

# HOW TO CRAFT THE PERFECT EMAIL

GET THE MOST OUT OF YOUR EMAIL MARKETING



**ONTRAPORT**

## ABOUT THIS EBOOK

### How to Craft the Perfect Email

Tired of sending emails that your customers don't respond to, or even open? Don't give up on email marketing just yet!

In ***How to Craft the Perfect Email***, we'll show you how to create emails that your leads and customers can't wait to open. Inside this ebook you'll find effective email copywriting strategies, simple lead generation tips, and an eight-step method for crafting the perfect message for your audience.

Start sending emails that drive sales for your business and build profitable relationships with your customers with ***How to Craft the Perfect Email***.





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# INTRODUCTION

It seems like every few months a new marketing trend arises that is finally “going to kill email.” The subject line “Email is Dead!” is quite common in inboxes, but after taking a look at the facts, it’s clear that email is not going anywhere.

With 204 million emails being sent every minute, it’s clear that email is not only alive and well — it’s booming. In fact, 60% of marketers believe that email produces positive ROI, and 74% of consumers prefer to receive communication via email over any other marketing channel. After sending more than 10 billion emails ourselves on behalf of our customers, we’ve learned a thing or two about email and how to use it effectively.



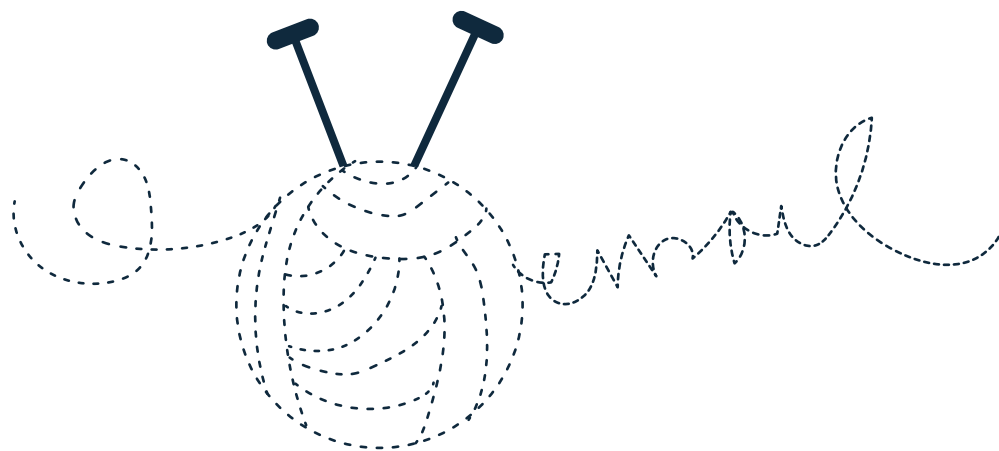
When you consider the intensity of the noise on Facebook, Twitter, and other social media networks, it becomes clearer that the best place to communicate better with potential customers is via their inboxes.

– Neil Patel, Co-founder of Crazy Egg,  
Hello Bar and KISSmetrics

One mistake we see over and over again is that small business owners often copy the content, tips and tricks of successful email marketers. While it's great to use all of these "hacks," they weren't written with entrepreneurs and small business owners in mind, so a lot of times they come off as spammy and cheap sales tactics, which is not a reputation you want to have as an emailer.

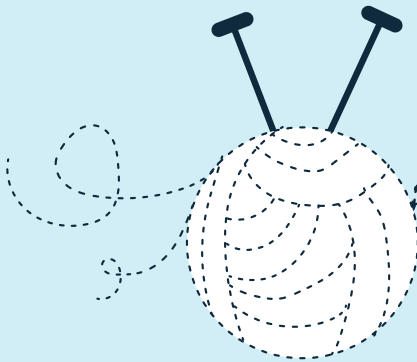
According to copywriting specialist Ben Settle, "The vast majority of email marketers make one of two mistakes: They give away too much content without doing enough selling or do too much selling without giving away enough content — and it's costing them a lot of money."

So we've created this extensive guide to help entrepreneurs like you take your email marketing to the next level. We'll go over the most effective strategies and tactics you need to increase your open rates, get more conversions and boost your email marketing ROI. Let's get started!



