

Email Best Practices

10 Tips to Help Improve Your Email Marketing



PGATM



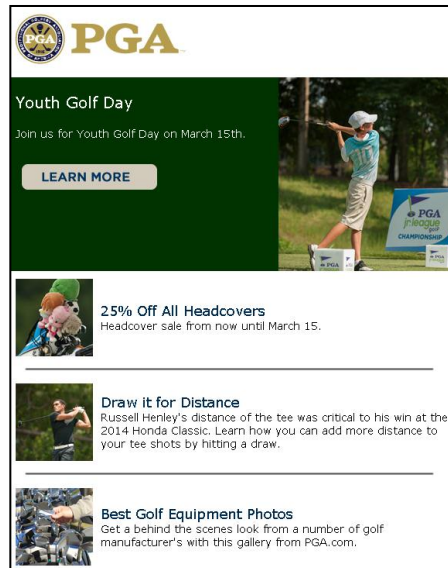
EMAIL TIP #10

Less is More

Have you ever opened an email, seen a bunch of text, and immediately deleted it because you don't have time to read it?

Keep the text to a minimum and add a link for people to click on if they want to learn more. A good rule of thumb is no more than 3 lines in a paragraph and 50 characters or less in a subject line.

Test: Which newsletter to the right are you more likely to get through?



PGA

Youth Golf Day

Join us for Youth Golf Day on March 15th.

[LEARN MORE](#)

25% Off All Headcovers
Headcover sale from now until March 15.

Draw it for Distance
Russell Henley's distance of the tee was critical to his win at the 2014 Honda Classic. Learn how you can add more distance to your tee shots by hitting a draw.

Best Golf Equipment Photos
Get a behind the scenes look from a number of golf manufacturer's with this gallery from PGA.com.



GET INVOLVED!

Open Pile for Construction Volunteers!
We need volunteers for Saturday, August 14 and August 21 to ensure our build is successful! Volunteers must be at least 16 years old and willing to work a full day. If you are interested, please visit our [blog](#) for more information. Since this is an open pile, you do not need to have attended orientation to volunteer on these specific workdays.

UPCOMING EVENTS

LAST CHANCE! Habitat Hall of Fame, August 13th
It's not too late to order your fan club tickets! Get a behind-the-scenes tour of the stadium and enjoy a cocktail party with retired Cardinal players. The true Cardinals fan will NOT want to miss our [last of a kind](#) event.

Trivia Night benefiting Habitat, August 14th
The St. Louis Newspaper Guild is hosting a trivia night to benefit Habitat for Humanity Saint Louis THIS SATURDAY! Get more information on the [benefits page](#) of our website.

Rain barrel workshop, August 19th, 6pm - 7pm
Come by the Go-Box from 6pm-7pm and Wednesday for our rain barrel workshop. You can watch and learn for free, or leave with your very own rain barrel for just \$55. An RSVP is not required but will help us make sure we'll have enough supplies to go around. Please email rsvp@stlhab.org with your name and the number of rain barrels you're interested in. Read more about rain barrels in a [blog post from earlier this summer](#).

Regional Excellence Awards, September 9th
Join St. Louis Construction News and Real Estate for the 41st Annual Regional Excellence Awards. A portion of the proceeds will benefit Habitat for Humanity Saint Louis. Get more information on the [benefits page](#) of our website.

NOTABLE OR NEWSWORTHY

Cars for Homes
Do you have kids headed off to school and an extra vehicle sitting in your driveway? Or are you looking to upgrade to a more energy efficient, environmentally friendly mode of transportation? Consider donation your vehicle to Habitat for Humanity Saint Louis' Cars for Homes program. Your vehicle donation may provide necessities such as flooring or doors to our new homes! Visit [our website](#) for more information.

MEETINGS
Anytime Friend
The Episcopal Connection
Robinson Luther
The Saint Francis for Librarians

HOME
Adoptive Friend
City County Catholic
Partnership
Home Depot Foundation
St. Louis
United Church of Christ
Congregation
United Methodist Churches
WOC Presbyterian Churches
Women's Empowerment Foundation

COMMUNITY
Commerce Bank Trustee & Commerce Bank

EMAIL TIP #9

Include a Strong Call to Action

In your email, be sure to tell the recipient what you want them to do and place it in the top quarter of the email. As mentioned earlier, your email should be quick and to the point. Give them the option to take a quick glance and then immediately act on it.

Test: Send your email to a friend or co-worker and see if they can tell what the call to action is within 5 seconds of opening it.



Dear Ryan,

The focus of the sports world returns to the Wisconsin shores of Lake Michigan at Whistling Straits in August of 2015 for the 97th PGA Championship.

In appreciation of your support of the PGA of America, we are pleased to offer you the opportunity for priority placement into the first purchasing group for tickets.

