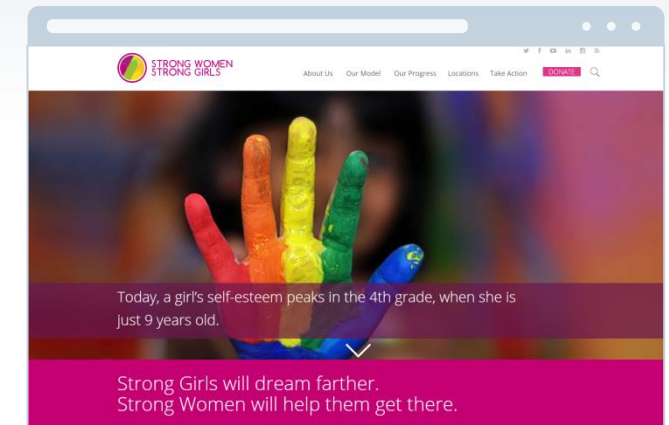# That's better.

How will you be most recognizable?

Email

Website

Facebook

- Be consistent with logo & branding colors
- Use images of your business, products & people
- Use consistent language
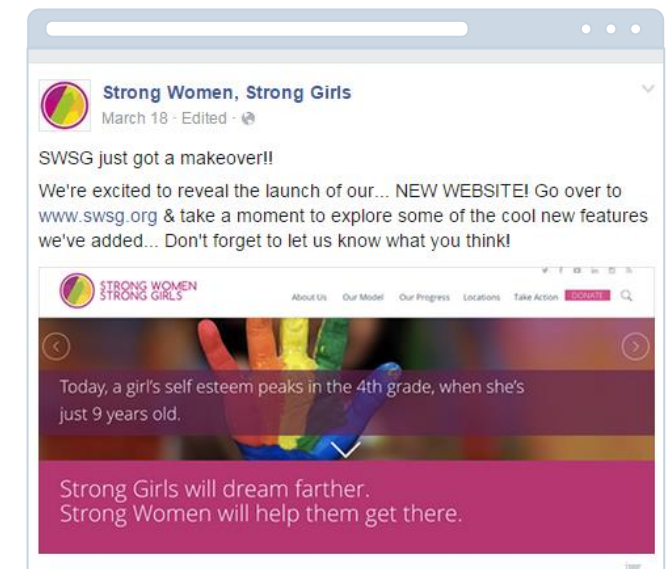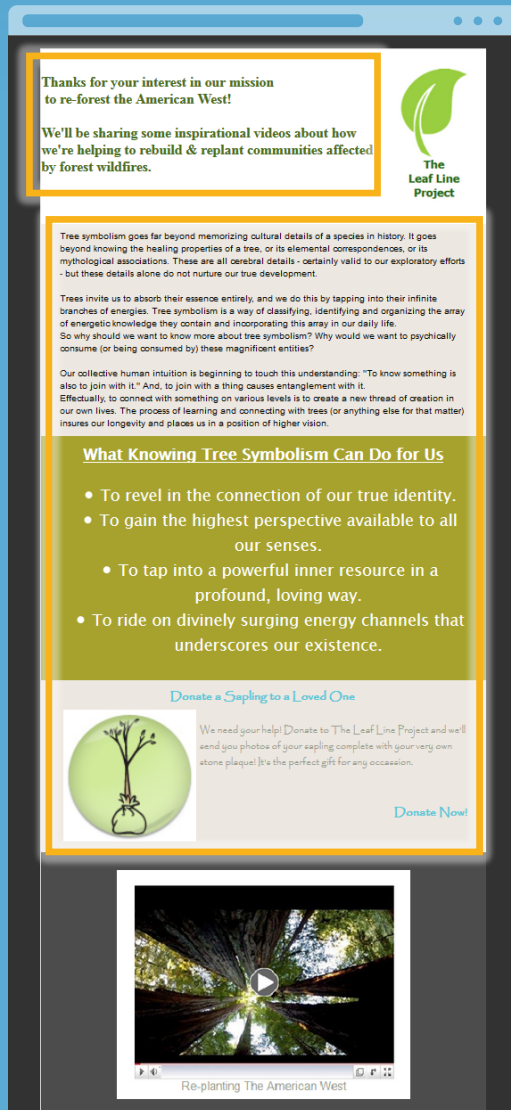
Agenda

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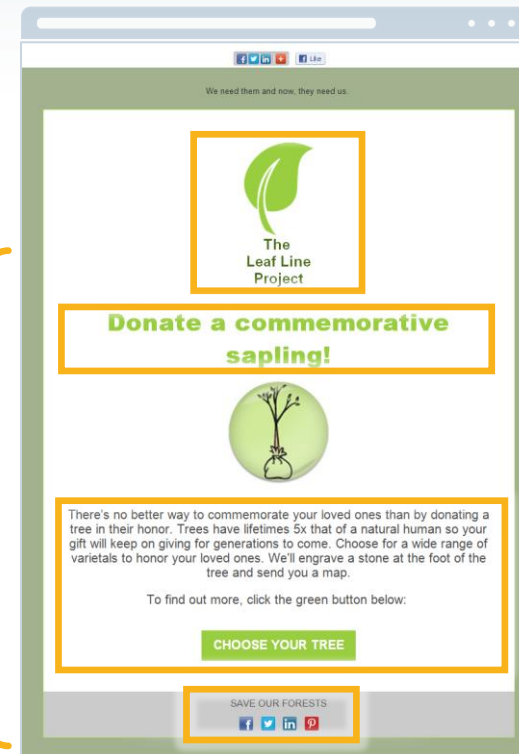1. Don't forget your branding
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What not to do.

That's better.

