

6 Hacks For Designing Emails That Convert and Increase ROI

I'm Emily Ryan.

I am obsessed with how email can grow your business and co-founder of email marketing agency, **Westfield Creative**. I am based in Chicago (via NYC and Charlotte, NC).

We have been working with clients for the last 7 years to help them grow their business online through email marketing. We do everything from template design, setting up automations and email strategy.

I'm also the mother of 3 small, crazy kids.



Today I am sharing **6** **email marketing hacks**

- that could be a game-changer for your business.

**If I could teach you one
hack and one hack only...**



Simplify your
email campaigns.



EMAIL HACK #1: Create SIMPLE emails.

Simple is more effective.

 urbansitter

Helping hands for Thanksgiving Break

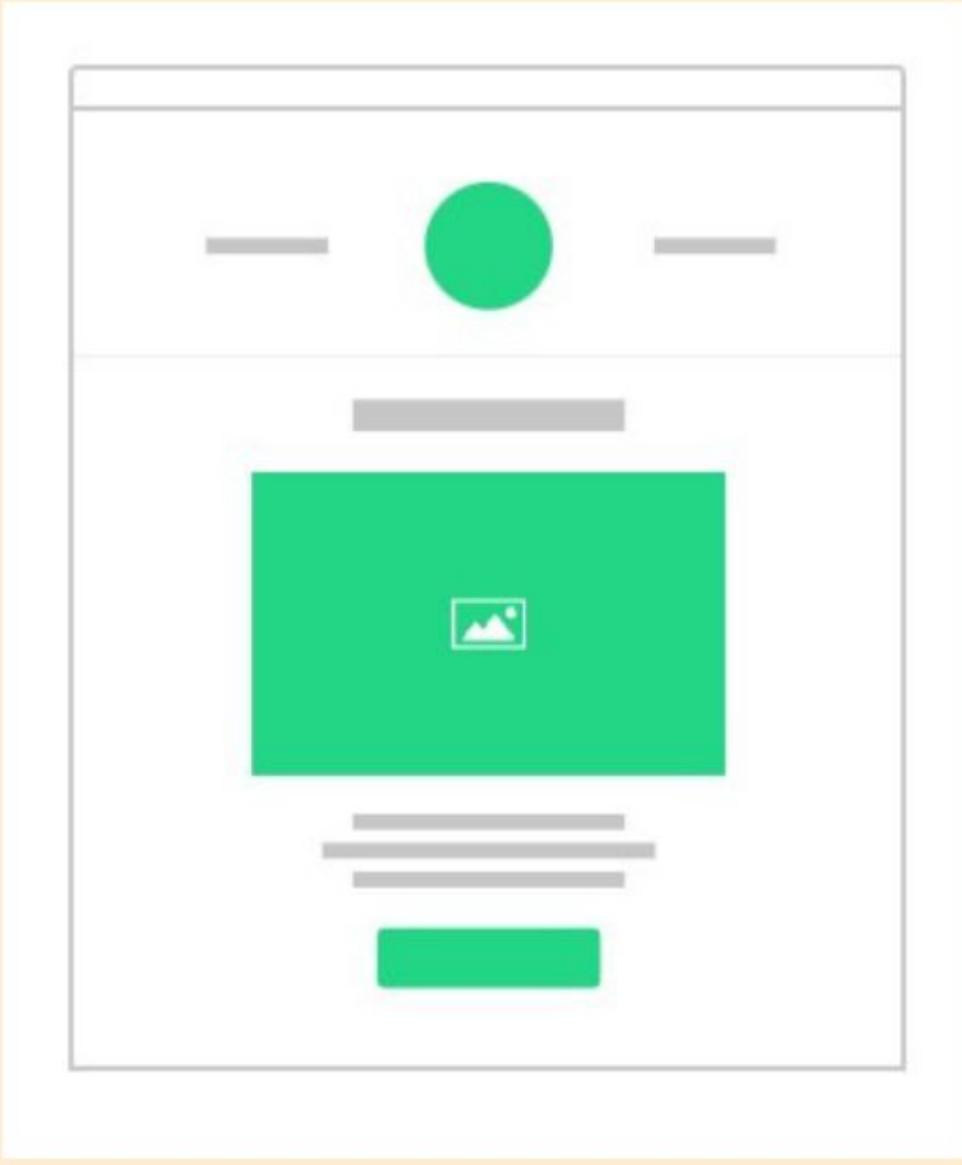


Need an extra set of hands while school is off for Thanksgiving Break? Whether you need help all week long or for a few hours, you'll [easily find a sitter](#) by posting your job to UrbanSitter.

