

45 TACTICS TO TAKE YOUR EMAIL FROM ZERO TO HERO



GODFREY

Workbook

CHECKLIST & EXERCISES

Design

CHECKLIST & EXERCISES



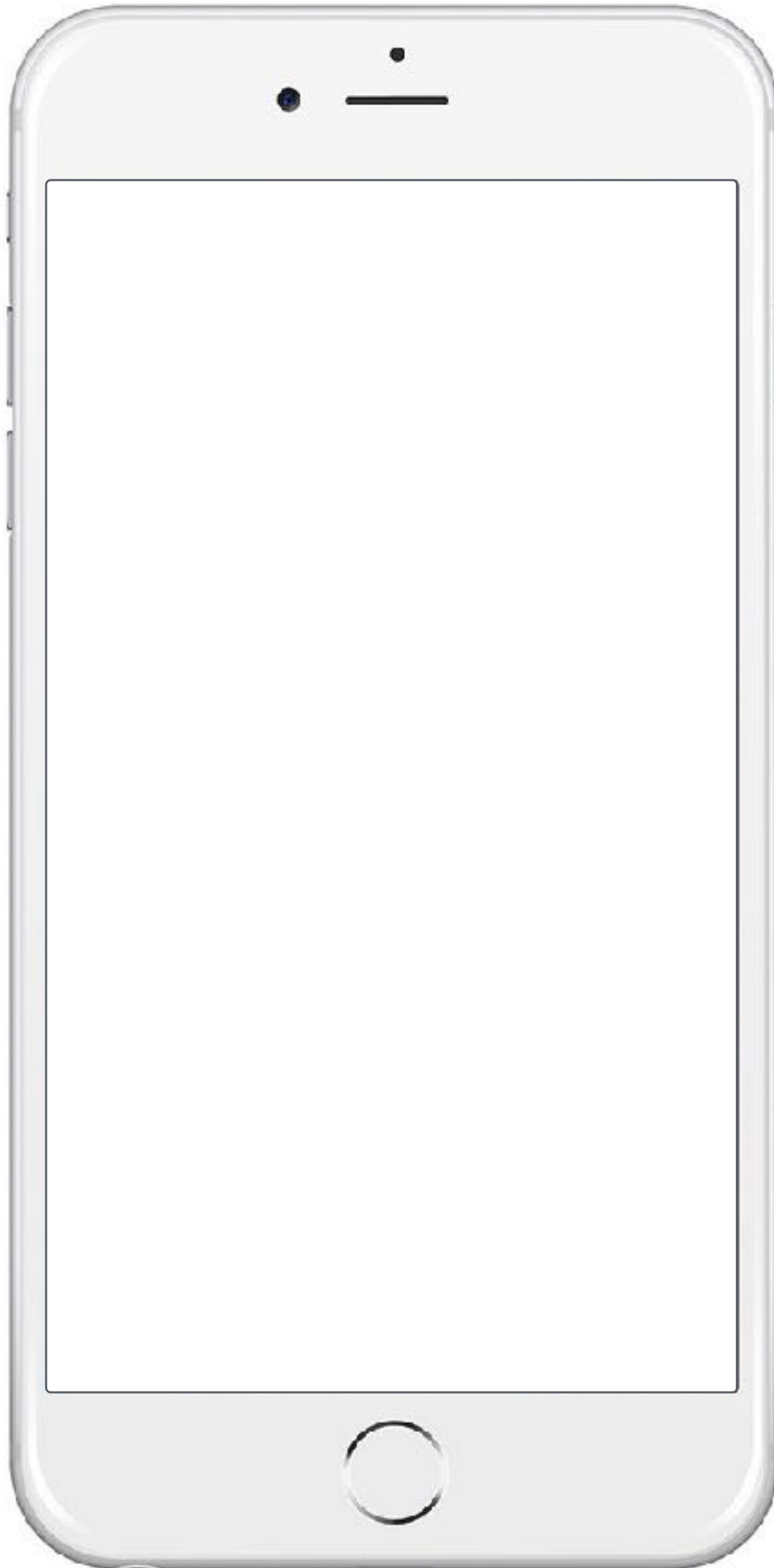