Aa Aa *Aa* Aa

A **Serif** font

- Best for printed material
- Harder to read online
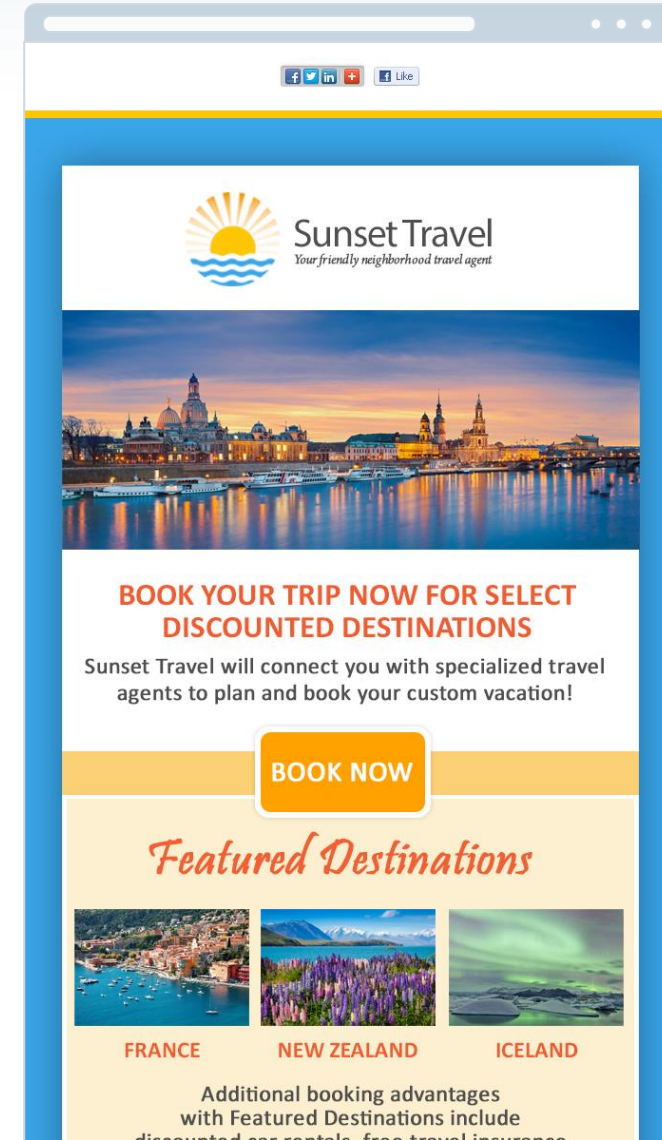- Popular serif fonts are Baskerville, Georgia & Times New Roman

A **Sans Serif** font

- Easier to read on the web
- Used on websites & for small text
- Popular sans serif fonts are Arial, Helvetica & Verdana

What not to do. Really.

Give them something they can read.

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What not to do.

That's better.

85%
of those who make purchases are influenced by color

Color increases brand recognition by

80%

40%
of people in the world say blue is their favorite color

Yellow
Optimistic & Youthful

Gets attention of window shoppers

Red
Energy

Increases heart rate, creates urgency

Blue
Trust & Security

Associated with banks and businesses

Green
Wealth & Relaxation

Easiest color for the eyes to process

Orange
Aggressive

Call to action: Subscribe, buy or sell

Black
Powerful & Sleek

Luxury product marketing

Pink
Romantic & Feminine

Product marketing to women and girls

Purple
Soothe & Calm

Beauty product marketing

Color Guide Source: https://blog.kissmetrics.com/color-psychology/

If you can't read it, neither will your customers.

HARD to READ

HARD to READ

HARD to READ

HARD to READ

HARD to READ

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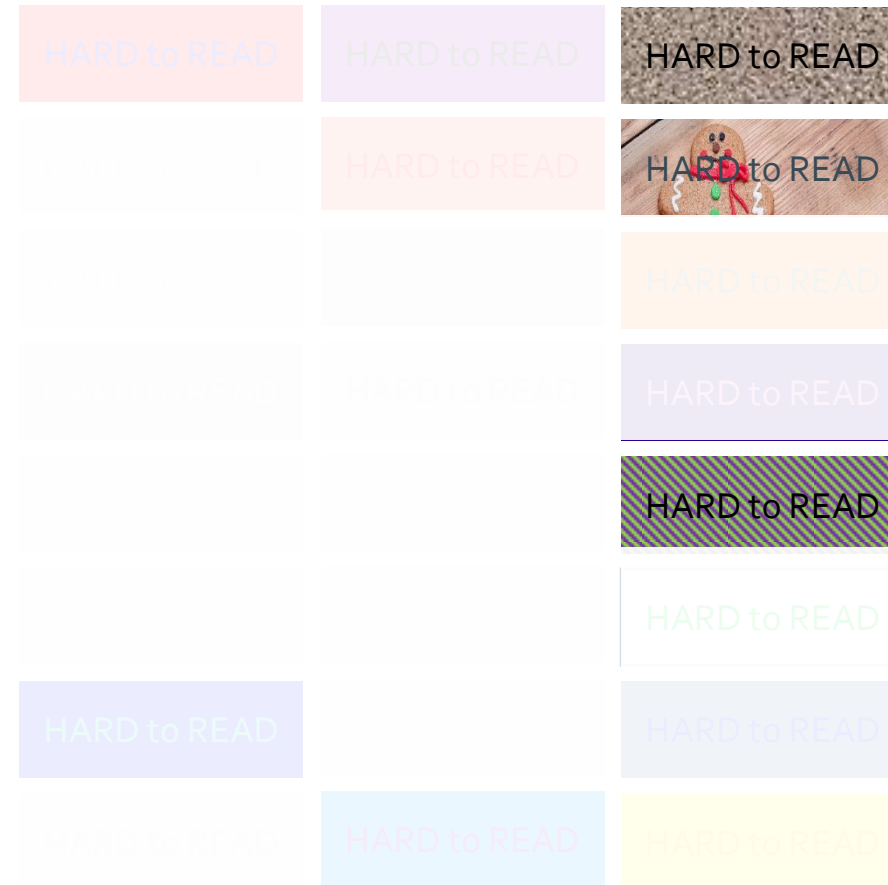
HARD to READ

Avoid:
Bright, textured backgrounds

If you can't read it, neither will your customers.

HARD to READ	HARD to READ	HARD to READ
HARD to READ	HARD to READ	HARD to READ
HARD to READ	HARD to READ	HARD to READ
HARD to READ	HARD to READ	HARD to READ
HARD to READ	HARD to READ	HARD to READ
HARD to READ	HARD to READ	HARD to READ
HARD to READ	HARD to READ	HARD to READ
HARD to READ	HARD to READ	HARD to READ

Avoid:
Too many colors

If you can't read it, neither will your customers.