Returning customers: Enjoy **40% off your next Annual Membership** with code **THANKS40** now through November 30th.

[Redeem Offer](#)

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Emails can be simple.

People often overthink emails. The days of long newsletters are over. People want short, to the point, simple emails with a clear “call to action.”

shop FAQ **cocokind** blog impact



an *unbiased* overview (really!)

Mineral sunscreens protect your skin by creating a physical barrier, reflecting light away from the surface of your skin. Chemical sunscreens on the other hand, work by actually absorbing UV rays.

No matter your preference, there are strong pros and cons for both mineral and chemical formulas. Head to our blog to learn more!

[take me there!](#)



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Draper James

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enjoy an extra
25% OFF
SALE ITEMS**

WITH CODE: USA

SHOP NOW

Online & In-store



Cladwell

ANY CLADWELL PLAN

20% OFF
USE CODE:
WELLDONE

The holidays are around the corner and we want to make it super easy for you to get dressed each day. Learn how to appreciate what you have, do more with less and clear out the clutter.

Save 20% on any Cladwell plan.
Use code: **WELLDONE**

AN EMAIL THAT CONVERTS HAS:

1

One main idea. Simplify.

2

Very little text (copy)

3

Easily readable.

4

Branded and not too busy.

Save 25% on Starry Station



Save 25% on
Starry Station

Sale Ends 11/29



The Black Friday Sale won't last, so give the gift of great WiFi this year. And while you're at it, don't forget to treat yourself.

[Shop Now](#)



EMAIL HACK #2:

Create a great welcome series
(before you do anything else.)

**Welcome emails have a crazy high
click rate. 26.9%!**

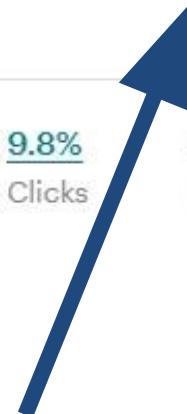
This is huge for your sender reputation.

High click rate tells Gmail “oh people like their emails, let’s keep them out of spam.”



Welcome emails make money.

 Thank first-time customers	Sending	<u>58.4%</u> Opens	<u>21.1%</u> Clicks	\$1,168.75 Revenue
First Purchase - Website				
Sending since Sun, February 17th, 2019 11:58 AM				
<hr/>				
 Welcome email for popup subscribers	Sending	<u>36.8%</u> Opens	<u>6.1%</u> Clicks	\$37,889.79 Revenue
Welcome Message - Website				
Sending since Fri, June 9th, 2017 1:35 PM				
<hr/>				
 Abandoned Cart for Eclectic Goods	Sending	<u>45.1%</u> Opens	<u>9.8%</u> Clicks	\$12,768.29 Revenue
Abandoned Cart Email - Website				
Sending since Fri, September 29th, 2017 8:54 PM				



EMAIL HACK #3:

A big headline is important.
Like real big. Like 60px+.

A few emails I love.

Attn : Grace

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Free shipping sitewide ends this Sunday.

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 **postable**

25% Off Ends at Midnight

All good things must come to an abrupt, hideous end. Code **BLOWOUT** good for 25% off everything until Midnight.

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As per usual, the code is good for one order only, can't be used in conjunction with site credit or automatic volume discounts and it expires at Midnight. Get it while it lasts!

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Enjoy 30% off everything

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Use code: **SAVE30**





Get an early start to holiday savings with 30% off sitewide during our Black Friday Sale.

