



10 Email Design Best Practices In 10 Minutes

yes

Agenda

1. Subject Lines & Preheaders
2. Hybrid Email - readable with images off
3. Mobile Responsive
4. The 6 Second Rule
5. Actionable CTAs
6. Personalization via Merge
7. Personalization via Dynamic Content
8. Templates
9. Keep it Fresh
10. Sticky Content

1. Subject lines & Preheaders

Subject line & Preheaders – email's front door

If they don't open the email, they'll never see what's inside.

- “What's in it for me?”
- Use emojis with caution (but use them sometimes!)
- Use preheader to augment the subject line
- Power words work (new, introducing, first name, you)
- Pay attention to length
- Personalize the heck out of them

Subject lines that work

- Personalization

You've Got [xxx,xxx] Points[, Fname] (*Moments email, +69% increase over program average*)

- Curiosity

Re: Your Summer Vacation (*Destinations email, highest performing SL from 2017*)

- Lists

Top 6 Hotel Rooftops (*Destinations email, +5% YoY*)

- FOMO

You Have Pending Bonus Points (*MegaBonus Register email, +23.8% YoY*)

- High Impact Words

Your Account: New MegaBonus Has Arrived (*MegaBonus email, 37.2% OR, +8% from previous campaign*)

2. Hybrid Email Design

Email that can be read and clicked with images off

BED BATH & BEYOND

FREE SHIPPING on orders over \$29 > IN-STORE PICKUP reserve online, pay in store >

Expires 2/25/18 View Details **YOU HAVE TWO OFFERS!** Expires 2/12/18 View Details

20% OFF ONE SINGLE ITEM IN-STORE OR ONLINE GET OFFER >

\$20 OFF \$75 OR MORE IN-STORE OR ONLINE GET OFFER >

EXCLUSIVE OFFERS FOR THIS EMAIL ADDRESS ONLY (IF YOU HAVEN'T ALREADY REDEEMED)

TOP-RATED PICKS

Our Favorite Coffee Pots For Every Budget

SHOP ALL COFFEE & TEA

UNDER \$100



PURE & SIMPLE

\$43⁹⁹

SHIPS FREE

★★★★★

Chemex® 6-Cup
Pour Over Coffee Maker

Just put in the filter, add the grounds
and pour boiling water. Voilà!

?

FREE SHIPPING on orders over \$29 > IN-STORE PICKUP reserve online, pay in store >

?

?

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?

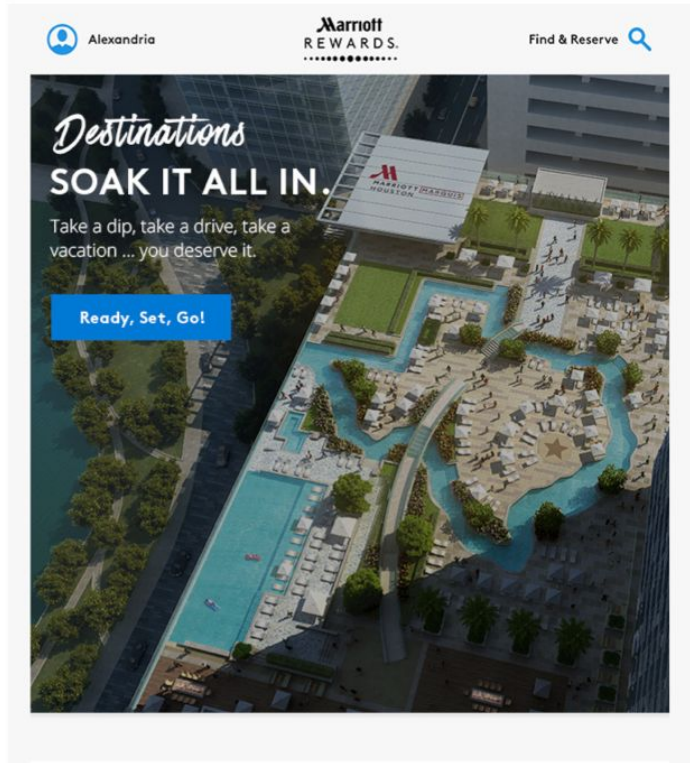
Chemex® 6-Cup

Marriott
REWARDS.