HARD to READ	HARD to READ	HARD to READ
HARD to READ	HARD to READ	HARD to READ
HARD to READ	HARD to READ	HARD to READ
HARD to READ	HARD to READ	HARD to READ
HARD to READ	HARD to READ	HARD to READ
HARD to READ	HARD to READ	HARD to READ
HARD to READ	HARD to READ	HARD to READ
HARD to READ	HARD to READ	HARD to READ

Avoid:
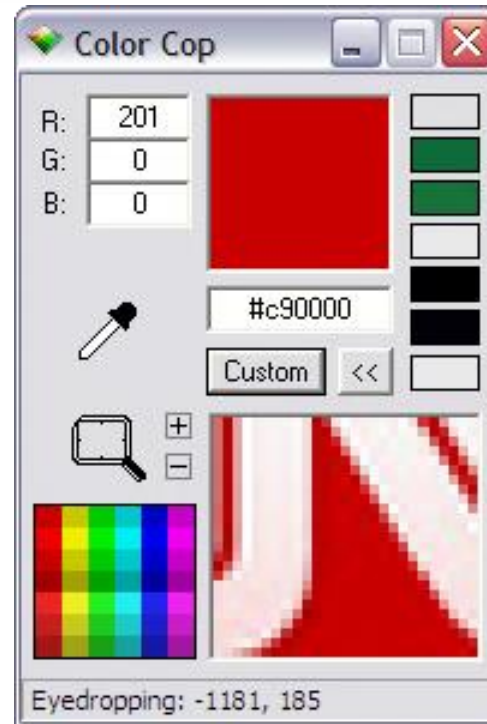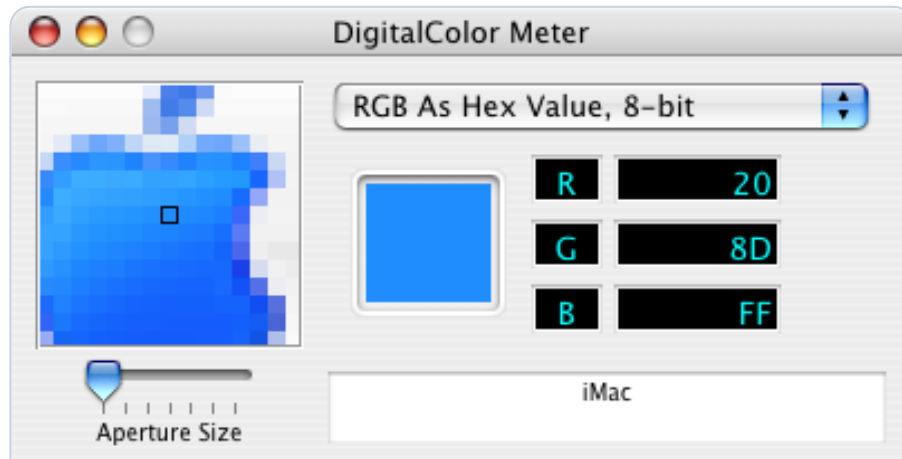Matching light text with a light background, or dark text with a dark background

If you can't read it, neither will your customers.

HARD to READ

HARD to READ

HARD to READ

HARD to READ

HARD to READ

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HARD to READ

HARD to READ

HARD to READ

Avoid:
Color combinations that are hard to read

If you can't read it, neither will your customers.

EASY to READ	EASY to READ	EASY to READ
EASY to READ	EASY to READ	EASY to READ
EASY to READ	EASY to READ	EASY to READ
EASY to READ	EASY to READ	EASY to READ
EASY to READ	EASY to READ	EASY to READ
EASY to READ	EASY to READ	EASY to READ
EASY to READ	EASY to READ	EASY to READ
EASY to READ	EASY to READ	EASY to READ

Always:
Choose colors that have good contrast

If you can't read it, neither will your customers.

HARD to READ	HARD to READ	HARD to READ
HARD to READ	HARD to READ	HARD to READ
HARD to READ	HARD to READ	HARD to READ
HARD to READ	HARD to READ	HARD to READ
HARD to READ	HARD to READ	HARD to READ
HARD to READ	HARD to READ	HARD to READ
HARD to READ	HARD to READ	HARD to READ
HARD to READ	HARD to READ	HARD to READ

Avoid:
Extremely bright
color combinations

Digital Color Meter
(ships with the Mac)

Color Cop
(for the PC-
colorcop.net/download)

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Color Schemer
(colorschemer.com/online.html)

Adobe Color CC
(color.adobe.com)

Agenda

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What not to do.

That's better.

Types of Campaigns

Newsletter

Announcement

Product promotion

Fundraiser

Sale

Event

Seasonal

Letter

Pick the right template, modify to fit your needs

Event Fundraiser

Newsletter

Update or Donation Request

Newsletters

Frequency:
Monthly / quarterly

Content:
Educational (often non-promotional)

Announcements

Frequency:
Event / date driven

Content:
Promotional or educational with targeted message

Surveys, breaking news, special events

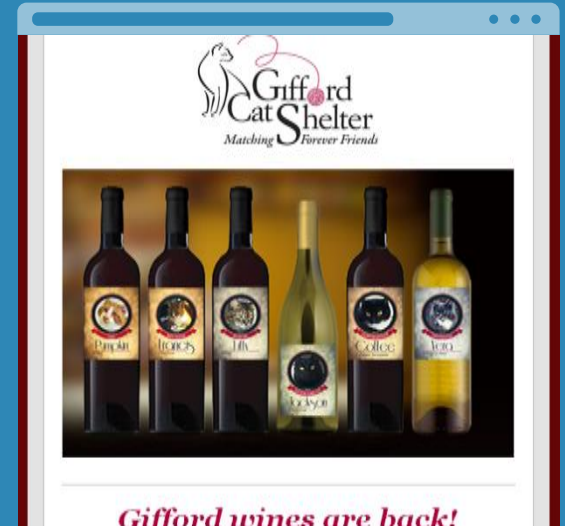## Promotions

Frequency:
Bi-weekly / monthly

Content:
Promotional / limited content

Fundraising or campaign promotions

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What not to do.

That's better.