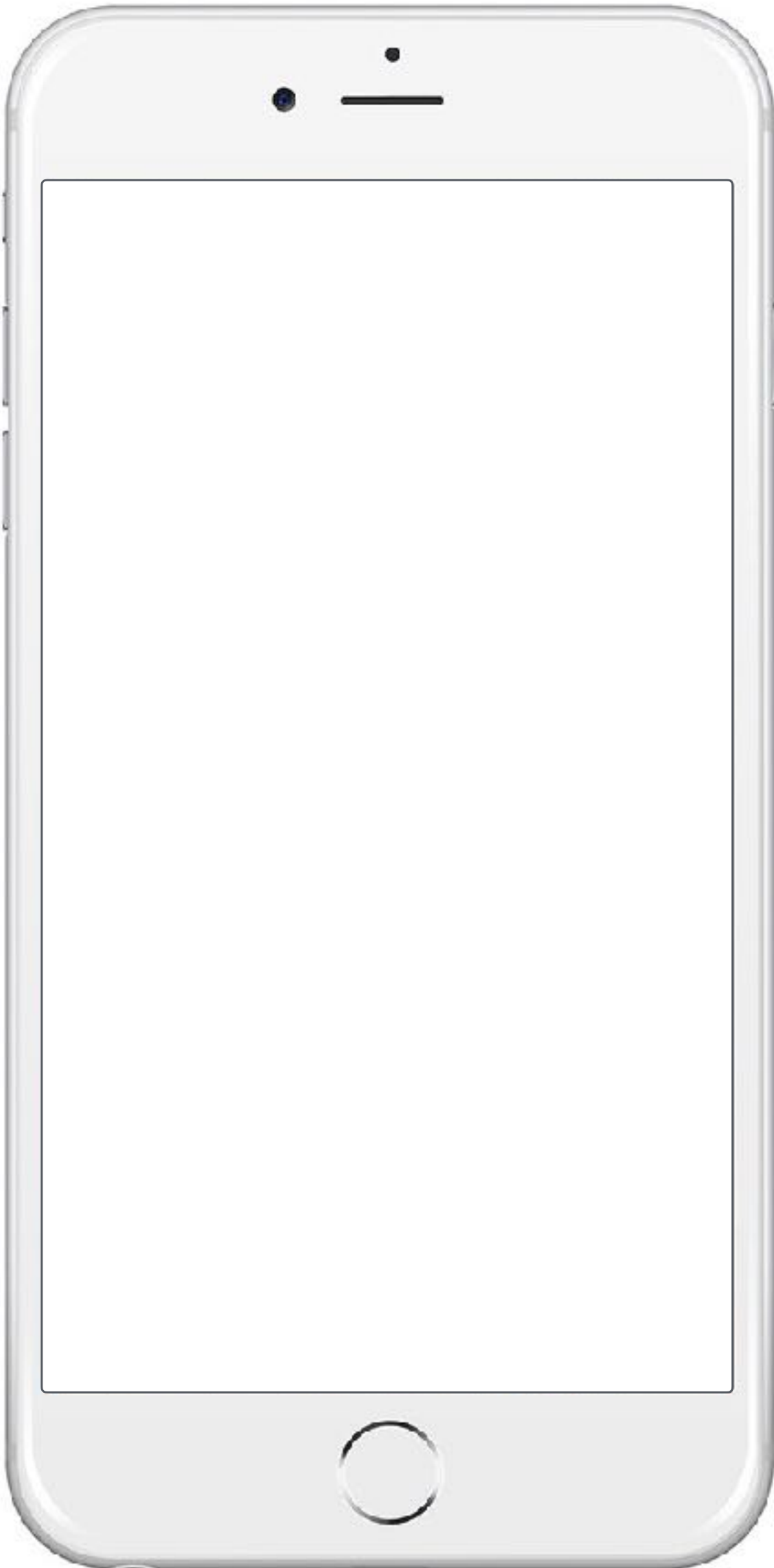
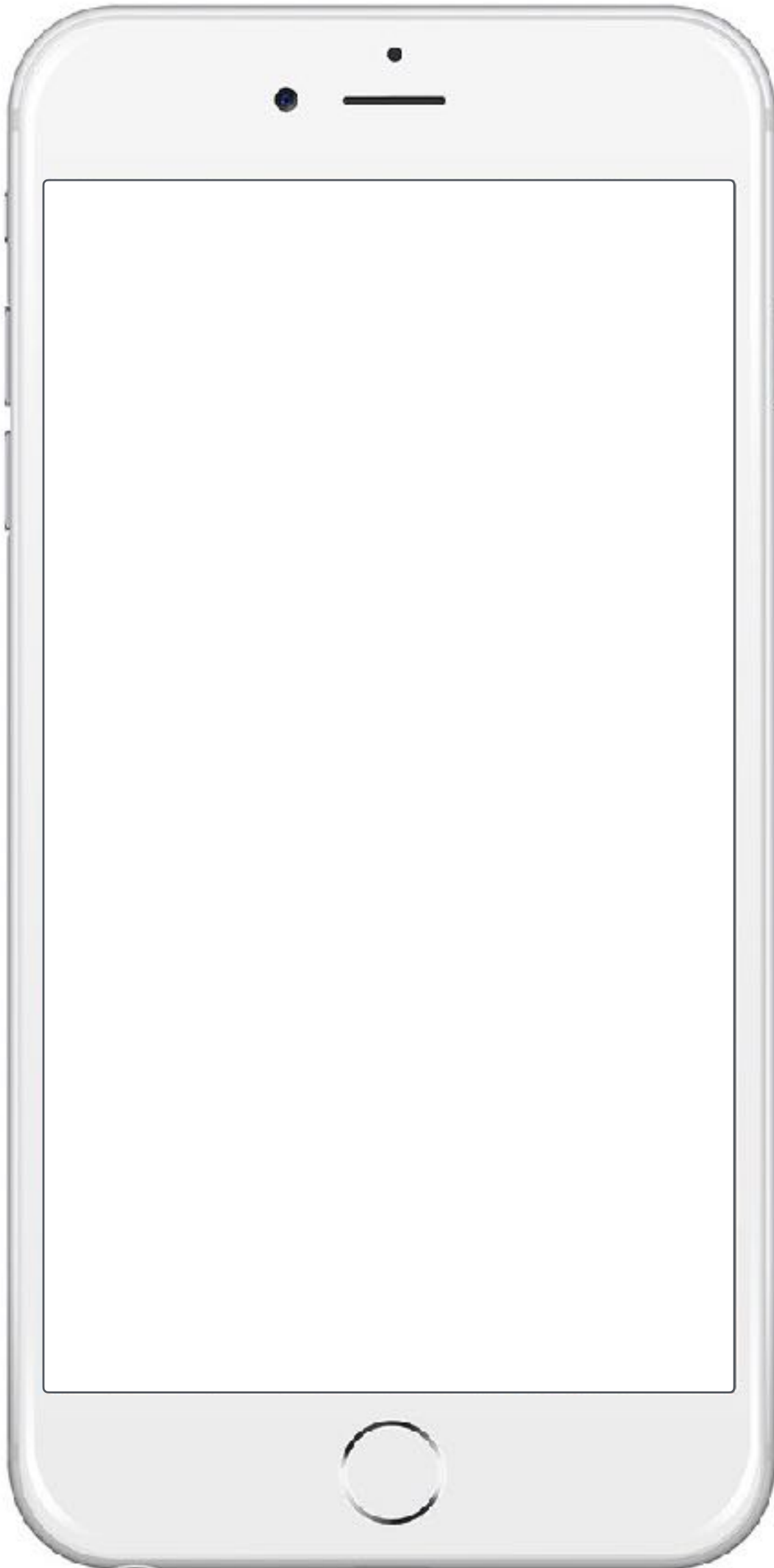
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Design. Be Ubiquitous.

