

# **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.

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# Simple is more effective.



## Helping hands for Thanksgiving Break



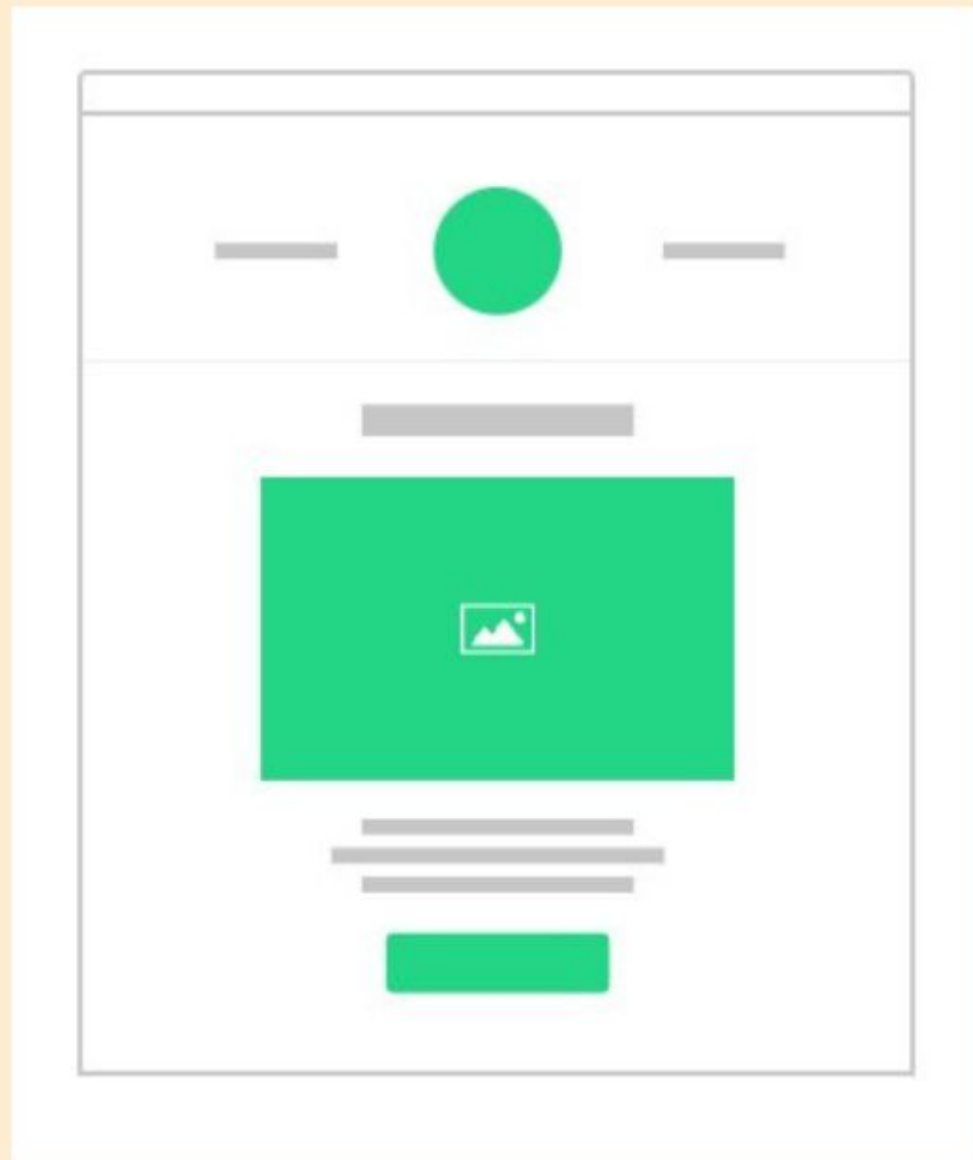
Need an extra set of hands while school is off for Thanksgiving Break? Whether you need help all week long or for a few hours, you'll **easily find a sitter** by posting your job to **UrbanSitter**.