Make it engaging with **photos**

- 82% of people pay more attention to emails with pictures
- Use alt text and preheader text: email readers may not see images by default
- 3 or fewer images for highest click through
- Spotlight your products, services, employees and customers
- Don't use images of your content

Source: ContentLEAD, Infographic: Anatomy of the Email Marketing Message, 2015
Source: Constant Contact Data Reveals Direct Correlation Between Email Campaign Effectiveness and Number of Images and Text Lines Featured, 2015
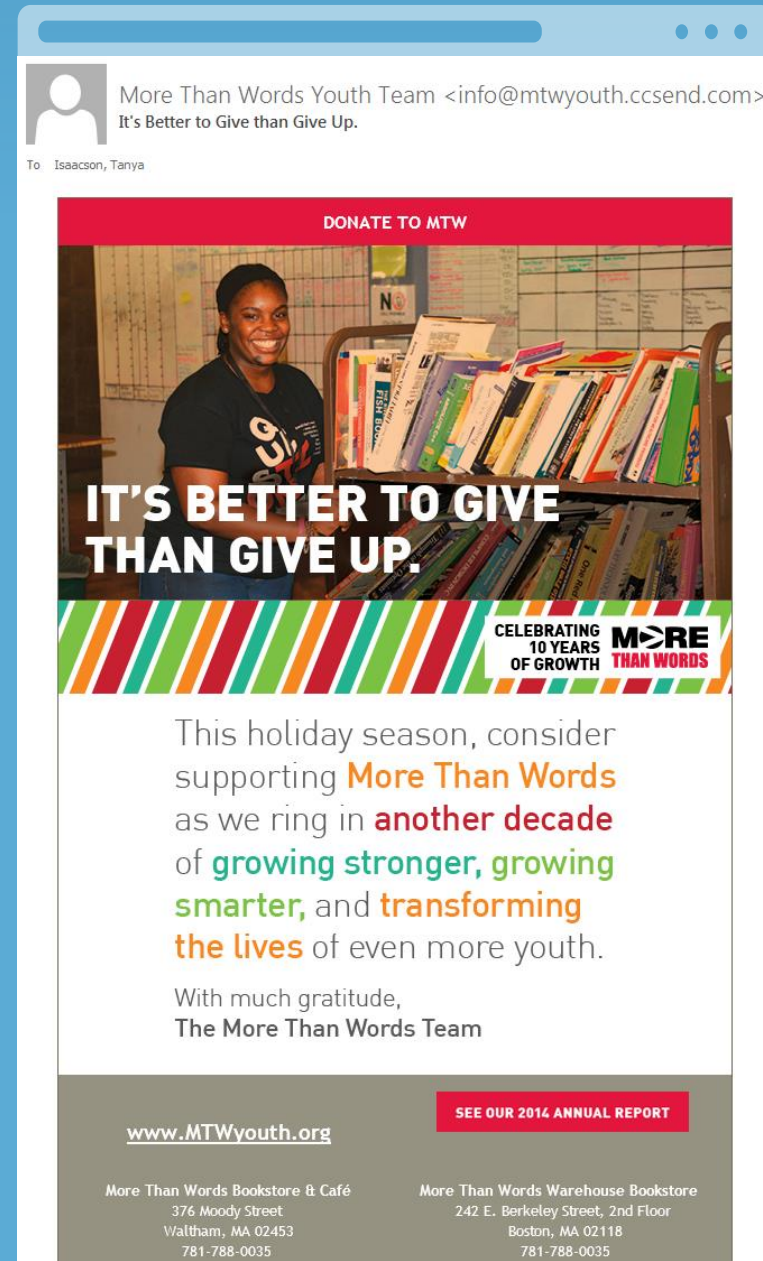
Make it engaging with **videos**

- Mention your video in the email subject line
- Consumers are 50% more likely to read emails that include video
- Keep videos under 90 seconds
- Use video for product demos, testimonials, promotions

Working with photos

Choose the right size:
600 x 200 px for header images
600 px wide (height scales) for others

Avoid copyright issues

Use your own photos
or stock images

Stock photo sites

FreeDigitalPhotos.net
http://www.freedigitalphotos.net

StockVault.net
http://www.stockvault.net

FreeImages.com
http://www.freeimages.com

Stock photos in Constant Contact

You can upload your own photos *or*...
use your Facebook and Instagram photos.
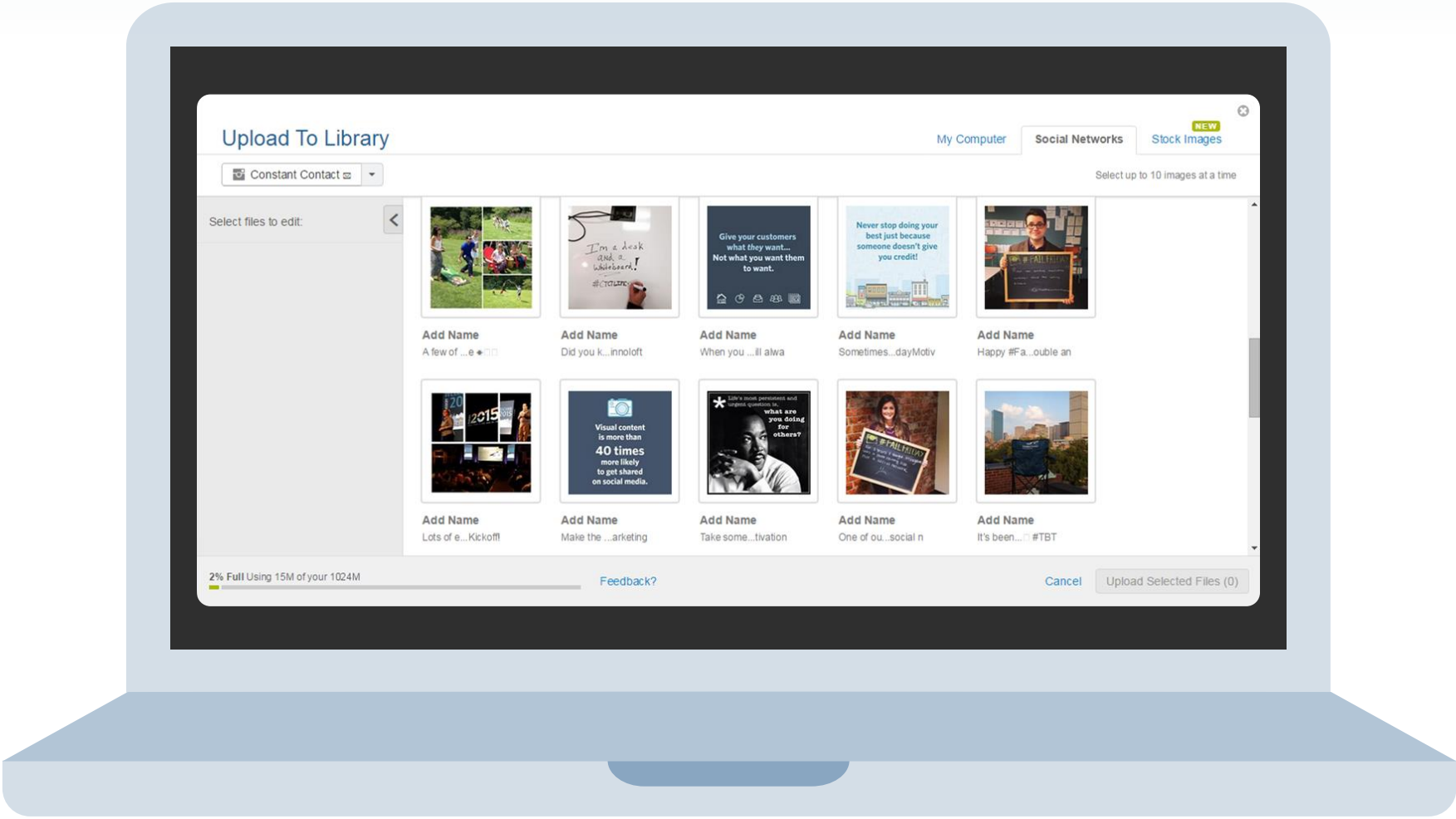
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What not to do.