CHAPTER 1

# OPTIMIZE YOUR SIGN-UP PROCESS



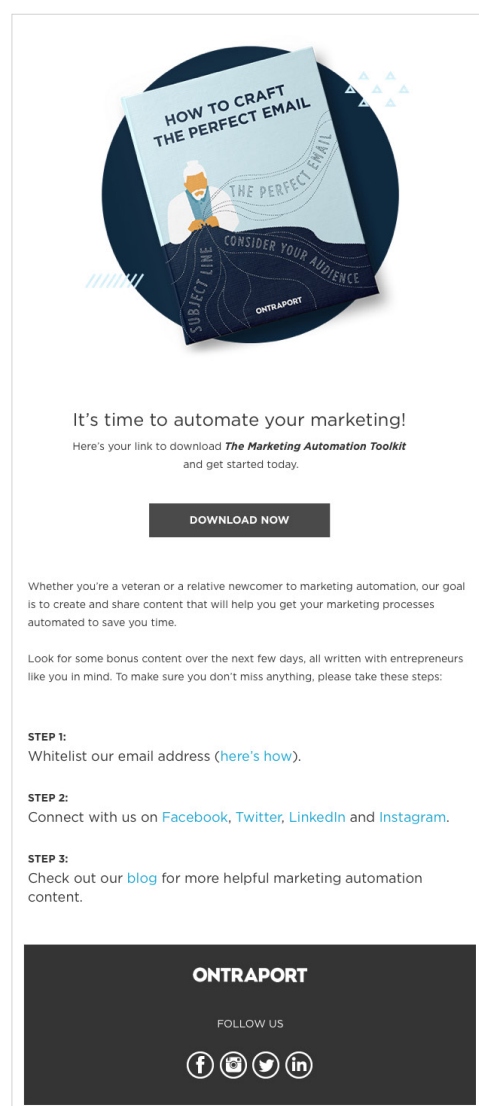
To really understand the dynamic of permission-based email, you need to look back to the crucial moment of lead capture.

When people give you their email address, they've made a decision to give you access to valuable inbox real estate. They found something about your original value proposition irresistible, so the first element of your email marketing strategy is to make sure you always deliver on that proposition.

After they've signed up, make sure to be clear about what they can expect to receive from you, such as how often you'll be sending emails and on which specific days. Also, propose the idea of adding your email address to their address book so that your messages never end up in the spam folder.

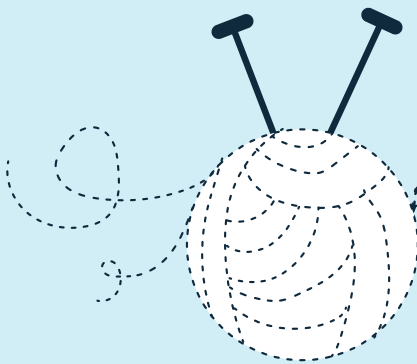
Here's an example of a great delivery/welcome email:

Once your sign-up process is optimized to the point where your emails have the best chance of being opened, you can move on to the next step of analyzing your audience — which is thankfully a lot easier than it sounds.

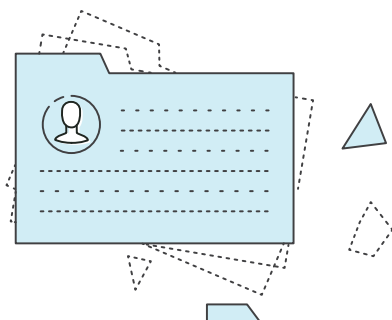


CHAPTER 2

# CONSIDER YOUR AUDIENCE







It's a common mistake among entrepreneurs to make your pitch right away. Remember that you're writing emails to real people with busy lives and careers. You aren't writing to a list of nameless, faceless email addresses.

**The first and most important part of crafting an email is considering who will be reading it:**

- Who is your customer base?
- What are their gender, location, job, goals, business challenges, etc.?
- Where do they go for information?
- What are their shopping preferences?
- What's their average day like?
- When would it be best to send them an email?
- What are their pain points or frustrations that you can solve?

