

# THE ANATOMY OF A MARKETING EMAIL

## PIECING IT TOGETHER

### The Preheader

This text section above your main graphic should contain:

- 1) A “second subject line” (i.e., the preview text that shows up in the inbox).
- 2) A link to view the email as a webpage.

### The Header & Primary Message

The header and primary message (or body) should contain:  
1) A short and skimmable version of your promotion or content. Remember the email is designed to drive traffic to your real offer.

- 2) Spam filters are wary of emails with more image than text. Keep the main image to 600x250px and use at least 500 characters of text for balance.
- 3) Don’t just send an email to send an email! Keep the information relevant to your audience and customize whenever possible.

### PRIMARY MESSAGE

PREHEADER

HEADER IMAGE  
600px by 250px

### The Call to Action

This is the most important element of your email. Your CTA should be:  
1) Clear and concise. What do you want the reader to do with this email?

- 2) A bullet-proof button. Images are often blocked by default, so create a table that the email client will read as text instead.

### The Footer

In order to stay in compliance with CAN-SPAM laws, the footer needs:  
1) A mailing address. This can be your actual mailing address or a P.O. Box.

- 2) An unsubscribe link.  
You may also choose to include social media links, your logo, and a link to your website.

CALL TO ACTION

FOOTER

CAN-SPAM COMPLIANCE

### ABOUT COMPLIANCE

Per the CAN-SPAM Act of 2003, brands have to accurately identify themselves. That means your email From Name and From Email Address should be valid, clear, and branded. Also, be sure to include an unsubscribe link and avoid misleading subject lines.

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Email Marketing

## START TRACKING



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