



# HIGHLY EFFECTIVE EMAIL MARKETING

A 2015-2016 Lookbook



# INTRODUCTION

As new marketing techniques and strategies pop up almost daily, email marketing has managed to do more than keep its staying power as a prime marketing channel. Email marketing has truly evolved to keep pace with flashy new technology and it still captures the attention of customers. Email is a critical and highly effective part of an engagement marketing strategy—a strategy that’s focused on communicating to your customer in a personal way, at the right place, at the right time, and with the right message.

A great email helps you engage your customer and deliver your message, which can make a difference between a click-through and a direct route to your website or losing a customer’s interest and being sent to the spam folder. As consumers become increasingly savvy about all types of communications—from mobile to social to email—email, for example think about Gmail’s tabbed inbox where users can filter and organize their inboxes. It is becoming even more difficult to stay front and center.

Today’s marketers need a combination of eye-catching design, clever text, and attention-grabbing headlines to engage today’s consumers. That’s why we have compiled a collection of our favorite emails. We’re highlighting emails that are creative, inspiring, and beg to be opened!

**In this lookbook, we will examine the following types of emails and best practices:**

- Welcome Emails
- Timely Content
- Reengagement Emails
- Abandoned Cart Emails
- Advocacy and Reward Emails
- Newsletters
- Event Emails
- Conversational Copy
- Eye Catching Design
- Mobile Optimized
- And More...



# WELCOME EMAILS

The welcome email is a critical part of any email marketing strategy. Studies have shown that if you send a series of emails, the welcome email is one of the most opened. According to Experian, welcome emails see more than three times the transactions and revenue per email than regular promotional mailings. When someone signs up to receive your content, you want her experience to be memorable. If it's not, you will likely find your emails being ignored—or worse, marked as spam.

What are some things to remember when crafting your welcome email? As one of your first communications with your customers, make sure to set expectations for the service or product. Also ensure you are clear and concise and not too busy with your language or visuals. And, don't be afraid to be yourself—use humor, and create a compelling design. You can even toss in a discount code or a free download!

Let's take a look at some examples of welcome emails.

# BLUE APRON

## SUBJECT LINE:

**Welcome to Blue Apron!**

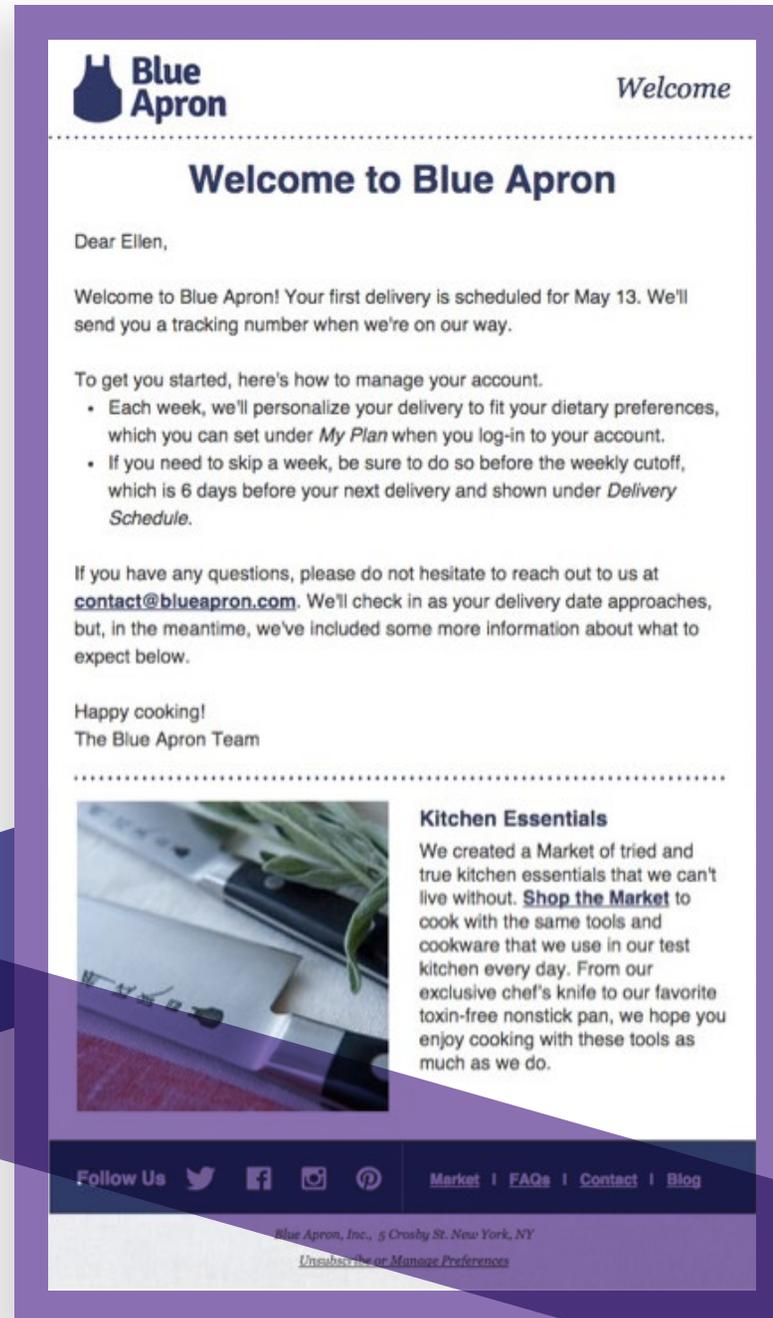
This email from Blue Apron, an online meal delivery service, is a great example of an informative welcome email that quickly sets the new subscriber up for success. The email gives her tips to navigate weekly ordering and sets expectations about the service by answering frequently asked questions.