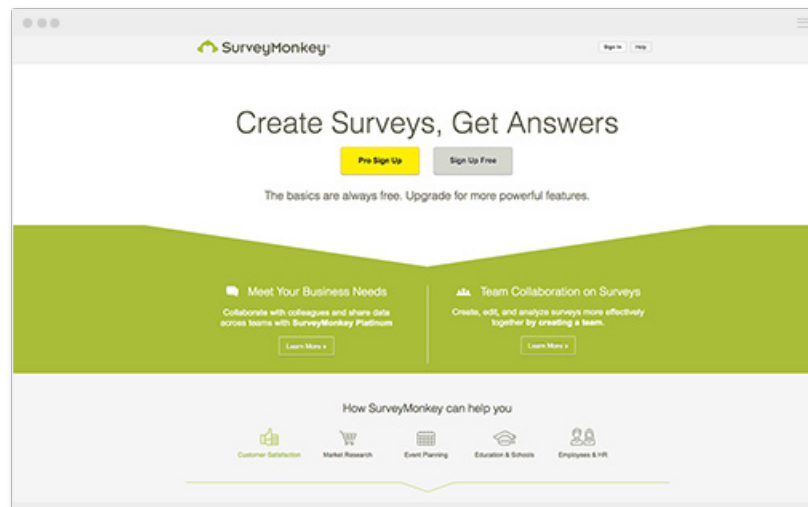
Knowing why your contacts — or customers — are reading your emails and what challenges they need solved is key to successful email marketing. Once you know that information, you can craft your content to address these pain points.

If you haven't created buyer personas, customer avatars or fictionalized representations of your customer segments, we suggest you do so. It can really help you target your marketing across all your channels.

A buyer persona is a picture of an individual person who embodies the most quintessential traits you've uncovered in your research — brought to life with a detailed description that you can use to target your message toward them in a more personal way. Demographic data describes the traits possessed by the individual who is the embodiment of your buyer persona, but data alone isn't enough to craft a message that will resonate with them!

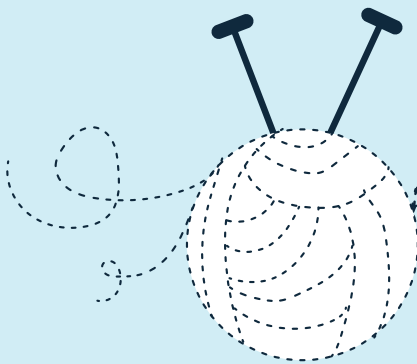
Demographic data can include age, location, gender, household income, family size, and business size.

Tools such as Google Analytics and Survey Monkey are great for conducting initial customer research. Looking at the demographics of those who opt in to your email lists, as well as researching what groups are most active and engaged with your social media profiles, are great ways to identify similarities among your customers. Once this happens, you can create groups — your personas — based on characteristics and initial research you've done.



CHAPTER 3

# KNOW YOUR GOALS



Why do you write emails?

Of course there's no right or wrong answer to this question, but hopefully it gets you thinking about your specific goals and desired outcomes from your email marketing efforts.

**What do you hope to get from your emails?**

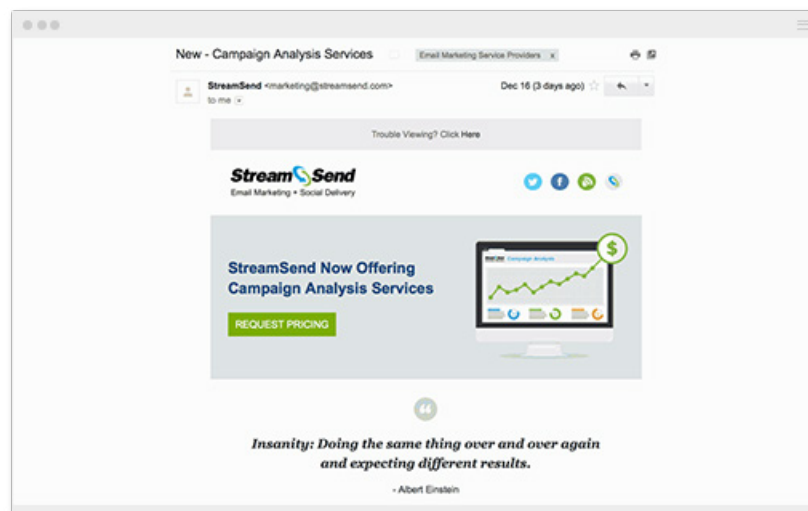
- Purchases
- Information Capture
- Education
- Referrals
- Invoices

It's important to know exactly why you're writing the email so you can develop a clear goal for each message.