Enter code **SAVE30** at checkout

[SHOP THE SALE](#)

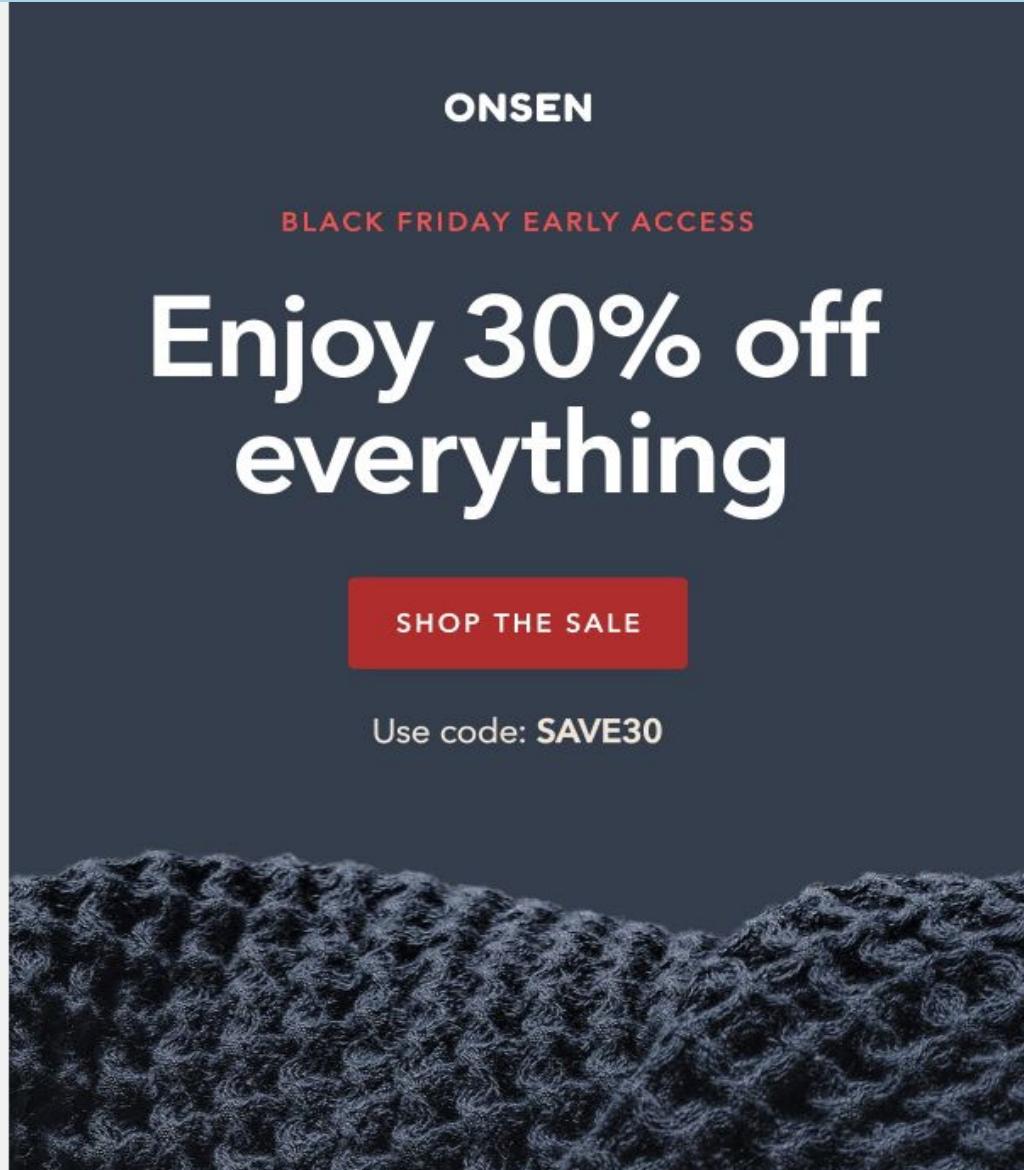
FREE U.S. SHIPPING \$95+ | WORLDWIDE \$195+

*Offer cannot be used in combination with any other offer. Enter promotion code SAVE30 during the checkout process to apply the discount to your order.



