



Masters of Email Marketing

Erkki Markus
Tanel Rand
Radek Kaczyński
Rui Nunes

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Anatomy of the Perfect Newsletter

Erkki Markus and Tanel Rand, Smaily

25.08.2021 Masters of Email Marketing



Smaily?

20 000

users

150 M

emails / month

85%

market share in Estonia

Newsletter structure

Subject line and sender's name:

Subject line
Preheader
Sender's name and email address
Reply-to address

Content:

Newsletter header
Images
Texts
Buttons - CTA
Newsletter footer

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Subject line and sender's name:

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Newsletter footer

Subject line

Sources:

<https://smaily.com/how-to-get-your-messages-through-with-better-subject-lines/>
<https://smaily.com/email-subject-lines-top-3-tips-for-2020/>



Subject line

Sources:

<https://smaily.com/how-to-get-your-messages-through-with-better-subject-lines/>
<https://smaily.com/email-subject-lines-top-3-tips-for-2020/>



eBay

Save. Save. And save some more NOW 

Secret Escapes Team

 New Arrivals

La Redoute Fashion

These Boots Are Made For Walkin'

Groupon

Deal Steals

BestBuy.ca

Attention last-minute gift-givers!


Watchshop

Spooktacular savings this Halloween 

Tesco

Don't throw anything away!

Booking.com

 Open the door to your perfect holiday stay

Groupon

 THIS. IS. IT! Foodie favourites. Buy it, print it, gift it!

Domino's Pizza

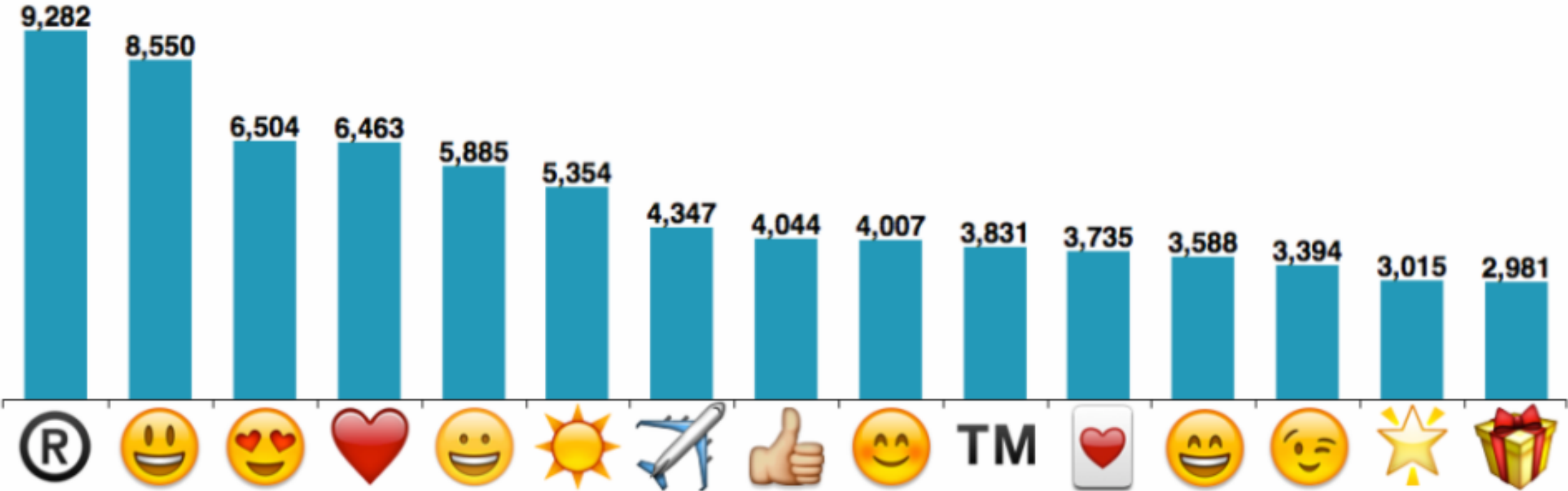
Happy Halloween!  No trick    – all treat   

Sources:

<https://localiq.com/blog/40-great-email-subject-lines/>



Top 15 emojis by subject line appearances



Sources:
<https://mailchimp.com/resources/mailchimps-most-popular-subject-line-emojis/>