A common mistake among marketers is to throw in multiple calls to action because the marketer hasn't started with a clear and focused goal.

**Each email should have one goal, and the entire email should be written and formatted in a way that gets your readers to take that single action you want them to take.**

For example, if you're writing an email to get readers enrolled in your new course, don't include a subscription link to your blog as well. By focusing on one call to action, you'll direct all traffic and reader attention to your desired outcome.

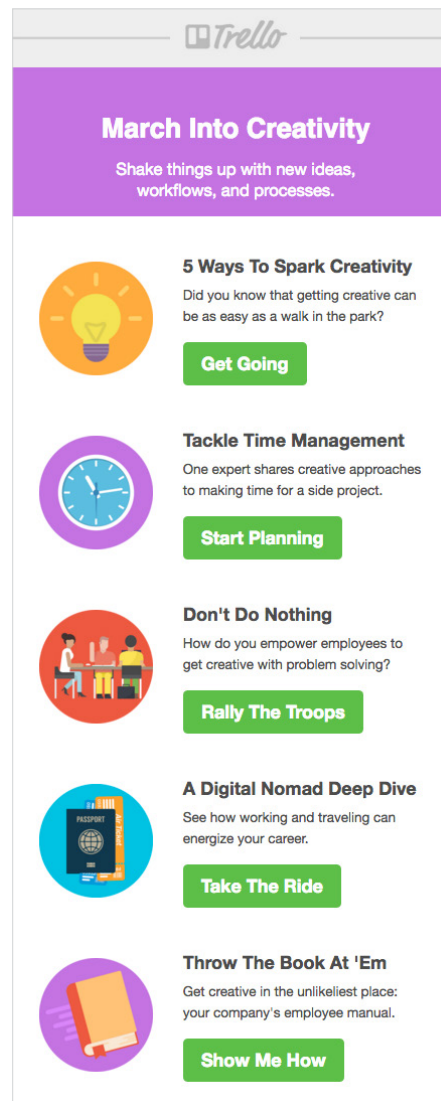


A great example of a single, focused call to action.

Now, figure out how to track your email's effectiveness in achieving that goal. This allows you to hone your messaging style over time and make sure you're getting the best return from your email efforts. For example, if your goal is to get users to sign up for your new online course, establish a tracking method specifically for users signing up via email.

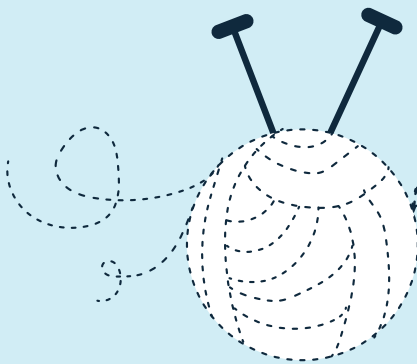
To learn more about tracking and split testing email, check out our ebook [Data Driven Split Testing](#).

**Too many calls to action! Where are you supposed to click?**



CHAPTER 4

# USE A CLEAR SUBJECT LINE



What benefit do your readers get from opening your email?

If you can't answer that question, you may need to go back to the drawing board. A common tendency is to focus on the content or features of an email instead of focusing on the benefits.

Let's look at an example:

Instead of: [First Name], open now and start sending emails automatically.

Try: [First Name], open now and never drop a lead again!

In the example above, the first subject line focuses on the content inside of the email. While it's descriptive, it doesn't play to the same emotional response recipients might have to the second subject line. You'll notice the second subject line addresses the problem of dropping leads and opening the email is presented as the first step to finding the solution.



Try crafting a few benefit-driven subject lines, and run split tests to see which type your list responds to best.

By focusing on the benefit rather than the feature, the subject line becomes more appealing and will likely get a better open rate.

Try crafting a few benefit-driven subject lines, and run split tests to see which type your list responds to best.

It's important to stay authentic in your stated benefits. Making an outrageous claim about benefits may garner opens, but it will drive your conversion and retention rates into the ground while also instilling a feeling of distrust from your prospects and the marketplace.



We love the Four U rules for subject lines. To paraphrase:

- Be Useful – Show readers how they will benefit from reading this email.
- Be Urgent – Make readers feel as if they need to open this email ASAP, rather than letting it languish in the inbox.
- Be Unique – Intrigue readers with unique language or a unique value proposition.
- Do the above in an Ultra-specific way.