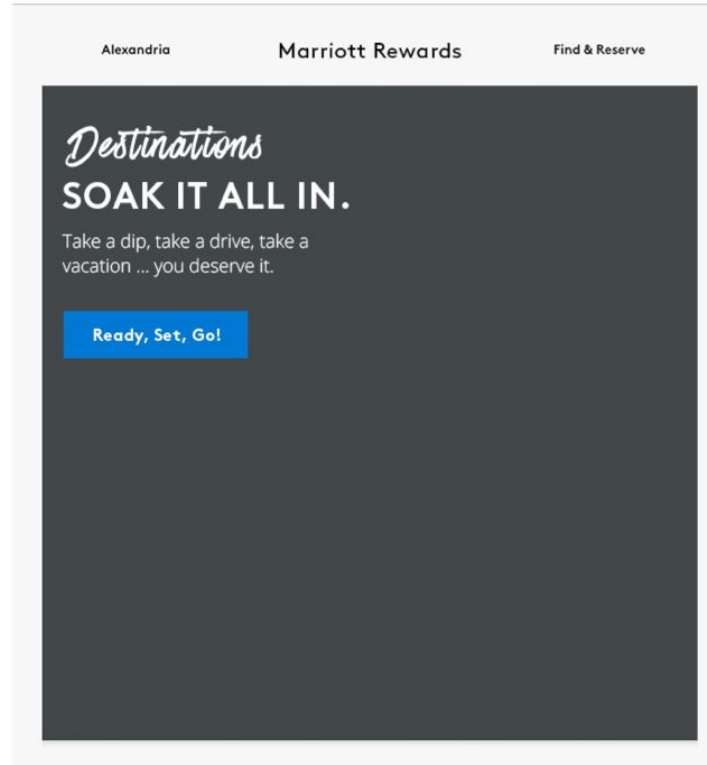
yes

Hybrid email

Copy & buttons are made of HTML, not pixels

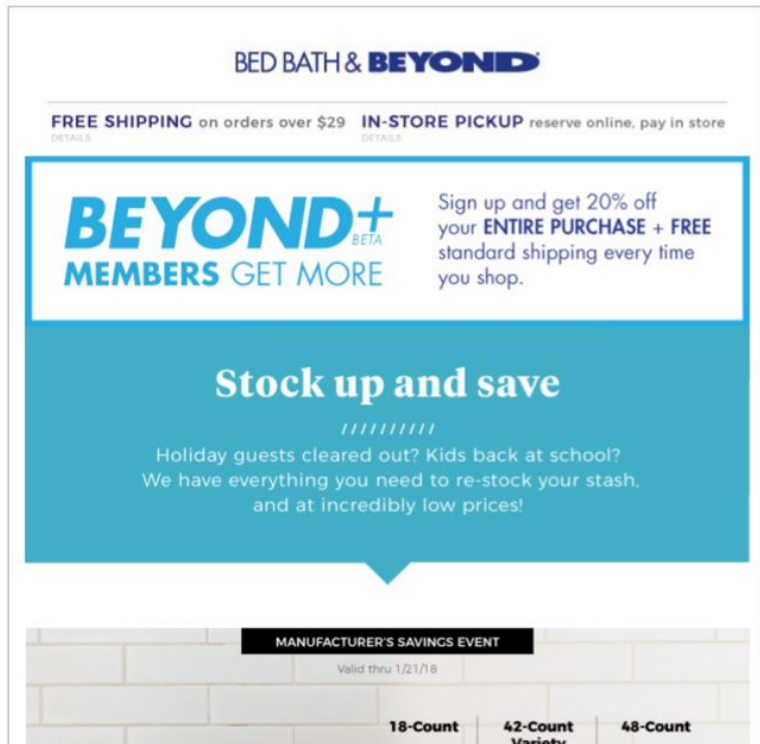


Images on



Images off

All Image-based email :(



BED BATH & **BEYOND**

FREE SHIPPING on orders over \$29 **IN-STORE PICKUP** reserve online, pay in store
DETAILS DETAILS

BEYOND⁺
BETA
MEMBERS GET MORE

Sign up and get 20% off
your **ENTIRE PURCHASE** + **FREE**
standard shipping every time
you shop.