This welcome email focuses on getting a new customer off to a good start, so they continue to subscribe. The main call-to-action is the contact information for Blue Apron, and the secondary call-to-action is to "shop the market" to buy culinary tools that will help the new subscriber prepare the Blue Apron meals.



## Best Practice Tip in Action:

**Use bullets.** Your subscribers are most likely skimming your emails. Bullets break up your copy so your reader can digest the main points. A welcome email provides important information and bullets can help draw the eye in.



# WEST ELM

## SUBJECT LINE:

### A Gift for You (Hello+Welcome)!

After a user subscribes to emails from the furniture company West Elm, he receives an email that welcomes him and offers a coupon code for 10% off, accompanied by a beautiful photograph of West Elm's stylish furniture.

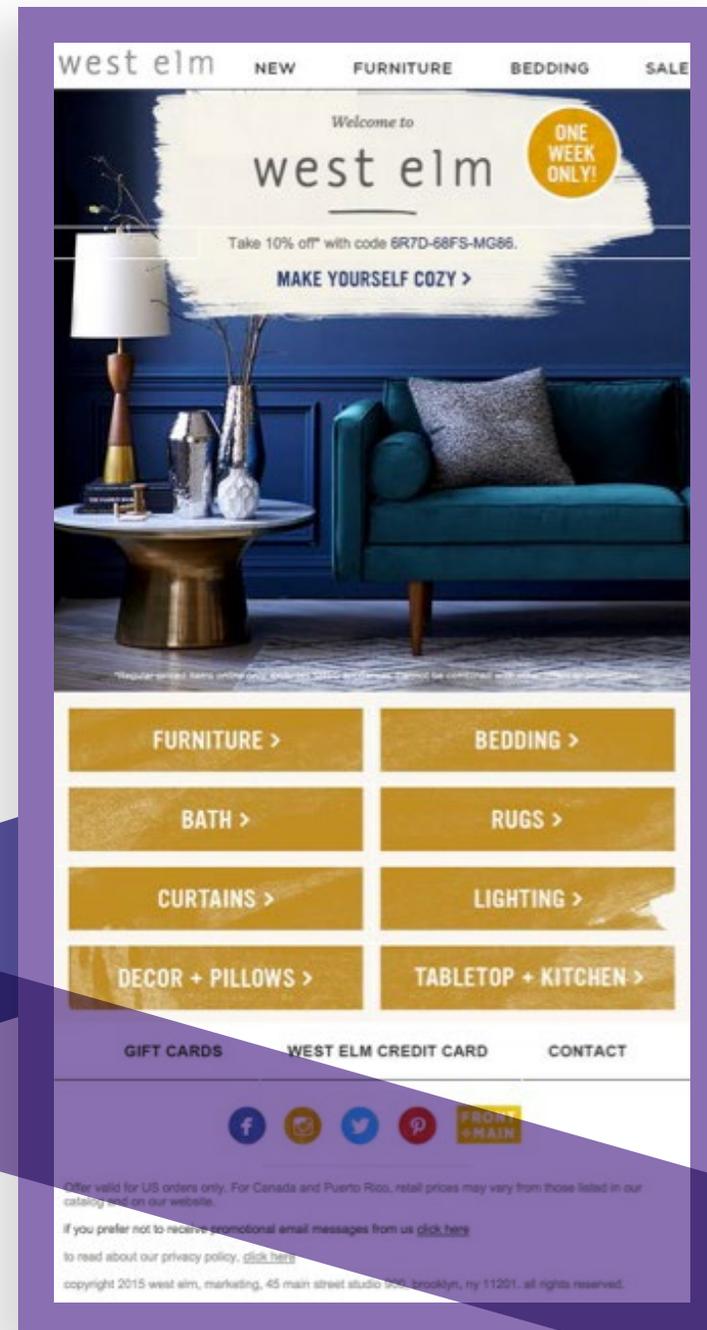
The copy—Make Yourself Cozy—is the essence of the brand's appeal—to be stylish and cozy.