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

**Redeem Offer**



**Invite Friends - Give \$25, Get \$25**





# 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

## mineral vs. chemical SPF



### 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!

Shop our summer sale on sale now! >

Draper James

Free shipping & returns on all orders\*

enjoy an extra  
**25% OFF**  
**SALE ITEMS\*\***

WITH CODE: USA

SHOP NOW

Online & In-store

Cladwell

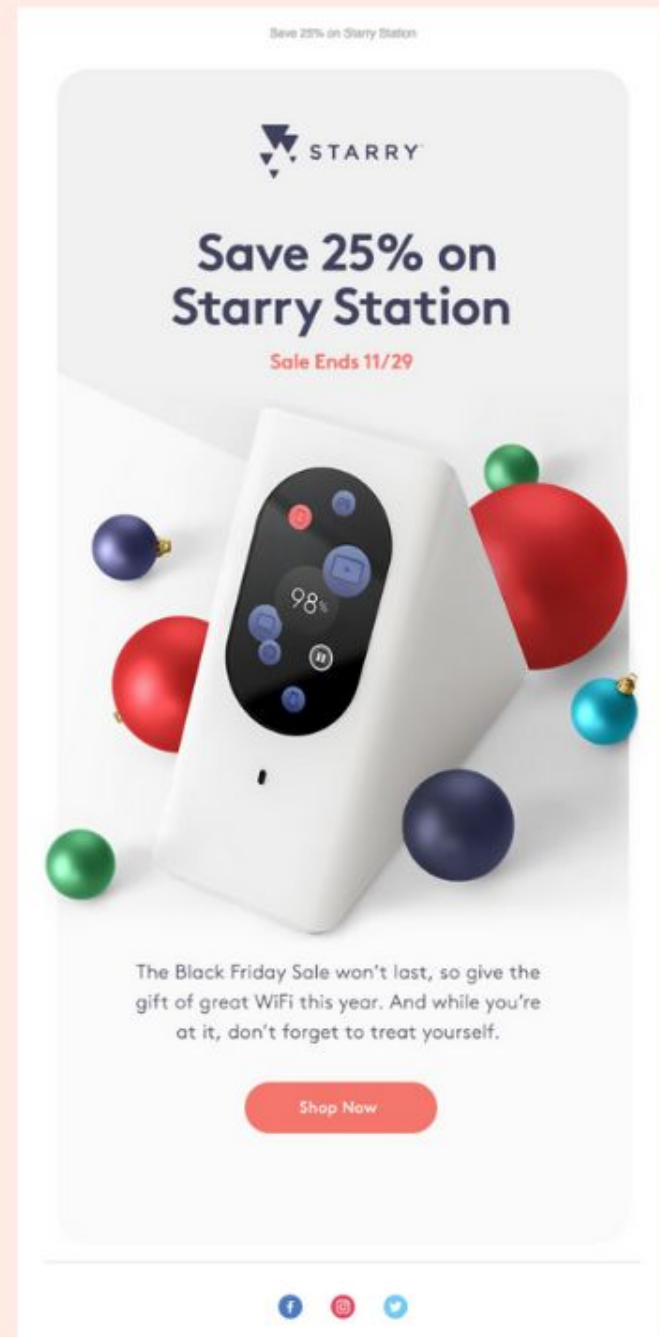


The holidays are around the corner and we want to make it super easy for you to get dressed each day. Learn how to appreciate what you have, do more with less and clear out the clutter.

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.



## EMAIL HACK #2:

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

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

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**This is huge for your sender reputation.**




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



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# Welcome emails make money.

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



## EMAIL HACK #3:

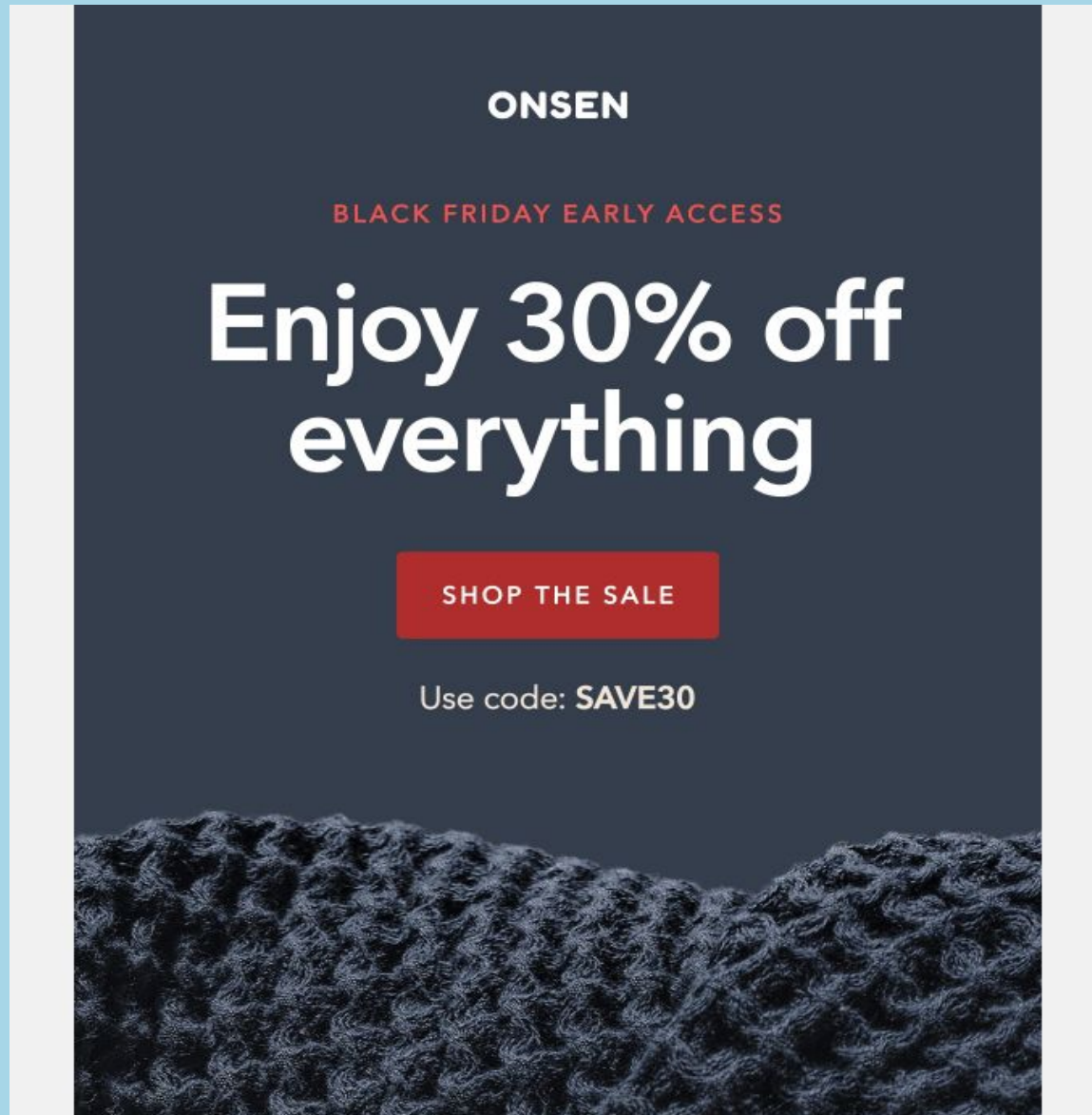
A big headline is important.  
Like real big. Like 60px+.