Stock up and save

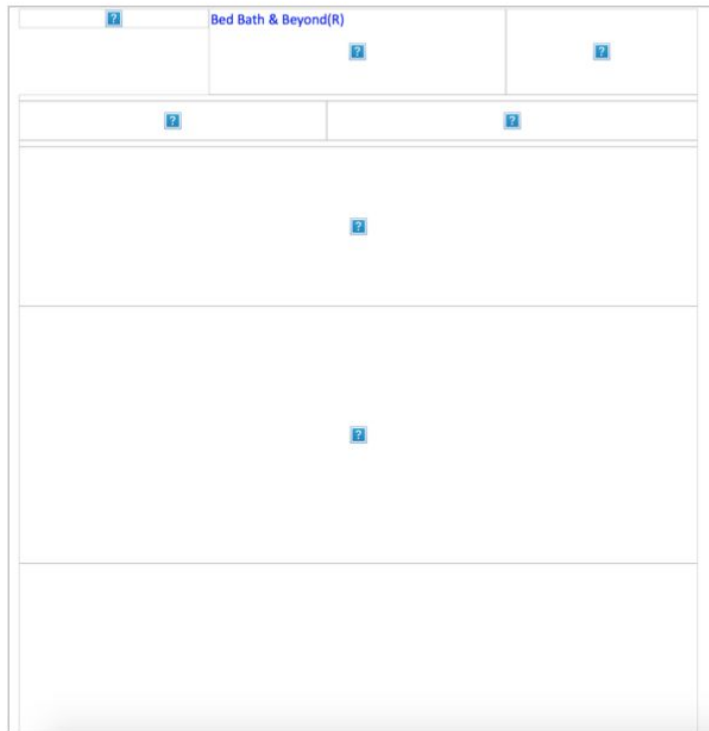
//////////

Holiday guests cleared out? Kids back at school?
We have everything you need to re-stock your stash,
and at incredibly low prices!

MANUFACTURER'S SAVINGS EVENT

Valid thru 1/21/18

18-Count	42-Count <small>Variety</small>	48-Count
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Email has 3 phases of interaction:

1. Inbox view – sender, subject line & preheader
2. Loading view – see layout while image loading
3. Full view



TEST 2016 Hybrid email vs. All images

Lands End Test - Click-through Rate Increased Significantly

- **10.69%** increase total clicks
- **10.48%** increase in unique clicks
- **8.6%** increase in unique click rate
- **7.4%** increase in CTO rate (1.6% rate increase)

Others:

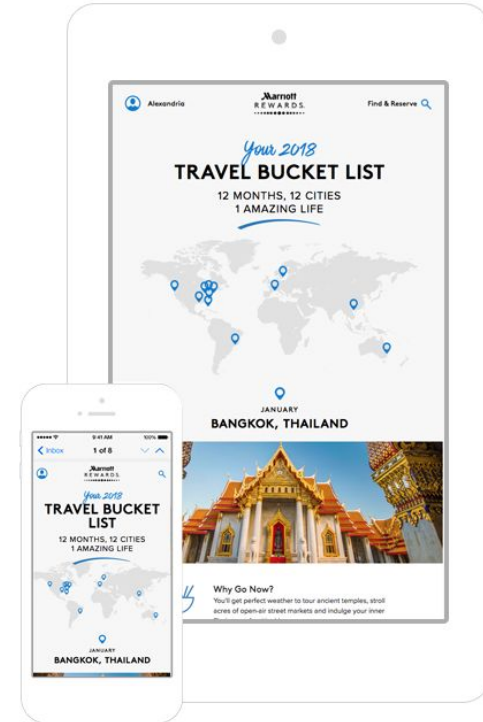
- HP (4% increase in CTO)
- Toys r Us (9.8% increase in CTO)
- West Marine (12% increase in CTO)



