



AIR MARKETING'S

Email Marketing Best Practices Guide

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1. Subject Line

- Add personalisation with first name or company name
- Make sure an appropriate default value has been set up (What will be used if data is missing from the selected field)
- Keep it short and to the point (less than 60 characters)
- A clear description of the content
- Avoid using words in the HubSpot list of flagged words

2. Preview Text

150
recommended
character count

Your hook
should be an
engaging
snippet from
your email

3. Company logo

- PNG format for best quality
- Link to your CTA to increase conversions
- Check formatting on desktop and mobile (select the preview tab which will show both desktop and mobile)
- Check against dark mode
- Make sure the background has been removed



4. Images

- **PNG Format for best quality**
- **High quality images only**
- **No gifs or video**
- **Check that it has an RGB colour profile**
- **Check size of image files (1mb maximum and 72di)**
- **Check correct links are set up**
- **Include call to actions where appropriate**
- **Add relevant alt text for SEO**

5. Fonts

- **No more than 3 different fonts types**
- **Heading, Sub heading and paragraph**
- **Use approved fonts that will always appear on any machine**
- **Check for consistent spacing**
- **Check for American spellings**
- **Use brand guidelines colours**
- **Highlight key pieces of copy with a different colour**
- **Keep it minimal but engaging enough for customers to click through**

6. Design

- Utilise different module designs to keep it fresh and engaging
- Closely follow brand guidelines
- Check spacing is consistent throughout
- Use line breakers for different types of content
- Check design is consistent with previous emails



7. Call-To-Action

- **Immediately visible above the fold**
- **Clear and direct**
- **Check correct links are set up**
- **Include a second CTA at the bottom**
- **Use a different colour that stands out from the rest of the email**
- **Format the button so it meets brand guidelines (shape, font, etc)**

8. Social Icons

Check all social icons and visible

Check all links are correct

UTM codes do not need to be used on the social links (use them on all other links in the email)