The coupon is made up of a unique code and is only valid for a limited time, which creates a sense of urgency for the subscriber to use it. West Elm also reminds its new subscribers about all of the different types of furniture and accessories that the brand carries, with links to specific parts of the website.



### Best Practice Tip in Action:

**Customize your codes and URLs for better tracking.** If you are including offer codes or links in your email, making them unique makes it easier to track activity resulting from a customer engaging with your email.



# REENGAGEMENT EMAIL

No matter how hard you try, sometimes your subscribers stop engaging with your emails. We call these folks “emotionally unsubscribed.” They are on your list but are not opening, not clicking, and/or not buying. When this happens, the savvy marketer sends a re-engagement email—a “nudge” message—with the hope of putting their brand top-of-mind with their subscribers, enticing them to reengage with their emails. While not always necessary, sometimes including a special offer or discount code will help to pique further interest. Humor sometimes works, too!

Let’s take a look at some examples of reengagement emails.

# HAIKU DECK

SUBJECT LINE:

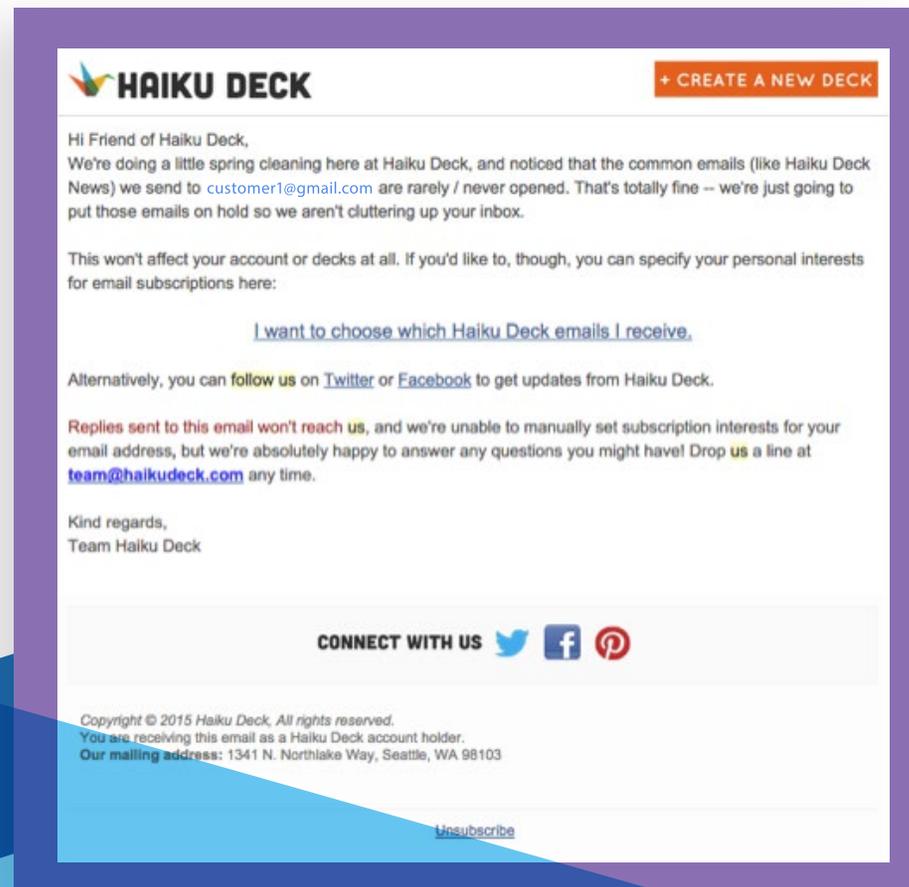
**Account Update: Email Spring Cleaning**