That's better.

Emails with social sharing buttons increase click-through rates by 158%
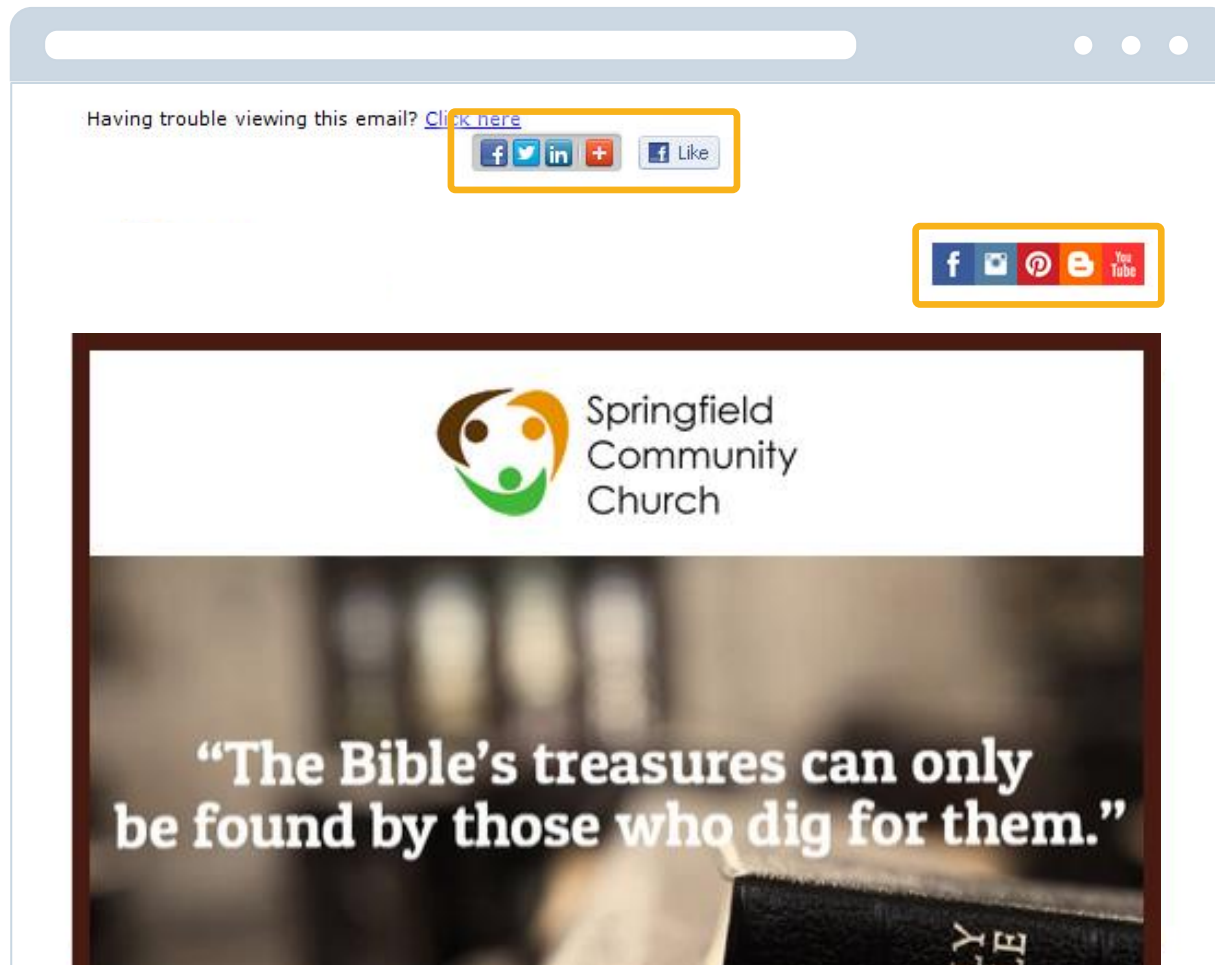
- Use the Share Bar
- Ask people to like, share, retweet, pin
- Add social media buttons