3. Mobile Responsive

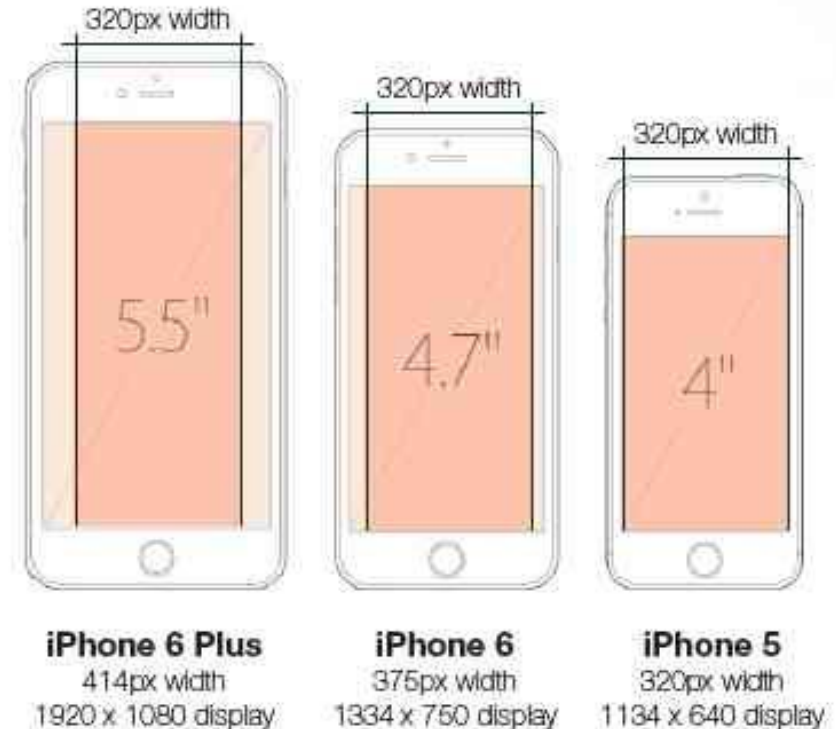
More people open on their phone

- 63% of Marriott customers are mobile openers
- MR Template 2 was designed entirely mobile first
- Every email we design mobile first



Responsive 2.0 - Fluid Mobile Widths

- Wall to wall, all phones
- Used to be fixed width



4. The 6 Second Rule

Nobody reads commercial email

- Average time spent is 6 seconds (HP & HSN user testing 2012)
- Avoid the dreaded “wall of copy”
 - Any paragraph with 5 or more lines = ignored
- Clarity, Brevity, Skim-ability
- Less is More!

But wait... attention spans are increasing?

- Landmark Litmus Analytics study 2017:
 - Avg time *increased* 7% each of the last 5 years
 - 2006 = 6 secs
 - 2011 = 10 secs
 - 2016 = 11 secs
 - Mobile users spend more time than all else!

How we design for short attention:

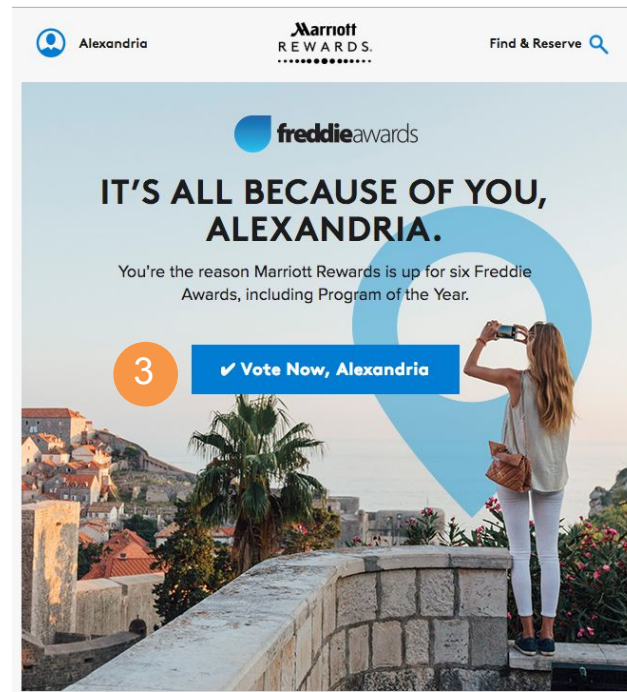
- Use subheads, bullets, icons
- Use compelling images. Powerful, interesting and energetic imagery increase observation time
- Load times & message weight are key. 170k or less
- But... long emails can be OK. Publishers are embracing very long emails – and people are reading

5. Strong, Direct CTAs

Tell them exactly what to do

1
Subject line + Preheader + CTA

- 1 SL: ✓ Cast Your Vote, Alexandria!
- 2 PH: Marriott Rewards is up for 6 Freddie Awards and it's all because of you. Vote now.