A great way to increase interest in your emails is to use the names of your recipients (if you have that data available). Drop it into the email using the appropriate merge field for your ESP (email service provider) — with ONTRAPORT it's [First Name]. Personalization has been shown to increase response rates; however, it also depends on your list, so make sure to test with your contacts and see what works best.

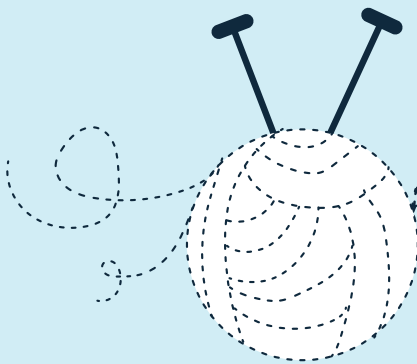
The subject line is your first communication with a potential reader, so don't be afraid to spend a few extra minutes brainstorming a powerful, intriguing and benefit-driven subject line. It is the most important part of your email!

Here are some of our favorite subject lines:

- Warby Parker: "Uh-oh, your prescription is expiring"
- JetBlue: "You're missing out on points."
- Digital Marketer: "Your 7-figure plan goes bye-bye at midnight..."
- Grubhub: "Last Day To See What This Mystery Email Is All About"
- Eater Boston: "Where to Drink Beer Right Now"  
(Sent at 6:45am on a Wednesday.)
- Groupon: "Deals That Make Us Proud (Unlike Our Nephew, Steve)"
- Guess: "Don't wear last year's styles."
- Rapha: "Gift inspiration for the discerning cyclist"
- Rip Curl: "Two for two"
- HP: "New must-haves for your office"
- Topshop: "Meet your new favorite jeans"
- IKEA: "Get more kitchen space with these easy fixes"
- Duolingo: "Learn a language with only 5 minutes per day"

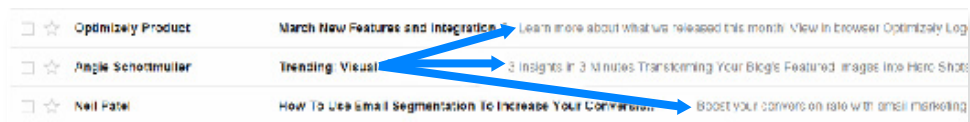
CHAPTER 5

# PUNCH UP YOUR PREHEADERS



Email preheaders are what show up next to the subject line in most inboxes. They allow you even more content to convince your contacts to open your emails, so it's important to use them. They can really boost your click-through rates!

When you don't use a preheader, the text in the beginning of the



email shows up there, and it can be confusing for readers because it's out of context.

Here are some good examples of email preheaders:

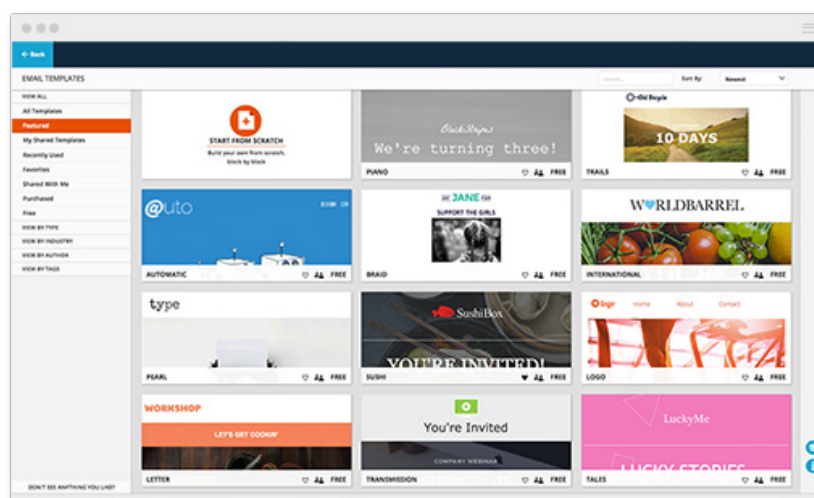
● **Priceline.com** Yesterday >  
Hotel Deals from \$32!  
See the neighborhood, amenities and price of each hotel before you book. N...