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# A few emails I love.

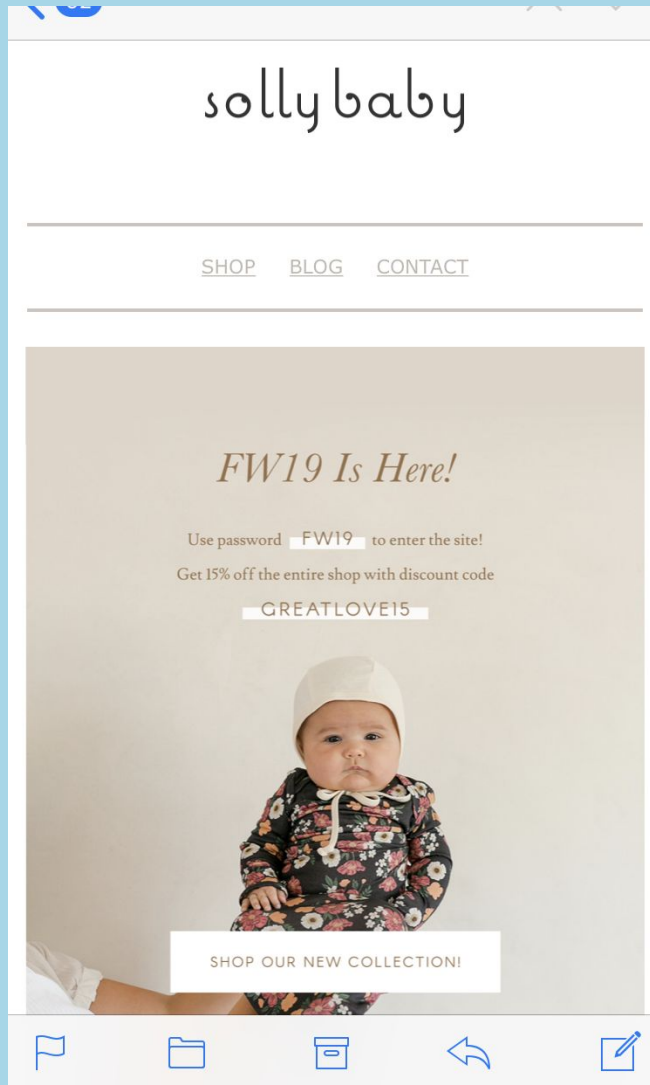


## **EMAIL HACK #4:**

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

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# 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.

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## **EMAIL HACK #6:**

Size your images correctly. Use [TINYPng.com](https://tinypng.com) to compress images. Or in Canva, save out compressed.

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**Drop your WebP, PNG or JPEG files here!**  
Up to 20 images, max 5 MB each.

tiny png

Like to compress more? [Go Pro!](#)

# Smart WebP, PNG and JPEG compression

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





BY PATRICIA DE LEÓN COSMETICS®

[SHOP](#)

[OUR STORY](#)

[#YOUunlimited](#)



**Return to your cart for 10%  
off your entire order with  
CODE: BEBOLD**

## **BONUS Hack:**

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



An update to our shipping policy

External

Inbox x



Athletic Brewing Company <info@athleticbrewing.com> [Unsubscribe](#)  
to me ▾

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 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 Imbelt* *John Walker*

- Bill & John

Come say hello!

**@emilyryanlikes**

**@emilyryantweets**

**@emilyryantoks**



**Find me on Instagram**

@emilyryanlikes

**Our website:**

Westfield-creative.com

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