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A few emails I love.



ONSEN

BLACK FRIDAY EARLY ACCESS

Enjoy 30% off
everything

SHOP THE SALE

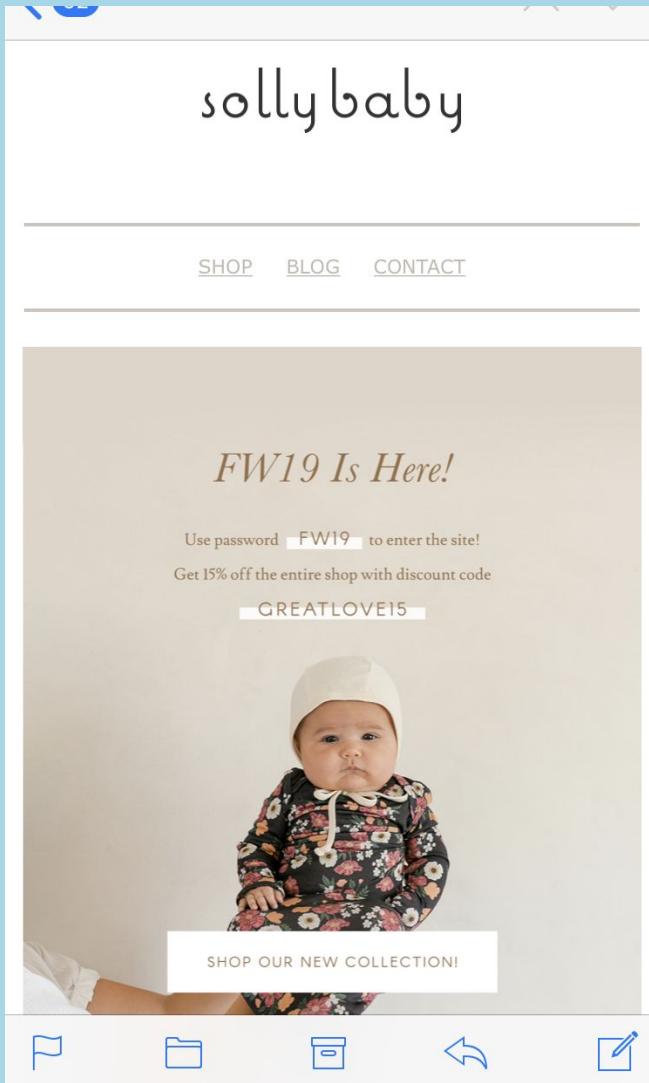
Use code: **SAVE30**

The background image shows a dark, textured surface, possibly a close-up of a garment or a landscape at night.

EMAIL HACK #4:

Two fonts MAX. Stick to web-safe fonts. No need to get fancy. Arial, Helvetica, Georgia...those are great for body copy.

Two fonts.



EMAIL HACK #5:

Read your email out loud to see if it sounds conversational and casual. If your copy sounds too formal, it won't be easy for your subscribers to skim quickly.

EMAIL HACK #6:

Size your images correctly. Use TINYPNG.com to compress images. Or in Canva, save out compressed.



Smart WebP, PNG and JPEG compression

More than 1 billion WebP, PNG and JPEG images optimized and still counting!





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you forgot
something

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CODE: BEBOLD**

BONUS Hack:

Surprise your Audience with a
plain-text email or email letter
from the founder.

An update to our shipping policy

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Tue, Oct 4, 6:45 PM (19 h)

ATHLETIC BREWING CO*

To our valued customers,

Like many in our industry and consumer packaged goods companies at large, we are seeing inflationary pressures across our entire business from farm to glass.

In order to deliver on our commitments to quality, our environment, and to provide consistent jobs for our teammates, we will need to update our shipping prices accordingly. Starting on October 4th, we will be raising our Free Shipping minimum order to \$50.

Athletic Brewing has always strived to provide our customers with world-class service, including best-in-class shipping partners for a fast and convenient experience.

Thank you so much for your support in helping us change the way people drink,

Bill Shugart John Walker

- Bill & John

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**We specialize in email marketing design and
strategy.**