● **The Honest Company** Monday >  
Treat Yourself to a Free Gift  
While supplies last, you can get a free Halloween tote with any bundle purch...

● **Nextdoor Edgewater...** Yesterday >  
Welcome Mark and Jenna and 5 other...  
Hi Tanya, Recently 7 new members joined Edgewater Colorado! you can w...

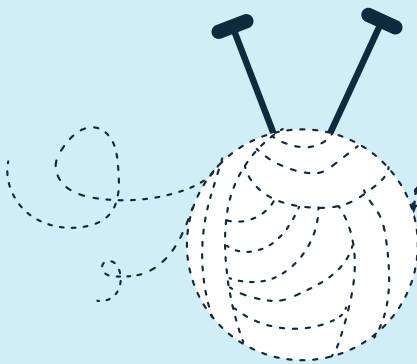
Also, senders often include links to their social media pages or hyper-linked banners at the top of their emails. Don't do this! It results in the URL of a link or image appearing in the preview line, leaving a jumbled combination of letters and numbers that is distracting to the reader.

To make sure you don't run into these issues, always use preheaders to give your contacts a more in-depth idea of what your message is about. You can insert some fancy code into the backend of your email so your copy displays properly or use an [ONTRAmail](#) template to have it taken care of for you.



CHAPTER 6

# WRITE COMPELLING BODY COPY



By this point your readers have opened the email. Now it's time to draw them in and deliver on the benefit that was promised in your subject line. It's important to remember to deliver your content in an easy-to-absorb manner, keep it brief and use a conversational tone.



By keeping your content and call to action aligned with your subject line, you'll build a relationship of integrity and trust with your readers.

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Here are two examples of emails with excellent body copy:

**ONTRAPORT**

### The 4300% ROI investment you'd be crazy not to make

Let's talk numbers for a second - if you could make an investment that was almost certain to bring you 4300% ROI, would you do it? Of course!

[Research has shown](#) that email marketing campaigns can earn \$42.08 for every dollar spent - but only if you know how to get the most out of your campaigns. Luckily, we've made the ROI equation simple with our detailed guide [The Email Marketing Toolkit](#).

Don't miss out on this incredible 80-page resource - check it out and find out how you can take full advantage of the marketing channel with the world's highest ROI!



## Let's figure out a solution.

You shared with us that you were dealing with a big problem in your business:  
[Merge Field - Biz Problem].

With this problem in your way, are you able to focus enough time and energy on important projects that will exponentially grow your business? We want to help you spend your time on more valuable things.

Sign up for a free strategy session with one of our hands-on expert advisors, and we'll talk through your business' processes to find out where the biggest opportunities for improvement are. Our team has helped thousands of entrepreneurs save time and achieve greater results to grow their businesses.

[Sign up for a time](#) that's convenient for you today.

Cheers,  
ONTRAPORT

P.S. We're committed to [finding you the best possible solution](#) to your problem (even if it doesn't involve you signing up for ONTRAPORT.) So, what are you waiting for?

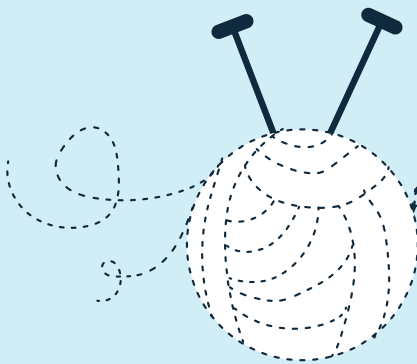
A dark grey horizontal bar at the bottom of the email template contains the ONTRAPORT logo in white, bold, sans-serif capital letters.

Once you've delivered on the benefit pitched in the subject line, you're ready to close out your email with a call to action that will guide your readers to the next desired step.