5. Personalize via Merge

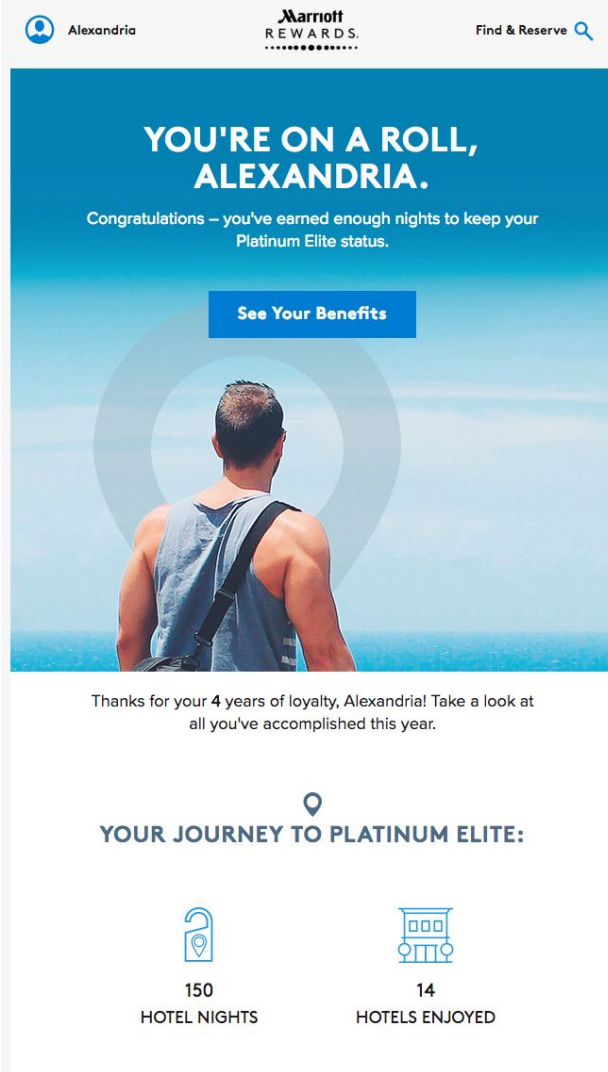
Personalize via merge

Eye tracking & performance testing prove that merging in relevant data or activity is one key to engagement.

- First name
- Last date of stay / location
- Status bar modules
- Names in CTA's
- Status level in copy

Merge Everywhere

- Subject line and preheader
- CTAs
- Status bar modules
- Names in copy & bullets
- Header & footer



Alexandria

Marriott

REWARDS

Find & Reserve

FIND YOUR GETAWAY ALEXANDRIA.

City lorem from et \$182 >
Blandit imperdiet lorem ipsum.

City lorem from et \$182 >
Blandit imperdiet lorem ipsum.

City lorem from et \$182 >
Blandit imperdiet lorem ipsum.

City lorem from et \$182 >
Blandit imperdiet lorem ipsum.

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Blandit imperdiet lorem ipsum.

City lorem from et \$182 >
Blandit imperdiet lorem ipsum.

Alexandria

Marriott

REWARDS

Find & Reserve

FEEL LIKE A STAR WITH YOUR 6,550 POINTS.

Use your points for backstage, behind-the-scenes, pinch-yourself moments.

[Find Moments](#)

MARRIOTT

REWARDS

moments

Alexandria Stephanopoulos,

You're 2 nights to Silver Elite Status!

Account

XXXXX4348

Status

MEMBER

Points

138,904

Nights

8

Activity >

Use Points >

2

Nights to Silver

- Make a mobile request by January 10 for your chance to win a trip to Super Bowl LI.

Alexandria

Marriott

REWARDS

Find & Reserve

A gift for you HAPPY BIRTHDAY, ALEXANDRIA!

Here's to you, and a new year of rewarding moments! Celebrate your special day with an Elite night credit – it's on us.

[Claim Your Gift](#)

Alexandria

Marriott

REWARDS

Find & Reserve

ALEXANDRIA, YOUR REWARDS ARE HERE.

Here is your Marriott Rewards® credit card summary as of 5/15/2018.

6,550

Total Marriott Rewards Points

2,350

Points Earned from Your Marriott Rewards Credit Card This Year

6

Elite Night Credits Earned from Credit Card Spending This Year

[Login to Chase >](#)

[Login to Marriott Rewards >](#)

Alexandria

Marriott

REWARDS

Find & Reserve

ALEXANDRIA, YOUR POINTS ARE ABOUT TO EXPIRE.

You have 6,550 points, which will expire on 5/30/2018.

[Learn More](#)

Marriott Rewards® points can be redeemed for hotels, merchandise, gift cards and more. Just keep your account active and you won't lose your points.

7. Personalize via Dynamic Content

Changing entire areas of an email

- More than merge
- Uses “if ____ then ____” logic
- Ability to cater our words and pictures to different audience

ELEVATE YOUR TRAVEL

Targeted MegaBonus Register

MegaBonus

Earn 750 points per night.

Starting with your third night, earn bonus points on every night of every stay, up to 36,000 bonus points.

[Register Now](#)

Targeted MegaBonus Book

MegaBonus

Earn 750 points per night.

You're registered! Book now to start earning - up to 36,000 bonus points.

[Book Now](#)

Targeted U.S. Cardholders

Earn up to 100K bonus points.