- From names matter a lot
- Single column “skinny” layouts
- Fonts: headlines 30px+, body copy 16px+
- Buttons: 44x44 px+, with 18–20px of white space
- Let images do the talking
- Wearable devices make text relevant again

Design.

Sketch 3 design options for your email.



Subject lines matter

CHECKLIST & EXERCISES



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Subject Lines. Get Better or Be Boring.

- Superlatives matter a lot
- Sell without being spammy
- Questions make a difference
- Action words, sales words & punctuation: context is the key
- Emojis make good subject lines better and bad subject lines worse
- Preheaders for everyone

Subject Lines.

Rewrite six email subject lines.

1. Original

New

2. Original

New

3. Original

New

4. Original

New

5. Original

New

6. Original

New

Let's get jazzy

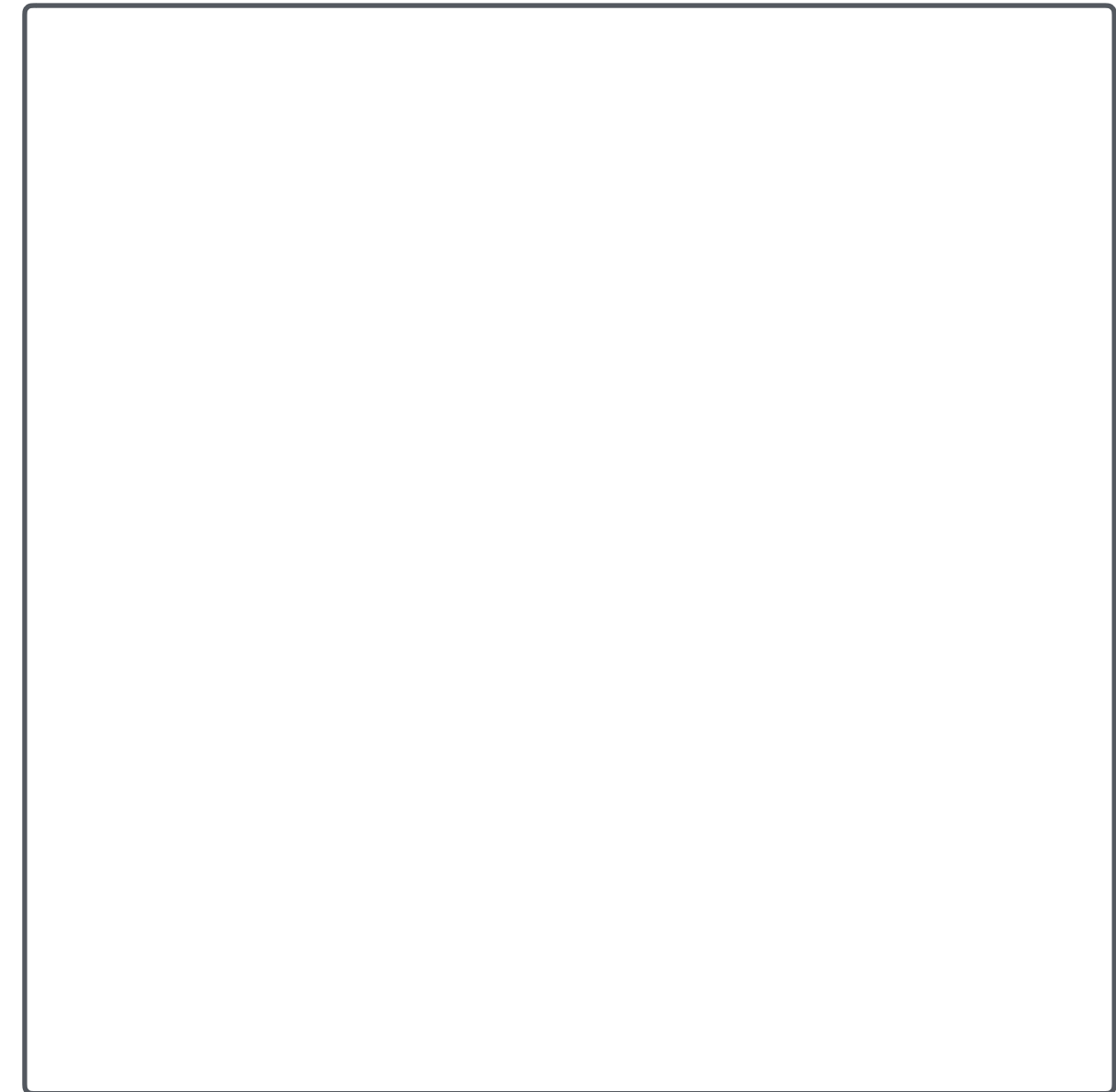
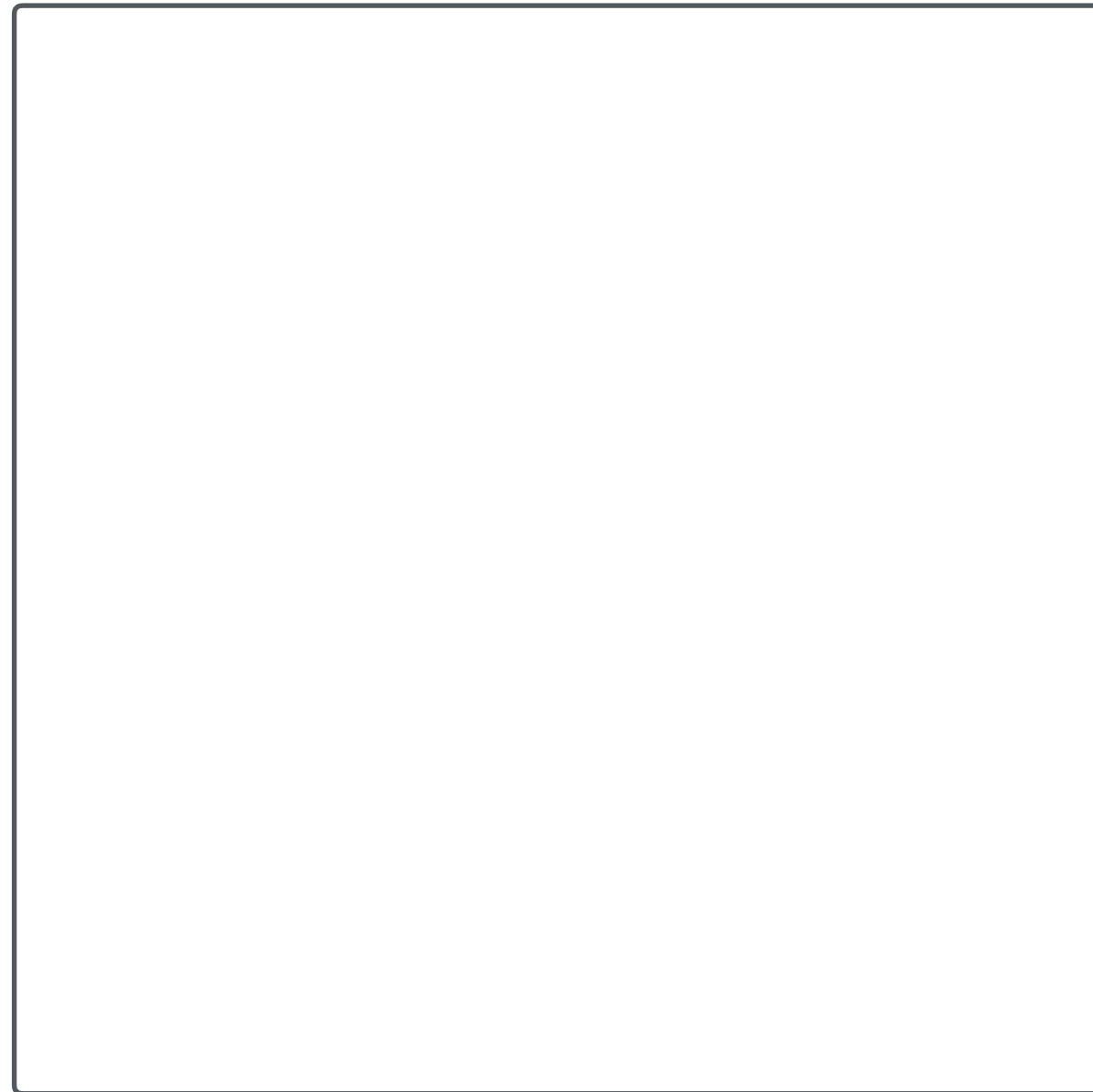
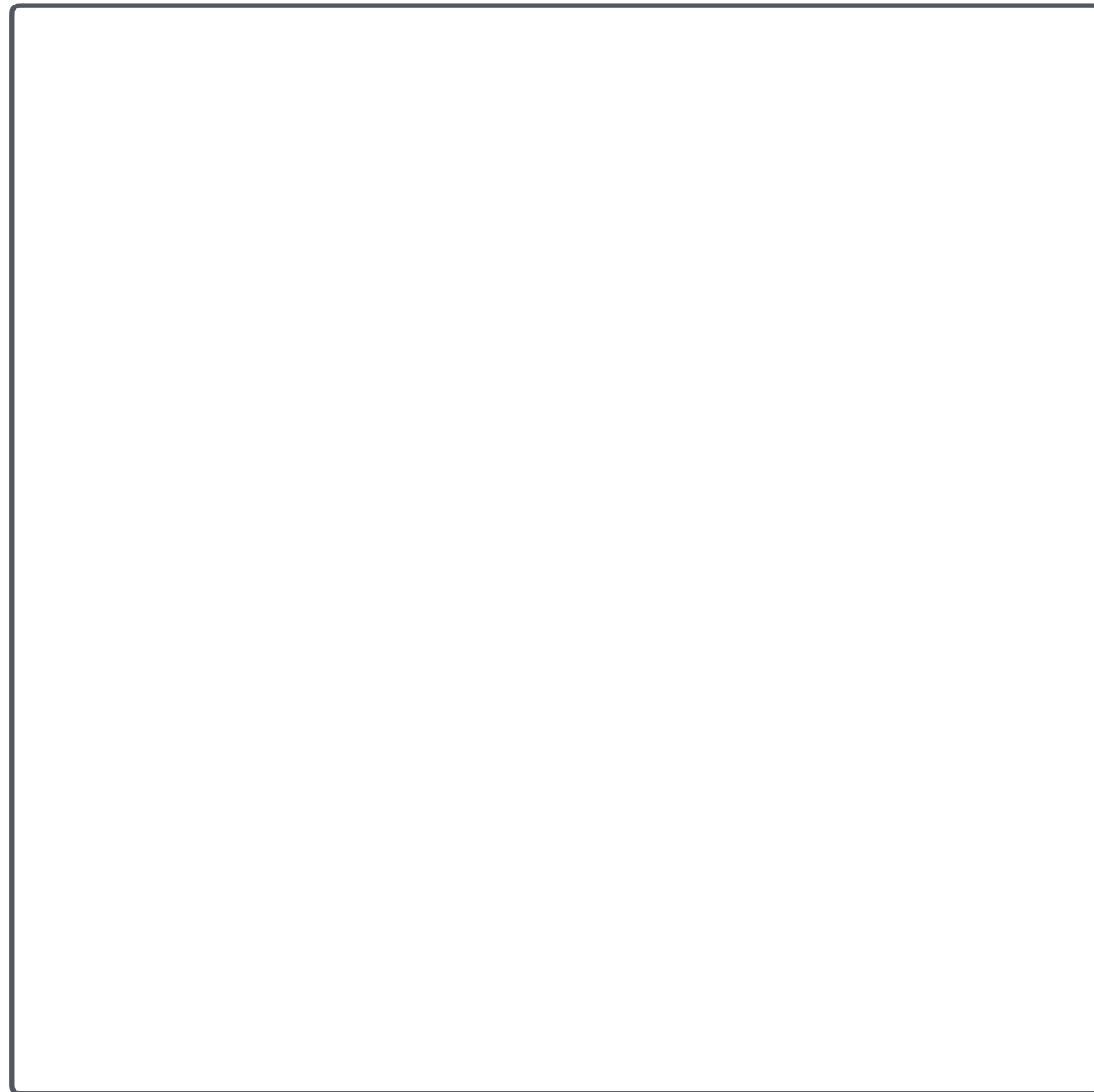
CHECKLIST & EXERCISES