Subject Line	Open Rate
1. I was right - and that's not good for you	69%
2. 13 email marketing trends you must know	64%
3. Before you write another blog post, read this	61%
4. Are we still on for 12?	61%
5. You don't want FOMO do you?	60%
6. We're starting in 5 HOURS	59%
7. Missed you, how's Thursday?	59%
8. How 35 influencers grew their sites from 0-10K visitors	57%
9. It's time to rethink Black Friday	57%
10. How to Google-proof your mobile site in 2017	53%

Sources:
<https://sumo.com/stories/best-email-subject-lines>



6. THE HERE'S WHY WE EMAIL

Formula: Here's Why We [Something Remarkable]

Example: Here's why we just spent \$1.5 million

Sumo used this headline and received an INCREDIBLE 46% open rate when we announced our [name change from SumoMe to Sumo](#).

7. THE MY BIG MISTAKE EMAIL

Formula: My Big [Topic] Mistake

Example: [My big email popup mistake](#)

8. THE AUTHORITY FIGURE EMAIL

Formula: [Authority's Name] [Topic + Secret/Tips]

Example: [Tony Robbins' 1,000,000 website visitors per month traffic strategy](#)

Here's The Authority Figure email in action:



9. THE RESULTS EMAIL

Formula: How We [Result] In [Timeframe]

Example: [How we grew a site from 0 to 10k visitors in a month](#)

Sources:

<https://sumo.com/stories/best-email-subject-lines>



Subject Line Preheader

Sources:

<https://smaily.com/learning-to-leverage-preheaders-and-preview-text/>



Example:


- **Subject line** - Don't miss October's speaker
- **Preheader** - RSVP today - space is limited!

Example:


- **Subject line** - Save up to 30% on select school supplies
- **Preheader** - Coupon expires Saturday

Example:


- **Subject line** - Proposed city dog park plan now open for public comment
- **Preheader** - We need your feedback!

☐  Chain Reaction Cycles

☒ Spring Steals Starts NOW! 🖱️ Save up to 50% on our BIGGEST Deals

☐  Chubbies

☒ THESE NEVER GO ON SALE But they just did. And now I don't know up from down. Left from right. Or. per... 03:03

☐  HP.com

☒ Are you ready to get started? Save up to \$760 on a new PC from HP

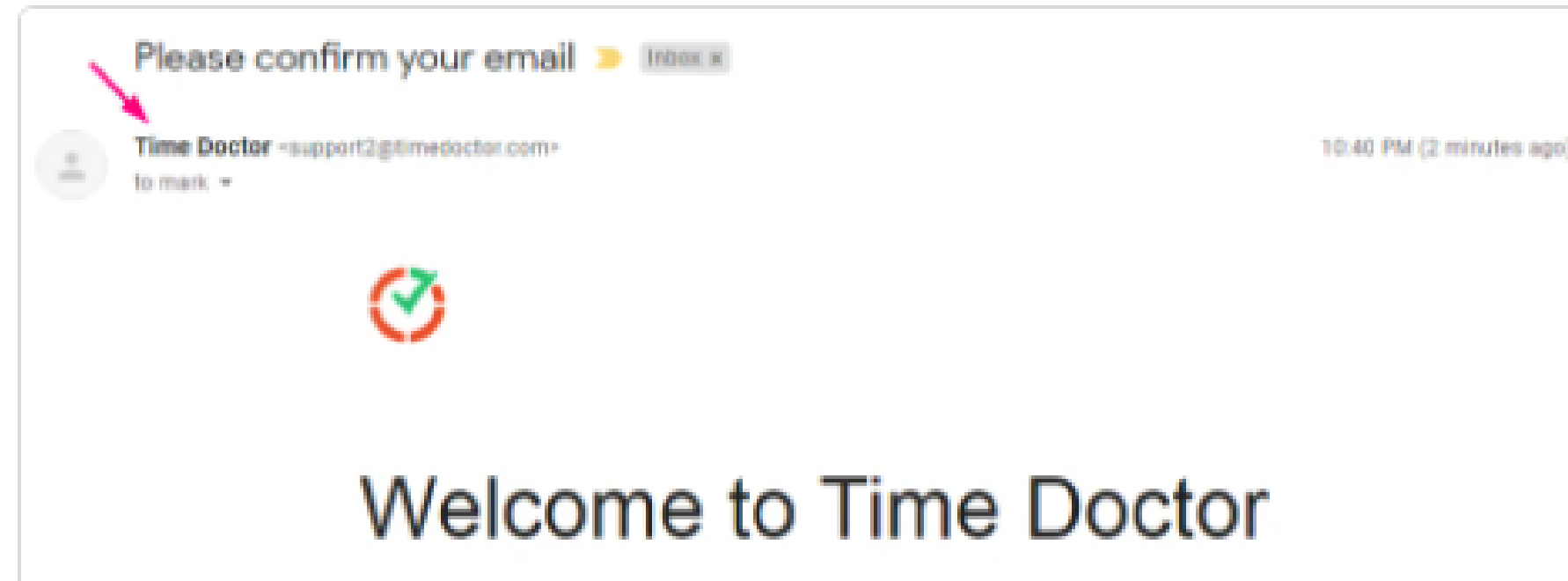
Sources:

<https://blog.zerobounce.net/2020/07/08/optimize-preheader-text/>

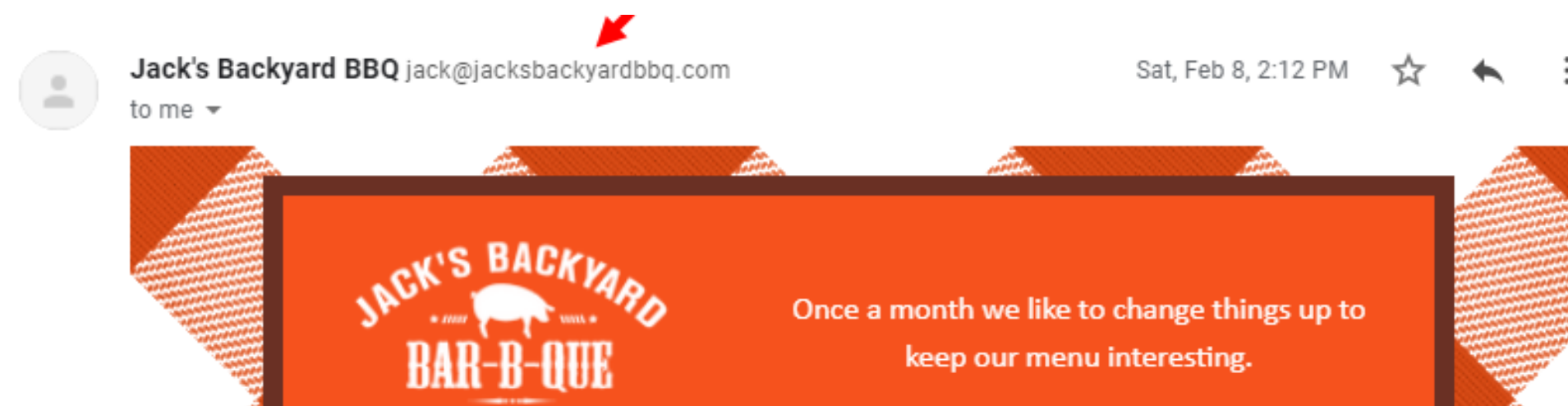


Subject line
Preheader

Sender's name and email address



- ☐ ☆ Mia at CoSchedule Inbox Fix your boring headlines right now
- ☐ ☆ Meg from CoSchedule Inbox Write headlines they'll love ❤️



Subject line
Preheader

Sender's name and email address

Reply-to address

Sources:

<https://www.mailcharts.com/blog/noreply-email-sender-name>



Content

Newsletter header

Problemi a visualizzare questa email? [Clicca qui](#)

SPEDIZIONE STANDARD GRATUITA

Clarks

DONNA

UOMO

BAMBINI


Enjoy free shipping and returns.





SHOP WOMEN

|

SHOP MEN

 **shop Irish**
Official website of **Creative Irish Gifts**

   FORWARD TO A FRIEND

[NEW](#) [clothing](#) [jewelry](#) [home & garden](#) [food](#) [guinness](#) [books & music](#) [kids](#) [sale](#)

Happy Mother's Day!

Treat yourself! Shop our Sale and Closeout section and find that perfect item at a great price!

[Shop now ▶](#)

Connemara Marble Watch Bracelet
WAS \$54.99
NOW €22.00

Enchanted Forest Silk Scarf
WAS \$39.99
NOW €24.00

Newsletter header Images

Sources:

<https://smaily.com/how-to-create-brand-consistency-in-your-email-marketing-campaigns/>
<https://smaily.com/marketing-email-designs-what-is-popular/>





Discovering flavors and kickstarting healthy habits has never been easier. Meet our NEW Curated Bundles.