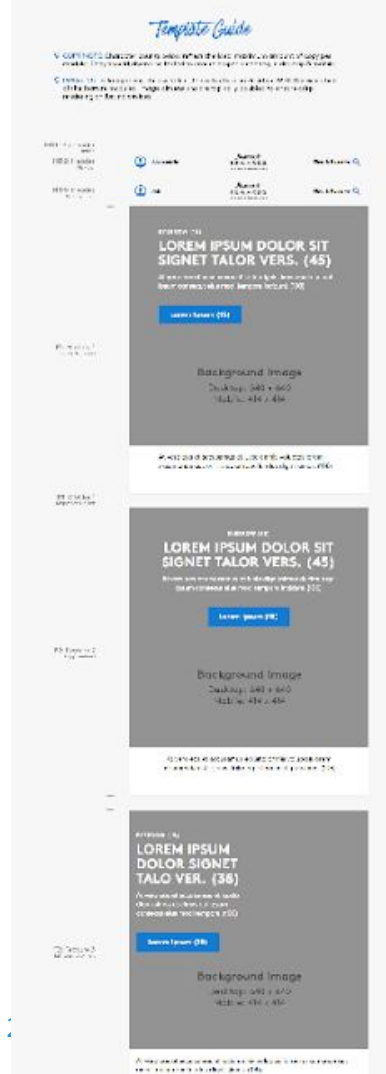
That's 20K for each friend you invite who gets the Marriott Rewards® Premier Plus Credit Card.

[Invite Friends](#)

8. Email Template Systems

Email Template Systems

- One template for all email
- Mix modules to make any email combination
- Module names
- Character counts
- Image sizes



Templates. Why do we use them?

- ✓ Fast email creation without coding
- ✓ Instant responsive design (resize browser)
- ✓ Instant hybrid – readable with images off
- ✓ WYSIWYG - From design presentation to deployment
- ✓ Consistent reduction in inbox rendering errors

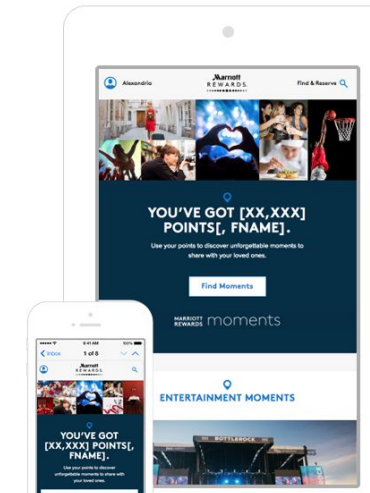
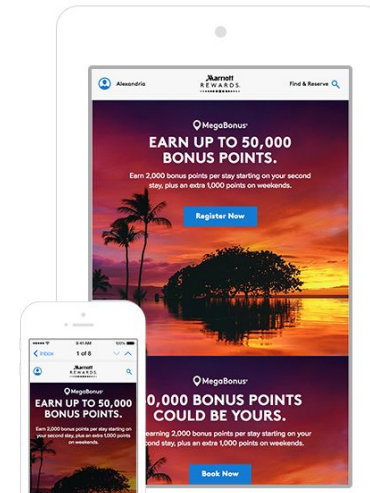
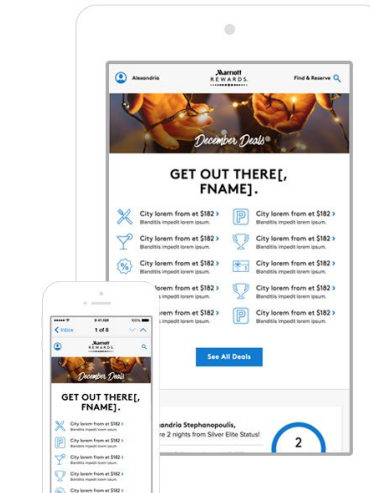
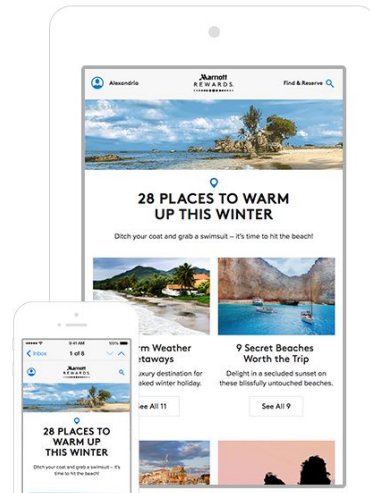
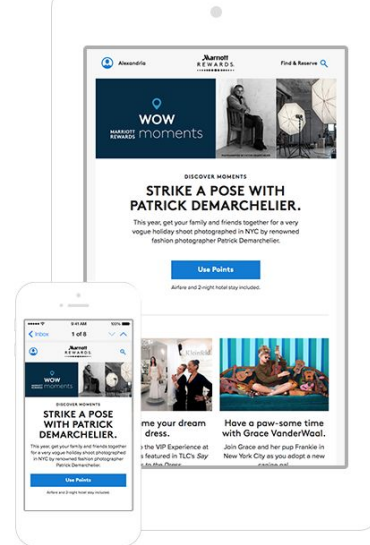
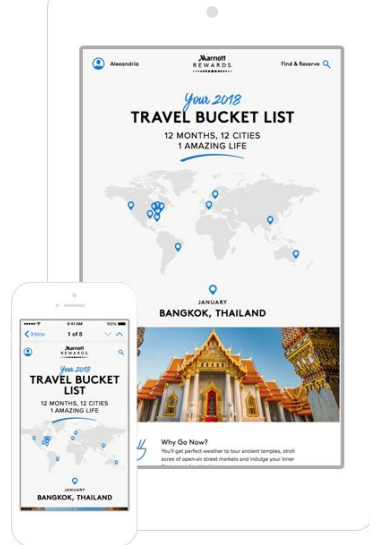
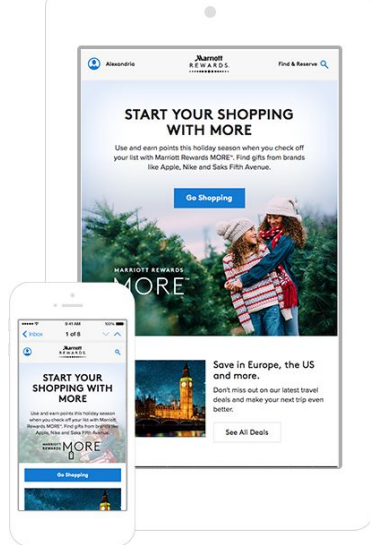
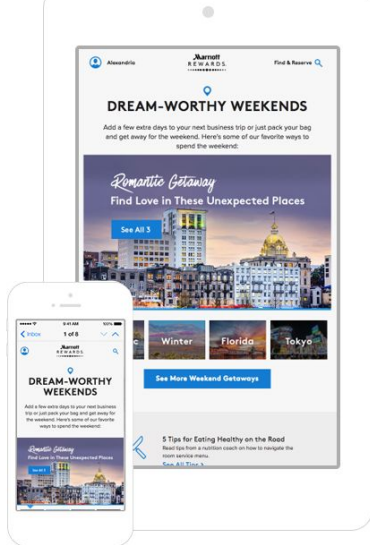
9. Changing Layouts - Freshness Factor