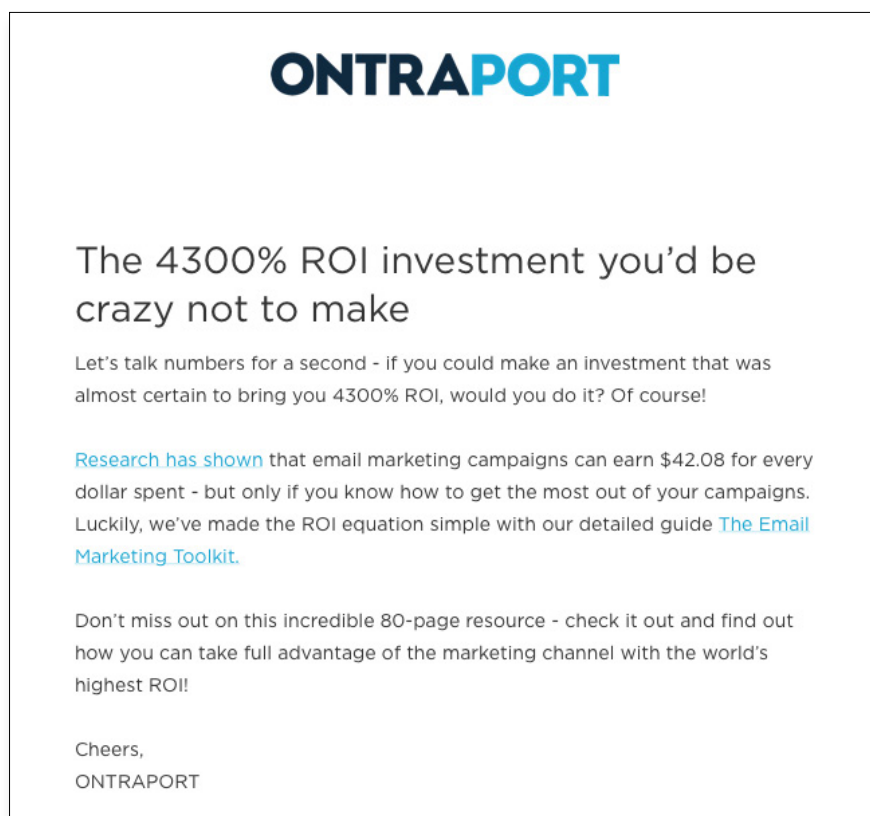
CHAPTER 7

# CLOSE THE EMAIL WITH INTENT



Now it's time to close out your email. It may seem like a couple of sentences at the end of your message won't make much of a difference in your mailing success, but you'd be shocked at the impact it can have when sending email at volume. You've spent most of the email previous to this point establishing trust and integrity with the prospects or customers. Now it's time to cash in on that trust so that you can move them along to the next step in their journey with your business.

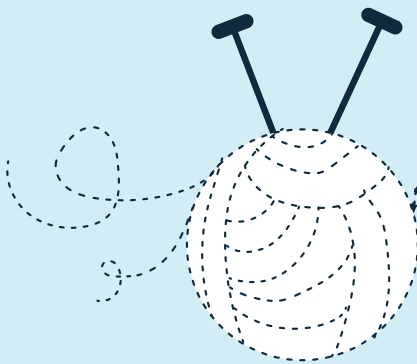
Here's a great example of how to close your email with intent:



No matter what the next move is, you'll want to clearly and concisely share your intent with the reader. Let them know exactly what they should do next, the benefit of taking that course of action, and how long they have to take it. If possible, include a sense of urgency, but make sure it's always legitimate. False claims of exclusivity and limits are a very good way to break trust and lose integrity with your list.