Interactivity. Let's Get Jazzy.

- Greater engagement from users who receive interactive messages
- Real-time / Conversational data
- Interactive content
- GIFs FTW—work for B2B too
- “Mailable Microsites” via @chadswhite
- Web<>Inbox Inbox<>Web

Interactivity.

Design a GIF for your campaign.



Personalization matters

CHECKLIST & EXERCISES



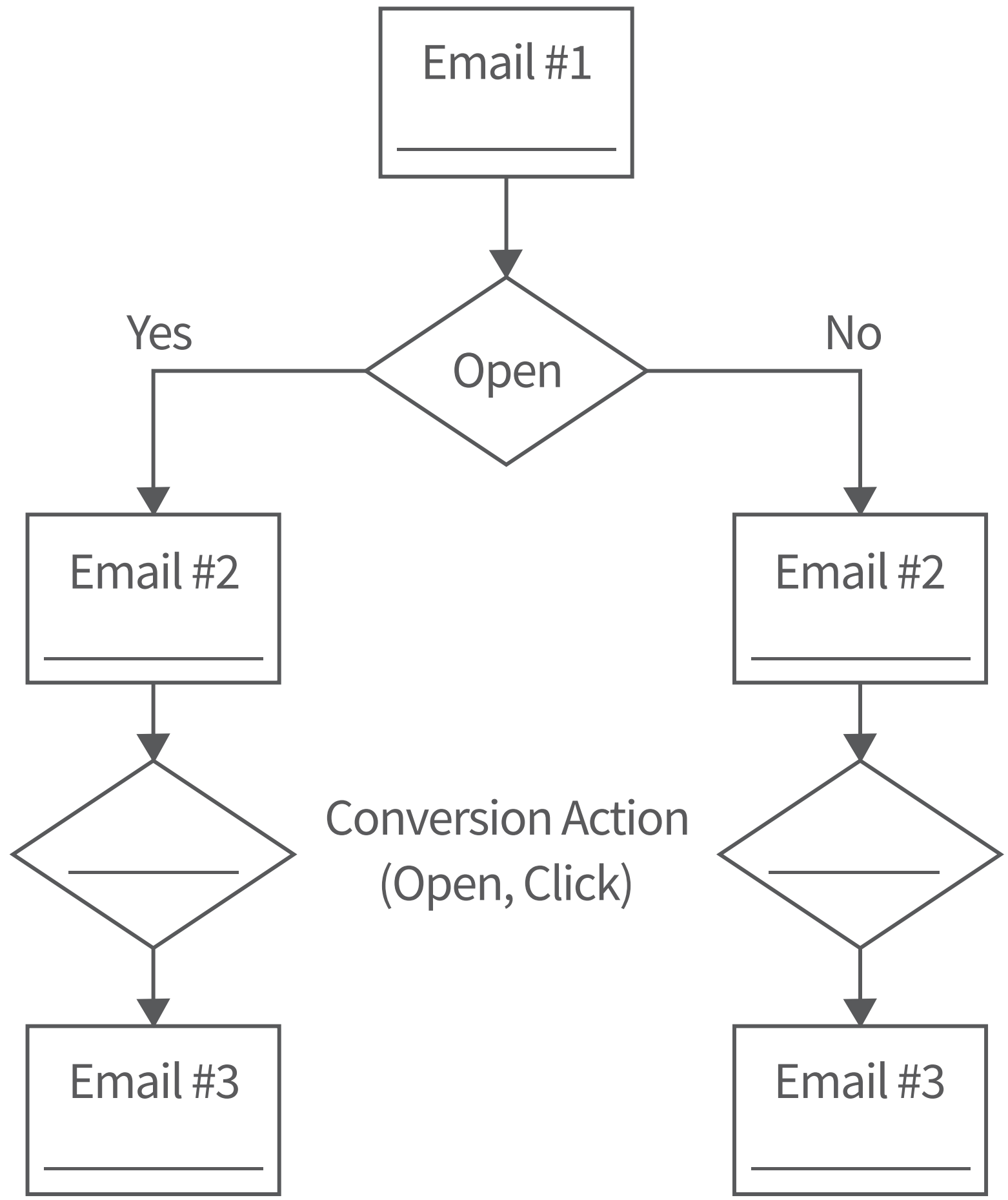
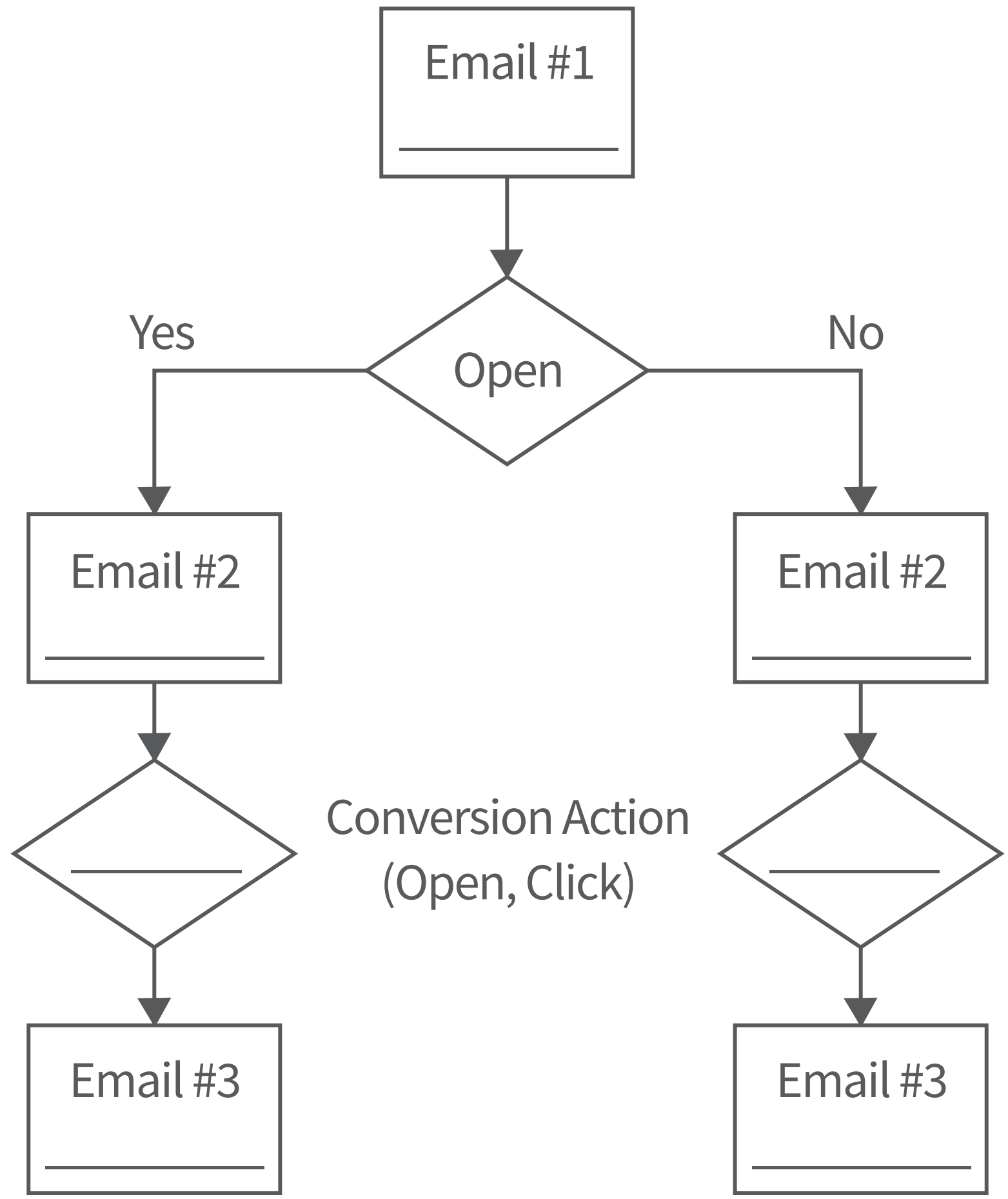
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Automation & Triggers. Personalization Matters.