Goal: keep the email layouts changing

“I’ve seen this before” = delete

- Design team is required to keep the layouts changing
- Change the features & mix modules

CASE STUDY Visa Checkout test prove that a changing layout can boost engagement vs. same layout. (2015)



10. Sticky Content --or-- The Sell, Sell, Fun Approach

Sticky Content :

Interesting, editorial, non-product info
that adds value to your email
and trains your audience to open.

Did You know?

Photo of the Day

Comics

Apps we love

Word of the Day

By the Numbers

We Love this:

Hot / Not

Buzz Watch

On this day in...

Trivia

Recipe

WTF?

Cocktail

Guess the city

Fail

Tip of the day

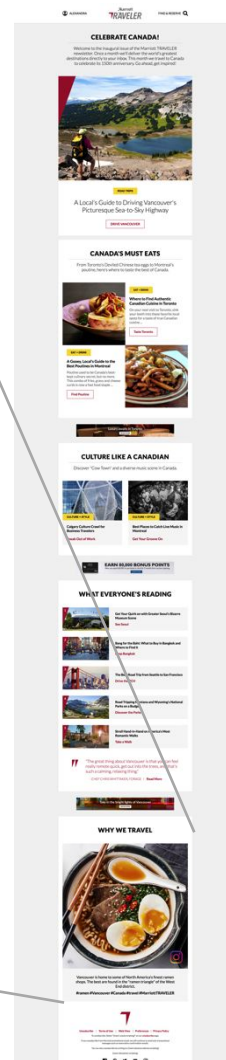
EX.
Closing your emails with
an amazing photo

WHY WE TRAVEL



Vancouver is home to some of North America's finest ramen shops. The best are found in the "ramen triangle" of the West End district.

