

ANATOMY OF AN EMAIL

SUBJECT LINE

An effective subject line could be personal or descriptive, and give the reader a reason to open your email.

PREHEADER

The preheader is like a movie trailer, a brief preview of what message the email is trying to communicate. The preheader should build on the subject line and leave the reader wanting more.

BRANDING

Digital brand consistancy across all digital marketing channels is important. It establishes trust, and creates a welcome environment between a business and consumer.

HERO IMAGE

A picturer is worth a 1,000 words. An engaging and relevant hero image can summarize your message, while creating an emotional response for your reader in a very short period of time.

SUBHEADER

The subheader should discuss why the email communication benefits the reader. A good subheader will add context to the hero image.

BODY COPY

Think outside the paragraph. People tend to scan through blocks of copy very quickly. Effective body copy is short, and avoids redundency.

BUTTONS

The buttons are the call to action of the email, the direct link between the customers inbox, and the next step on the customer journey. Effective buttons clearly communicate the destination when clicked on.

FOOTER

This area should contain the dealership address, additional contact info, social media links, a link to directions, and any disclaimers.