Expand your reach with the Social Share tool.
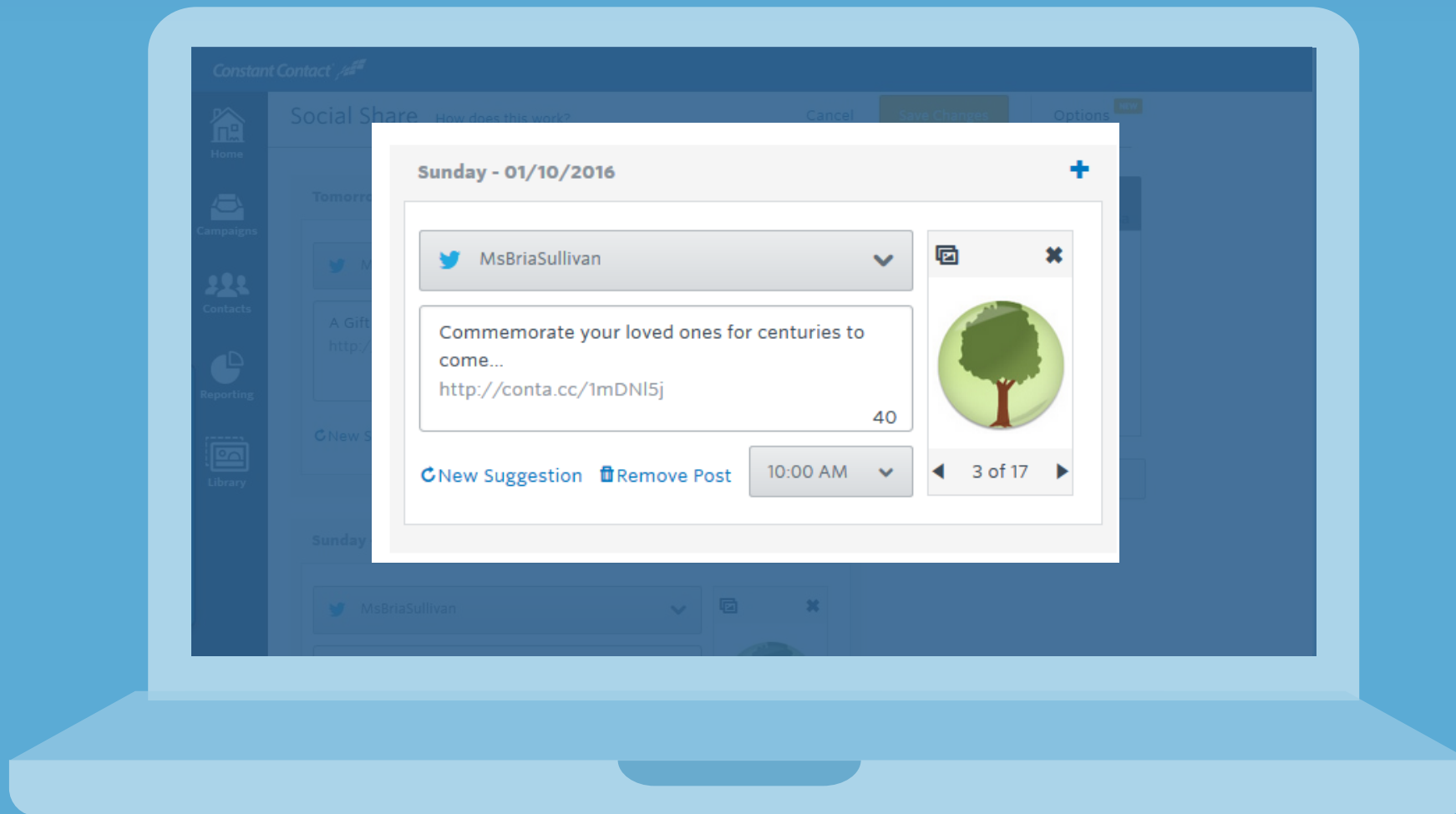
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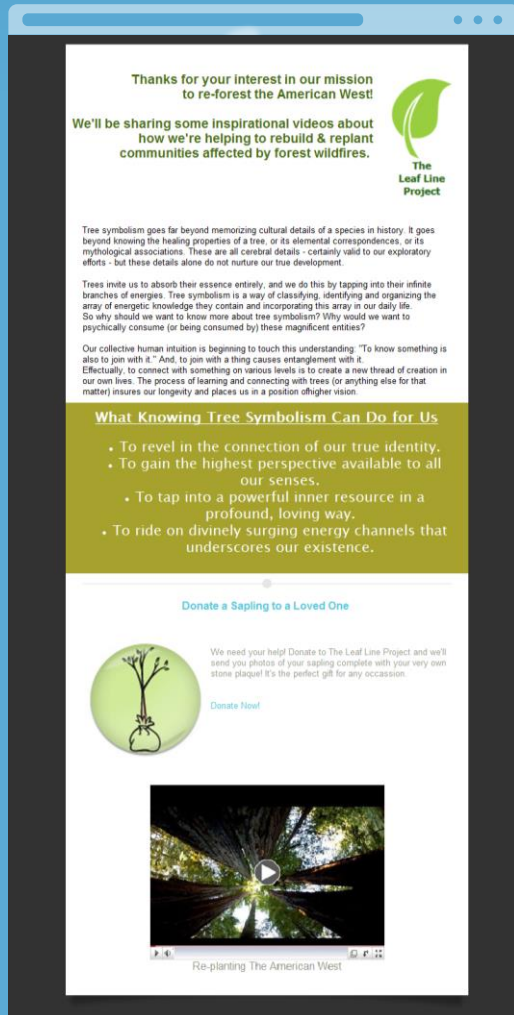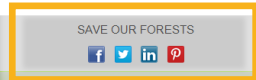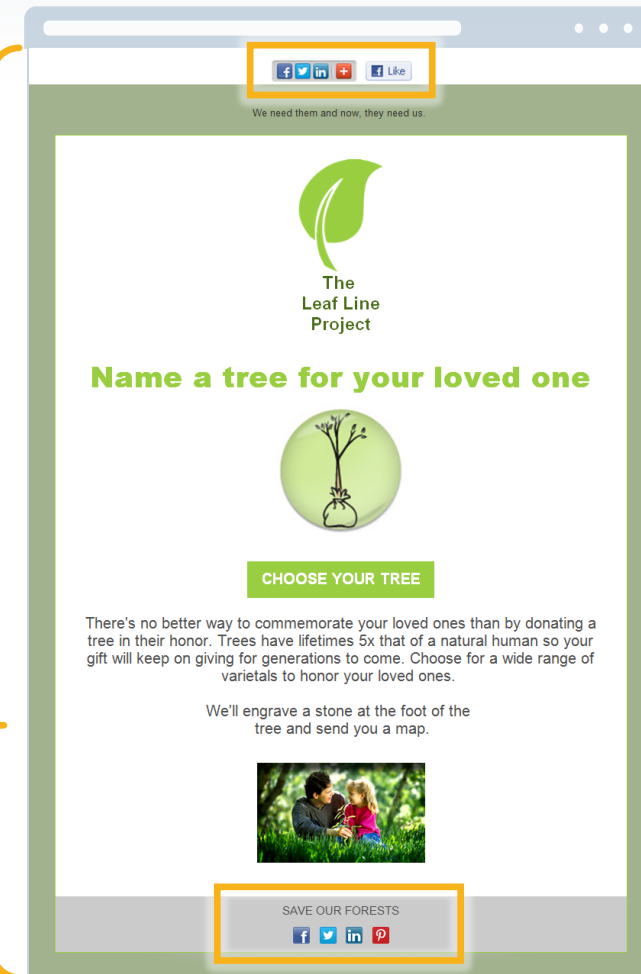5. Don't forget images
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What not to do.
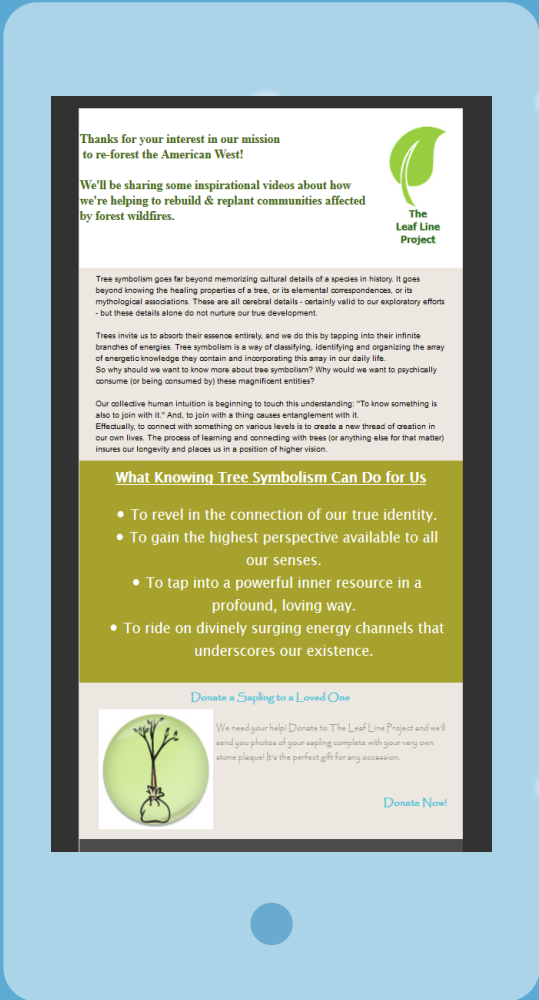
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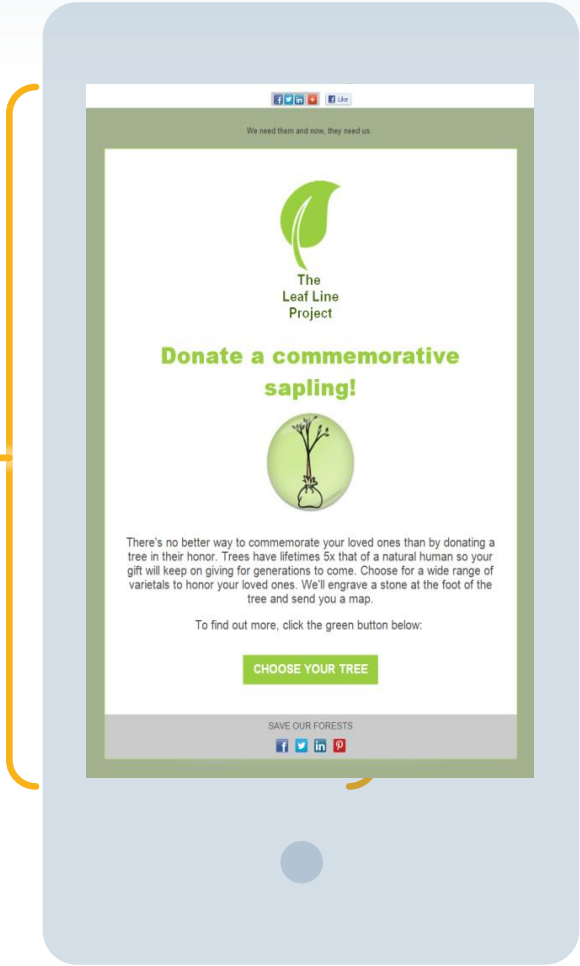
Avoid these mistakes…