SEASONAL

Summer Refreshers

Hydrate Your Way to a Healthy Summer

\$31 / Bundle

Treat yourself to our most refreshing, easy to drink juices—including our two NEW flavors—to stay cool all summer long.

- Summer Bliss ^{NEW}
- Tropic Zing ^{NEW}
- Sweet Greens
- GloJo
- Beta Glow

LEARN MORE

Juicero Starter Kit

Here's our Idea of a Fresh Start

\$32 / Bundle

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 Dive Bar - Featured jewelry image

DIVE BAR

This tourmalated quartz number was the muse that inspired the Libra Collection. We thought she needed a cool hued crew!

SHOP NOW

Newsletter header

Images

Texts

Sources:

<https://optinmonster.com/9-tips-for-writing-email-marketing-copy-that-converts/>



BuzzFeedNEWS

WEDNESDAY

November 4, 2015

The leaders of Taiwan and China are planning to meet in Singapore on Saturday for the first time since 1949. Romania's prime minister said he's resigning, following protests over a deadly nightclub fire. And Gmail wants to answer your email for you.

HERE ARE THE TOP STORIES

After 66 years, the leaders of China and Taiwan are planning to meet.

Chinese President Xi Jinping and his Taiwanese counterpart, Ma Ying-jeou, will meet (and dine) in Singapore on Saturday. It'll be [the first time leaders from the two countries will meet](#) since the Chinese Communist revolution of 1949.

The [People's Republic of China](#) was founded in 1949, after the Chinese Communist Party overthrew the government, which at that point had been run by the Chinese Nationalist Party for about two decades, [The Economist](#) writes.

As a result, the nationalists fled to Taiwan, an island [roughly 100 miles from China's mainland](#). Today, relations between Taiwan and China are still fraught. Technically, a civil war between the two sides never ended and [Beijing's government doesn't recognize](#) Taiwan's government in Taipei.

Newsletter header

Images

Texts

Buttons - CTA

Sources:

<https://smaily.com/call-to-action-what-you-need-to-know-about-ctas/>

<https://www.campaignmonitor.com/blog/email-marketing/75-call-to-actions-to-use-in-email-marketing-campaigns/>



CTAs for content

- Learn more
- Read more
- Curious? Read on
- Download the eBook
- Download now
- Keep reading
- Read the full story
- Get the app

CTAs for video

- Watch now
- See the crazy video
- Hear from our CEO
- Hear her story
- See the difference you make

CTAs for events

- Reserve your seat
- Register now
- Book your tickets
- I'm coming!
- I'll be there!
- Count me in!

Sources:


<https://smaily.com/call-to-action-what-you-need-to-know-about-ctas/>
<https://www.campaignmonitor.com/blog/email-marketing/75-call-to-actions-to-use-in-email-marketing-campaigns/>



Casper

ABOUTREVIEWSSHOP

EVERYTHING-PROOF
YOUR CASPER



Engineered with the same waterproof material used in premium outdoor gear, our protector keeps your mattress looking and feeling brand new by guarding against dirt, spills, and normal wear and tear.

STAY CLEAN

GET IT BEFORE THE WEEKEND >

It's here: the final days of summer. But thank my dad's 1983 mustache, we've got one final 3-day weekend (in honor of America's workforce, no less) to cling to. Get these before then:

❌ Photos of my trip are [here](#), [here](#) and [here](#).

✅ Photos of my trip: [at the beach](#), [on a boat](#) and [going fishing](#).

Ready to cook in a way that makes sense for your schedule, your wallet, and the environment?

LET'S COOK

Read planning tips

Download worksheet

Newsletter header
Images
Texts
Buttons - CTA
Footer

Sources:

<https://smaily.com/unsubscribes-tips-to-help-you-build-your-unsubscribe-page/>
<https://smaily.com/unsubscribes-tips-to-help-you-build-your-unsubscribe-page-2/>



LEARN

ABOUT US

SOCK TECH

BULK GIFTING

GIVING BACK

VISIT OUR HELP CENTER

SHOP

WOMEN

MEN

KIDS

FREE BOMBAS



BOMBAS





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Takeaway

- 1) Sender's name, subject line
make you open**
- 2) Headline and content can't
be different**
- 3) Short, personal emails work
better**
- 4) Don't overdesign**
- 5) Test!**
- 6) Learn from experiences**



smaily.com/newsletter

