Email Subject Line:

*Create an attention-grabbing subject line that entices the audience to open your email.*

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Preheader Text:

*Utilise a brief preheader text to provide a sneak peek or additional information about the email content.*

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Personalisation:

*Addressing the reader by their name can establish a more personal connection and increase the likelihood of opening. Most popular email platforms can do this for you (no, you won’t need to jump in and edit each email you’re trying to send!)*

Body Content:

*Divide the body content into paragraphs to improve your reader experience. You can easily do this by highlighting key information such as discounts and special offers. Keep your email as short and succinct as possible while still getting your key messages across and engaging your audience.*

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Visuals:

*Incorporate images or videos to make the email template more visually appealing to your readers and to break up the text.*

Call-to-Action (CTA):

*Clearly define the ‘action’ that you want readers to take (eg. register now, buy tickets today, get shopping). Popular email platforms will let you format your document to create an eye-catching CTA button for a seamless experience.*

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Footer:

*Add a footer with contact information, address and an unsubscribe option.*

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Social Media Icons:

*Include social media icons at the bottom of your email to encourage readers to connect with your brand across social media platforms.*

Mobile Optimisation:

*Ensure the email is suitable for all mobile devices, with a design that can adapt to different screen sizes – most popular email platforms will let you check what it looks like on all screen sizes.*

Testing and Review:

*Test the email across different devices to ensure compatibility. See what it looks like in your inbox and make sure you review for any errors or typos.*

Expert tips:

Email marketing is a powerful tool for businesses to reach and engage their audience. There are various platforms and email marketing software available to help businesses create, manage, and analyse their email campaigns. Here are some popular platforms that can be used for email marketing:

1. [Mailchimp:](https://mailchimp.com/) Mailchimp is a widely used email marketing platform known for its user-friendly interface and robust features. It offers email automation, customisable templates, A/B testing, and analytics.
2. [Constant Contact:](https://www.constantcontact.com/) Constant Contact is another user-friendly platform that offers customisable templates, list management, social media integration and marketing automation.
3. [A Weber:](https://www.aweber.com/) A Weber is known for its simplicity and ease of use. It provides email automation, drag-and-drop email builder and integrates with various third-party apps.
4. [Get Response:](https://www.getresponse.com/?utm_source=google&utm_medium=cpc&camp=AU_EN_Search_Brand&kw=Get%20response&type=p&crtn=Brand_Core&gclid=CjwKCAjw3oqoBhAjEiwA_UaLtrD-PCJq107SIQCDuwsFqUHTdqiToKwKmUnVqXWYtTHUDD2xTvmOehoCcpQQAvD_BwE) Get Response offers email marketing, marketing automation, and landing page creation tools. It also includes webinar hosting and other advanced features.
5. [HubSpot:](https://www.hubspot.com/products/get-started-f049?utm_id=329183587108&utm_medium=paid&utm_source=google&utm_term=marketing_hubspot_EN&utm_campaign=Marketing_MQLs_EN_APAC_ANZ_Brand-HubSpot_e_c_campaignid963083038_agid51603737001_google&utm_content=&hsa_ver=3&hsa_net=adwords&hsa_acc=2734776884&hsa_kw=hubspot&hsa_grp=51603737001&hsa_mt=e&hsa_cam=963083038&hsa_ad=329183587108&hsa_tgt=kwd-298569398281&hsa_src=g&gad=1&gclid=CjwKCAjw3oqoBhAjEiwA_UaLtpmoQo7-wREqpTDRhoRg1CQ6HGZDQFN5ePnVEhmLjNkJ5Gb2QY7F0hoCe1kQAvD_BwE) HubSpot provides a comprehensive marketing suite that includes email marketing, CRM, automation, and analytics. It's suitable for both small businesses and larger enterprises.

Avoid sending spam

In Australia, there are certain rules and regulations that businesses need to follow when it comes to email marketing – these are mostly in relation to spam.

The Australian Communications and Media Authority is the best resource for you to check to make sure that what you’re sending doesn’t breach the Spam regulations and ensure you’re meeting your responsibilities under Australian law.

To make sure you’re complying, visit: <https://www.acma.gov.au/avoid-sending-spam>