- Lengthy text
- Tiny fonts
- Multiple columns
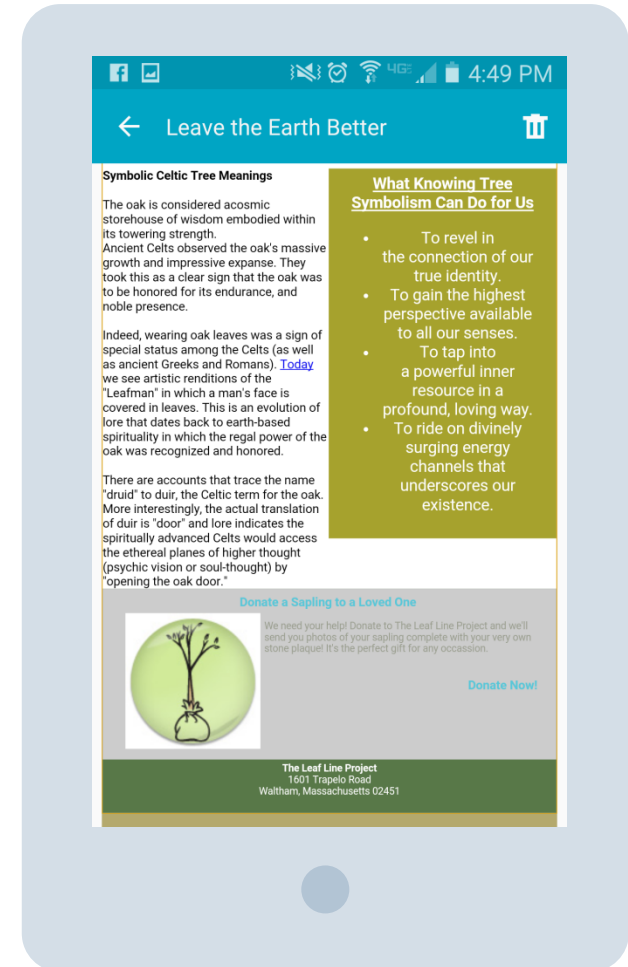
Instead, keep it simple...