#ramen #Vancouver #Canada #travel #MarriottTRAVELER



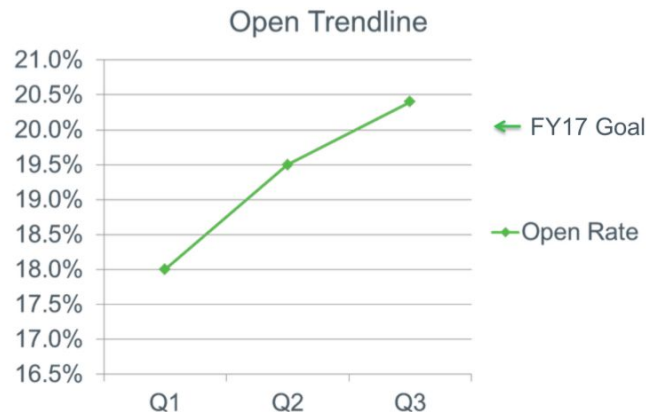
Sticky Content

- ✓ Bite-sized
- ✓ Doesn't link out – no landing page, no link
- ✓ 2nd or 3rd module
- ✓ Premade every 3 months
- ✓ Trains users to open


CASE STUDY Olive Garden Email

- Adds Sticky Content to every email
- Open rates increase
 - 2016 – 17%
 - 2017 – 19%
 - 2018 – 21%

Open Rate Increased Significantly Quarter Over Quarter in FY17



Olive Garden
ITALY INSPIRED




TWO NEW WAYS TO CELEBRATE National Moscato Day!

Celebrate your favorite wine with one of our two new Moscato drinks—Pink Moscato and Watermelon Moscato Sangria.

rock all day sip on sangria


Limited time only. 21 and over. Please drink responsibly.



Primo Pairing

Love our Green Apple Moscato Sangria? Get a pitcher to share and pair it with our Create a Sampler Italiano.

more appetizers more sangrias



DID YOU KNOW?

Our new pink moscato gets its color from the skin of the red Brachetto grapes used to make the wine.

STICKY


Olive Garden
ITALY INSPIRED

IT'S NATIONAL Spring Scampi Day!

A great feature, our Spring Scampi is inspired by Italy's coastal cities, with fresh Scampi of garlic, appetizers and sometimes, all served in appetizers. (And, it's better for you too!)

explore lighter dishes


500 CALORIES



Inspired Ingredient

Lightly breaded scampi are rich with delicious seafood. Most of them, including those in our Spring Scampi, are made with local ingredients.

explore lighter ingredients




Primo Pairing

Cheers! Toast the day with Castello dei Poggioni's Bianco. It pairs perfectly with our Spring Scampi.


offer great values

© Olive Garden Restaurants



myOG

Share your favorite dishes with us. #OGfavorites




STICKY

Olive Garden
ITALY INSPIRED

Meat BIG ITALIAN CLASSICS

STARTING AT \$12.99




HOW DO YOU MAKE FETTUCCINE ALFREDDO EVEN BETTER?

You stuff it!

We've made your favorite classics kind of a big deal. From our Stuffed Fettuccine Alfredo to our Giant Meatball & Four Cheese Manicotti, you won't believe the size of our new dishes.

explore all 5 giant dishes

Limited time only. Prices may vary by location.



DID YOU KNOW?

Our Stuffed Fettuccine Alfredo is filled with THREE CHEESES: MORTARELLA, RICOTTA and FONTINA.

May SAVE THE DATE

9 National Moscato Day 13 Mother's Day 25 National Wine Day

STICKY

Olive Garden
ITALY INSPIRED


WE'RE CELEBRATING Mother's Day

Mom deserves more than just a day

Celebrate Mom all month with five favorite Italian classics. There's something everyone will love.

find her favorite


Celebrate Mom from the comfort of home



Whether your celebration is at 6 or 8, we'll have you remembered delicious for every gathering. Get everything from your favorite classics to our Award-Winning Italian Market special for \$11.99 in your life.

entire options

GET A \$10 BONUS CARD FOR EVERY \$50 SPENT!




This Mother's Day give Mom a gift card and get a \$10 Bonus Card. She gets a huge gift and you get a great evening too.

get mom a gift

We make this from 2015-2016. Please allow 2-3 weeks to receive your bonus card. Offer ends on 5/15/16.

Cheers to Mom!



Just as the Mom's Menu has and makes your celebration even more special, we've brought it one step further. Our Sangria to share.

cheers!

© Olive Garden Restaurants

MOTHER'S DAY SPECIAL

Just for Mom

Download & print these fun coupon just for Mom. We cover your Mom's Mom.

download coupons

STICKY

Summary

1. Subject Lines & Preheaders
2. Hybrid Email - readable with images off
3. Mobile Responsive
4. The 6 second rule
5. Actionable CTAs
6. Personalization via Merge
7. Personalization via Dynamic Content
8. Templates
9. Keep it fresh
10. Sticky Content



Thanks!

