

# How to Design the Perfect Email Newsletter

How to design email newsletters that look great and deliver real results



First impressions matter — especially in the inbox.

If you're still using a personal email account (like Gmail, Yahoo, or AOL) to send your email newsletter, you're missing out on key design features that make your newsletter easy to read and act on.

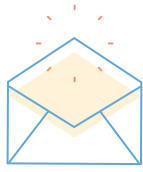
Email marketing services, like [Constant Contact](#), give you tools to create mobile-responsive emails that perfectly match your business brand.

Start with one of our professionally-designed [email templates](#). Then, customize it with the right colors and fonts, images, and links to your website and social media channels.

Want more confidence in your email design? This guide will give you the advice you need to quickly create emails that look great and deliver real results.

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# Design the Perfect Email: Get Your Email Opened

Designing the perfect email isn't just about finding the right images and colors for your message. Design begins in the inbox — before someone even clicks to open. Let's look at a few best practices to help your emails stand out and get opened.

## 1. Choose a recognizable "From" name

The number one reason people open email is because they recognize who it's from. Be sure to use a "From" name your subscribers will recognize. This could be your business name, the name of a person the email is from, or a combination of both. For example: Dave from Constant Contact.

## 2. Use a branded "Reply" email address

Your "Reply" email address should be an email you check often, so you can see any replies from your subscribers quickly. To look the most professional, we recommend using an email address with your company domain such as @yourcompanyname.com.

## 3. Invest in your subject line

Your subject line should be eye-catching and give readers a compelling reason to open. 40 characters is the sweet spot for subject lines, but emphasize the first 32 to account for mobile device cutoffs. A good rule of thumb is 4-7 words.

**Tip:** [Find out how to write subject lines that get your email opened.](#)

## 4. Utilize preheader text

The preheader is the line of text that appears beneath the subject line in the mobile inbox. Most mobile inboxes display 75-100 characters, but focus on the first 5-8 words to catch the reader's attention and entice them to open.

### Here's how your email header should look:

**From:** Southside Cycling <southsidecycling@constantcontact.com>

**Reply:** southsidecycling@constantcontact.com

**Subject:** Spring Models Are Here!

**Preheader:** New season, new bikes. Get out and ride!



# Design the Perfect Email: Get Your Email Read

After someone opens your email, there are a number of factors that will determine whether or not they decide to actually read it.

According to a Constant Contact survey, 75 percent of people delete emails that don't look good on a mobile device. To get your readers' attention, your email template and design need to look good on any sized screen.

Here are a few tips to make sure your emails get read.

## 1. Use a mobile-responsive email template

With the majority of emails opened on a mobile device, it's important to use a mobile-responsive template (which means the email adapts to the size of the screen it's being displayed on.) Emails sent through Constant Contact provide a mobile-responsive layout for the people receiving your emails. [Check out 14 of Constant Contact's mobile-responsive email templates.](#)

## 2. Brand your email

Branding your emails will help your business stand out in a crowded inbox. Every email should include your logo at the top of your message — that way if someone clicks to preview your email, they'll recognize it's coming from you. Also, be sure to select colors that match or complement the colors in your logo. [Find out how to effectively brand your email.](#)

## 3. Control your fonts

Keep your design looking professional. Avoid using too many fonts. More than two will make your design look busy. A good rule of thumb is to use a maximum of one font style for headlines and another for body copy. [Find out how to choose the right fonts for your email.](#)

## 4. Find the right balance of colors

Too many colors will make your email look disorganized and difficult to read. Other than black, restrict yourself to a max of four colors — a different color for headlines, body text, buttons, and links. For background colors, it's always best to use a lighter color background with a darker text. [Find out how to create winning color schemes for your email.](#)

**[Learn more: How to Make It Easier to Read Your Emails](#)**



# Design the Perfect Email: Lead Readers to Action

Constant Contact uses data from millions of emails that are sent from our service each day to better understand what works best for driving real email marketing results. Find out how you can use this information to create emails that not only get read but also lead people to take action.

## 1. Don't overdue it with images

A recent analysis of 2.1 million Constant Contact customer emails found that emails with 1-3 images see the highest click-through rate. Choose an eye-catching image that supports your message. [Find out how the number of images in your email can impact click-through rates.](#)

**Tip:** Always include an image description in case an email program disables images.

## 2. Keep your email copy concise

People will quickly scan your email — especially when reading on a mobile device. Keep your email clear and concise to ensure your emails are easy-to-read and lead people to take action. On average, emails with 20 lines of text or less (or about 1,200 characters) see the highest click-through rates. [Use this simple 3-step formula to keep your email short.](#)

## 3. Include one primary call to action

Your email should include one clear action for the reader to take. That primary call to action should be one of the first things people see when opening your email. Position your main link toward the top of your email so that it's visible without the reader having to scroll to read more. [Find out how to format your email for small screens and short attention spans.](#)

**Tip:** A recent analysis of Constant Contact customer emails found that adding more than 5-7 links (excluding links to social media bios) has a minimal impact on click-through rate. Emails with 1-3 links see the highest numbers of clicks per link.

## 4. Include relevant social media links

Even if your email doesn't include a specific call to action, it's a best practice to include links to your other online presences (website, blog, social media) to make sure you reach your audience everywhere they are. [Find out how to add social media buttons to your next email.](#)

**Learn more:** [How to Design Emails to Drive More Action](#)

# Design the Perfect Email: A Checklist for Success

## 1. Header

- Did you use a recognizable "From" name?
- Is your reply address correct?
- Is your subject line 4-7 words?

## 2. Preheader

- Does your preheader further entice the reader to open your
- Is your preheader 6-11 words?

## 3. Logo & Colors

- Does the logo link to your website?
- Do the colors of your background, headline, buttons, and dividers match your brand?

## 4. Image

- Does your image support the message of your email?

## 5. Text

- Have you used at least 21pt text for your headline and at least 14pt text

## 6. Call-to-Action

- Do you have a call-to-action button with a compelling command?

## 7. Footer

- Does your footer include the correct company information?
- Did you add your social buttons (and double check the links)?



From: Southside Cycling

Reply: southside@constantcontact.com

Subject: Look what just arrived!

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New season, new bike! Get out and ride!


### Spring Models Have Arrived!

We've stocked the store with state-of-the-art bicycle models including Giant, GT, Cannondale, & many more! If you've been thinking of getting a new bike, there's no better time than now. You can even trade

View New Models

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Southside Cycling 123 Main Street <a href="http://southsidecycling.com">southsidecycling.com</a>	Store Hours: M-Th: 11am-8pm 866.289.2101
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# Design Resources to Make You Look Like a Pro in the Inbox

If you want to design the perfect email, you need to make sure you have the tools and resources to help you do it.

Here are some tools you can use to put these email design best practices to work.

## Customizable Email Templates

Constant Contact offers over a hundred different mobile-responsive email templates that make it easy to create emails that look great in any inbox.

[You can preview our email templates here.](#)

## Email Design Best Practices

From picking the right template to finding the right colors and images, we have the advice you need to design emails that make your business look professional and deliver real results.

[Find our latest resources here.](#)

# Helping small business do more business

**Constant Contact**® 

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or call 1-866-289-2101 to learn more



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