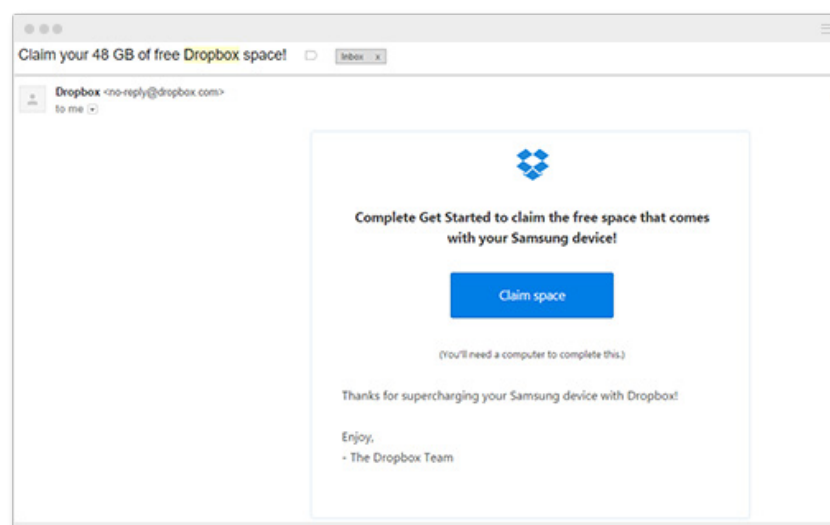
CHAPTER 8

# DOUBLE DOWN ON THE CTA



A call to action, or CTA for short, is a brief declaration used to invoke a response from a reader, listener or viewer. Having a straightforward call to action is important because while prospects may want to follow up on an offer, they might not be sure where to go next. By adding a clear call to action such as “Claim your free consultation and demo by visiting [this page](#),” you can be sure to alleviate any confusion on your prospects’ end.

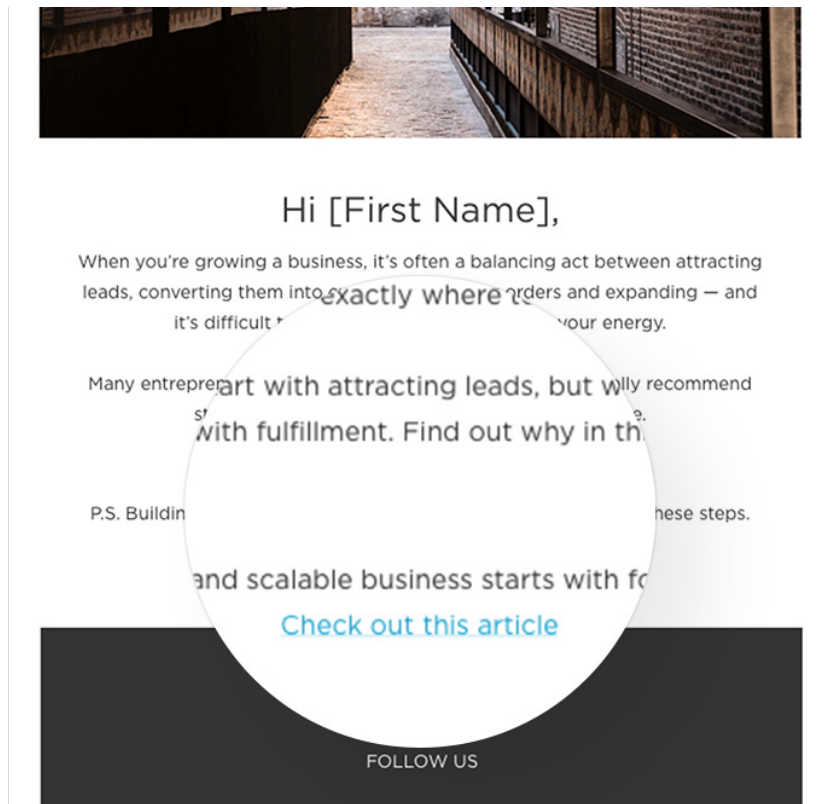
Here’s an example of a clear call to action:



Again, legitimate urgency will help. Keep in mind that some ESPs will send your mail to spam for using the “click here” call to action as a hyperlink, so try to avoid that where possible. Lastly make sure your call to action is aligned with the goal of the email and that there are additional value and benefits being provided to the customer by taking said action.

As a general rule, include your call to action twice in the email. If you’re writing a long form message, include your CTA once in the

middle of the message and then once again at the end for those who need a little more convincing.



For short messages, it's best to keep it simple and leave the call to action until the end of your message; that way, it comes after all of your valuable content but is still placed above the fold (it can be viewed without scrolling down).

You should be well on your way to crafting the perfect email. Good luck!

# ONTRAPORT

ONTRAPORT's mission is to support entrepreneurs in delivering their value to the world by removing the burden of technology. We deliver on that mission by creating software, offering services, and educating the entrepreneurial community.

For over a decade, we have made a difference for thousands of businesses, their community, and our own staff, which is why we've received countless awards for innovation, revenue growth and company culture.



Our flagship marketing automation product is a subscription software that provides our customers with all the tools they need to start and grow their businesses through the advantage of an all-in-one platform. In addition, we also offer a large collection of free resources, courses and educational products that support entrepreneurs at any stage throughout their journey.

[ONTRAPORT.COM](https://ontraport.com)