- Less text is more
- Large fonts are legible
- One column only
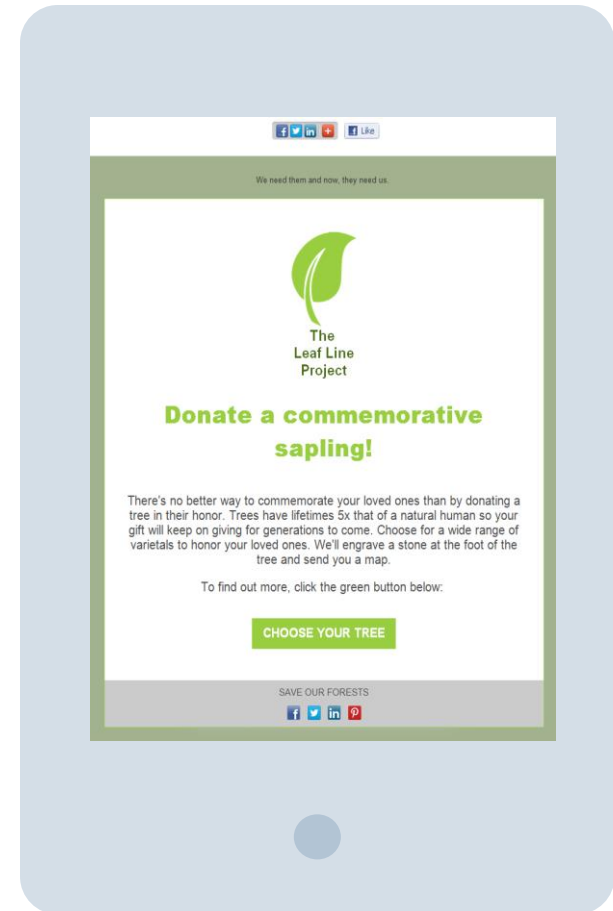
Avoid these mistakes…

- Large, off-screen images & text
- Hard-to-find or hard-to-read calls-to-action
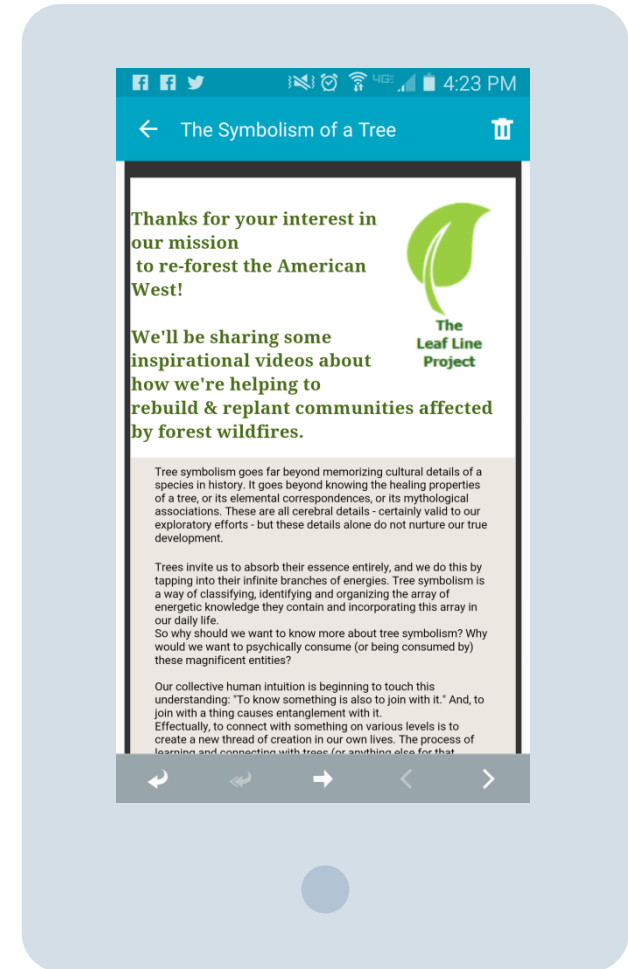
Instead, keep it easy…

- Size images to fit
- Use clear and obvious calls-to-action
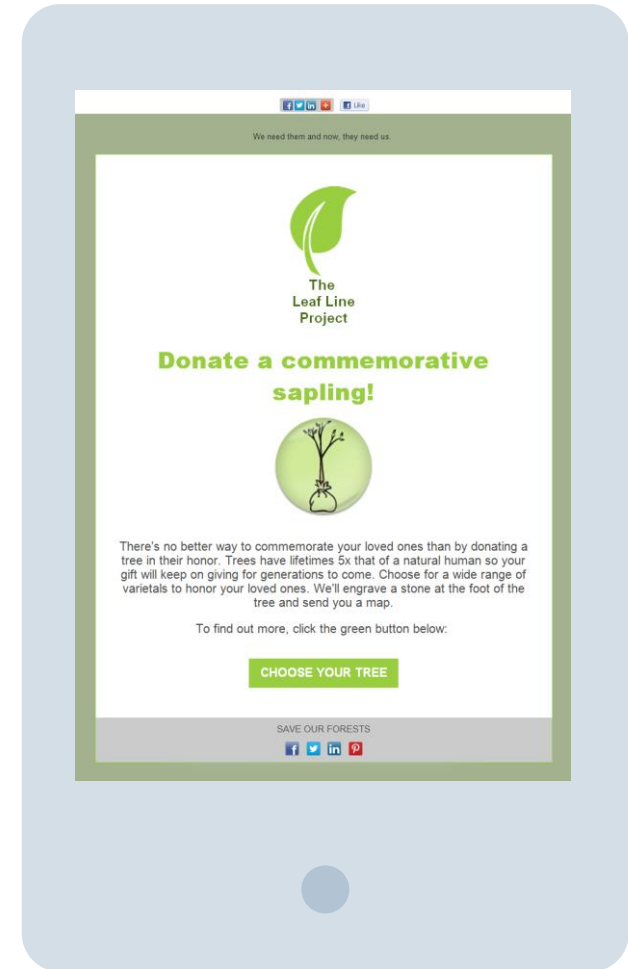
Create an email campaign that looks great on mobile. There's an app for that!

Build your email on your smartphone, send it to your list, check your results.

Let's put this all together …

Anatomy of an email. And your email checklist.

Use the Share Bar

Keep the preview pane in mind, maximize the top 2-4 inches

Include nonprofit name in text

Place your logo left or center, never on the right

Choose the right template for your message & design for mobile

Keep key call-to-action above the scroll line and optimize your links.

Less is more. Focus. 3 or fewer images & 20 lines of text have highest click-through rates.

Use your brand colors

Communicate through clickable images.

Use social media buttons

Resources

Learn more...
Local and online seminars
www.constantcontact.com
Scroll down to Seminars & Training

....

Get started today...
60-day free trial
www.constantcontact.com

....

Find help...
Constant Contact Marketing Resources
blogs.constantcontact.com/library
Check out blog posts, guides, videos, infographics,
recorded webinars and more!