- Segmented campaigns make all the difference
- First name personalization matters
- Have data—use it
- Leverage dynamic content
- People prefer transactional emails
- Always give me more

Automation & Triggers.

Develop one automated campaign and one trigger campaign.



Always say hello

CHECKLIST & EXERCISES



GODFREY

Always Say Hello. It's Polite and Works.

- Always give me more
- Transactional emails are preferred and matter
- Use triggers based on your data
- Leverage dynamic content
- First-name personalization matters
- Segmented campaigns make the difference

Always Say Hello.

Create a redesign for your welcome.

Email 1: _____

Timing: _____

Content: _____

Email 2: _____

Timing: _____

Content: _____

Email 3: _____

Timing: _____

Content: _____

Email 4: _____

Timing: _____

Content: _____

Be human

CHECKLIST & EXERCISES

Be Human. Talk Normally.

- Ask and you shall receive
- Ask how often to send emails
- Give reasons to say hello
- Ask to engage again, but don't stop emailing
- Make it easy to opt out
- Give reasons to stay

Be Human.

Create 4 topics, content or changes to make your campaign more human.

1. _____

2. _____

3. _____

4. _____

But, act like a scientist

CHECKLIST & EXERCISES



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Act Like a Scientist.

- Test automated and transactional emails too.
- Focus on things that move the needle
- Limit tests to one thing at a time
- Always have a hypothesis

Act Like a Scientist.

Make a plan of new tests and timing for the year.

1. Hypothesis: _____

Expected Outcome: _____

Data to Measure: _____

2. Hypothesis: _____

Expected Outcome: _____

Data to Measure: _____

3. Hypothesis: _____

Expected Outcome: _____

Data to Measure: _____

4. Hypothesis: _____

Expected Outcome: _____

Data to Measure: _____