EVENT DETAILS

97th PGA Championship
August 10-16, 2015
Whistling Straits - Kohler, WI
PGACHampionship.com

Helpful Links:

- Register for tickets
- Volunteer opportunities
- Course tour



EMAIL TIP #8

Personalize It

Wherever you can, try to personalize your message. If you're promoting a Women's League Night, only send to the women in your database. If there's a Junior Club Championship coming up, only send to those who have children. Targeting your sends will result in more interaction and less unopened emails.



The screenshot shows an email from NFL.com. At the top is the NFL.COM logo and a navigation bar with links: News, Videos, Teams, Players, Scores, Schedules, Stats, Standings, Fantasy, NFL Network, Tickets, Shop. The main content features two white jerseys: one with the number '1' on the front and another with 'FOLEY' and '1' on the back. To the right, the text reads: **Happy Birthday!** from your friends at NFL.com. Ryan. To help you celebrate, here is a special gift just for you. Enjoy 15% off your next purchase at NFLShop.com. Now, go pick up that personalized jersey you wished for! Below this is a red 'SHOP NOW' button. At the bottom left of the main content is a blue '+ BUY NOW' button. At the bottom right is the NFL.COM logo. A footer banner contains the '1ST & 10' logo and the text: Get NFL.com's top-10 daily headlines daily in your inbox. Be the first to hear latest breaking news around the league, be the first to jump on fantasy news and be prepared for this week's games. A red 'Sign up' button is on the right.



EMAIL TIP #7

Provide an Opt Out Option

When sending a large number of emails, be sure to include an option for people to unsubscribe from your email sends. If they no longer wish to receive emails from you, they need a way to tell you. Whether it's an unsubscribe link or an email address that they can contact you at, make sure every outgoing group email has that option.

Marketing Resource Center Example:

Email Opt Out:

Step 16: Enter the email address people should reply to if they want to unsubscribe from your future emails*

PGA of America
100 Ave of the Champions
Palm Beach Gardens, FL, 33418
555-555-5555

To unsubscribe from receiving future emails from us, please send an email to unsubscribe@myemail.com with unsubscribe in the subject line.

This email was created using the PGA Creative Resource Center



EMAIL TIP #6

Write Compelling Subject Lines

What often goes overlooked when creating an email is the subject line, but it is arguably the most important thing in your email. A poor subject line might not even get your email opened, while a great one can increase excitement before even reading the message.

Test: Write 5 subject lines for every email you send. Then select the subject line that you think creates the most excitement, is the best indication of what's in the email, and is the most concise.



EMAIL TIP #5

Put Your Logo in the Top Left Side of Your Email

Studies show that people instinctively look for logos in the top left-hand side of emails. Put your logo there to ensure it gets the most visibility.



GET GOLF READY *Introduce Your Friend to a Fairway of Fresh Air and Freedom*

Get Golf Ready is the perfect opportunity to get your friends and family into the game or for you to get back into the game. 4 on course golf lessons from a PGA Professional for only \$75. We provide everything needed, even the equipment!

Visit <http://www.getgolfready.com> to take advantage of this valuable offer and find an upcoming program.

Visit [GetGolfReady.com](http://www.getgolfready.com)

The image shows a preview of an email campaign. At the top left is the "GET GOLF READY" logo in green and blue. To its right is a blue banner with the text "Introduce Your Friend to a Fairway of Fresh Air and Freedom" in white. Below this are two photographs: the left one shows a group of people on a golf course, and the right one shows three women talking. Below the photos is a paragraph of text describing the "Get Golf Ready" program, followed by a call to action to visit the website. At the bottom is a green button with the text "Visit GetGolfReady.com".

EMAIL TIP #4

Email Width

For those of you using HTML templates, make sure to keep your email width between 500 and 650 pixels wide. If you go wider than that, users will most likely need to scroll horizontally. Keeping the width at those sizes will help your email look good on both a desktop and a mobile device.



EMAIL TIP #3

Testing

It may sound obvious, but be sure to test the email before sending it to your audience. Send it to yourself and other co-workers, and make sure it renders properly. Often times the look of an email can change based on the type of email system you are using to view it (i.e. Gmail, Yahoo, AOL, etc).



EMAIL TIP #2

How Often to Send

One of the more difficult things to determine is what the frequency of your sends should be. This will be different for everyone so there's no set number of times you should email someone in a week/month. Having email open rate reports will help you determine if your frequency is working, and is another reason why investing in an ESP might be a good idea.

If you do not send out emails very often, it is recommended that you send out at least one per month, just to stay in contact with your list, even in the off-season.



EMAIL TIP #1

Invest in an Email System

Email Service Providers (ESP's) are a great way to optimize your email communication. Not only does it look more professional, but you can also track stats on opens and clicks. Most ESP's also have easy to use templates that you can customize for your business.

Here are a few examples of affordable Email Service Providers:

Constant Contact: <http://www.constantcontact.com/index.jsp>

MailChimp: <http://www.constantcontact.com/index.jsp>

iContact: <http://icontact.com/>