This email from presentation software company Haiku Deck is a straightforward reengagement email. It addresses the subscriber frankly, highlighting how infrequently their emails are opened. Because the subscriber is inactive, this email is packed full of options for them to engage—from navigating to the Haiku Deck preference center, to following them on Facebook or Instagram, to contacting the team, to simply engaging with the product right away (top right corner CTA). This email engages the user with a human tone despite the fact that it's a "housekeeping" email.



## Best Practice Tip in Action:

**Give your subscriber options.** This email from Haiku Deck asks the recipient to choose their email preferences. Doing this builds trust and sets expectations with your subscriber because they are in the driver's seat with deciding how many emails to receive.



# FOOD & WINE MAGAZINE

## SUBJECT LINE:

Ellen, FOOD & WINE Wants You Back

With an appealing visual and a very bold offer and call-to-action, this email from Food & Wine magazine gets right to the point—come back! Starting with the subject line, the email immediately grabs the recipient's attention by including her name as part of the subject line. The pre-header neatly states the offer in text—Get FOOD & WINE for just \$10—while the bulleted copy neatly organizes the value that a subscription provides followed by the bold, secondary CTA—order today!



## Best Practice Tip in Action:

**Create an impact by using different size fonts and colors.** This email uses a variety of font styles and colors that help to emphasize their messages. Using a variety of colors and fonts is something that you want to do carefully so that the email doesn't look distracting or busy. It's also important to test the font and color choices to be sure they're making a positive impact.

Get FOOD & WINE for just \$10! View this e-mail: [Web](#)

Your Welcome Back Offer  
**FOOD & WINE**  
**FOR JUST \$10**  
**SUBSCRIBE NOW!**

Experience an entire year of  
FOOD & WINE:

- \*Secrets from Celebrity Chefs you can use in your own kitchen
- \*Tips for finding delicious wines at every price range
- \*Entertaining tips to make every occasion a festive celebration

**ORDER TODAY!**

E-MAIL OPT-OUTS  
[Click here](#) for more information on how to opt out of marketing communications from us and our partners, or copy and paste this link into your browser:  
<http://www.timeinc.net/subs/privacy/w/emailprivacy.html>

PRIVACY POLICY  
Please read our [Privacy Policy](#) or copy and paste this link into your browser: [www.timeinc.net/subs/privacy/w/policy.html](http://www.timeinc.net/subs/privacy/w/policy.html)  
[Your California Privacy Rights](#)

For further communication, please contact:  
Attention: Consumer Affairs  
FOOD & WINE Customer Service  
3000 University Center Drive  
Tampa, FL 33612-6408

# ABANDONED CART EMAIL

As a consumer, how many times have you gone to a website, added something to your cart, and then left the site without making a purchase? While there is no one metric, many companies report abandoned cart rates well north of 50%. As a marketer, an abandoned cart email is a great way to remind consumers who haven't completed their purchase that they have an item waiting in their carts.

We typically recommend sending the first abandoned cart email shortly after the cart is abandoned (within a few hours), followed by a reminder 24 hours later. A third—and final—reminder email can be sent three days later.

This last email can also include some incentive.

Let's take a look at some examples of abandoned cart emails.

# NORDSTROM

## SUBJECT LINE:

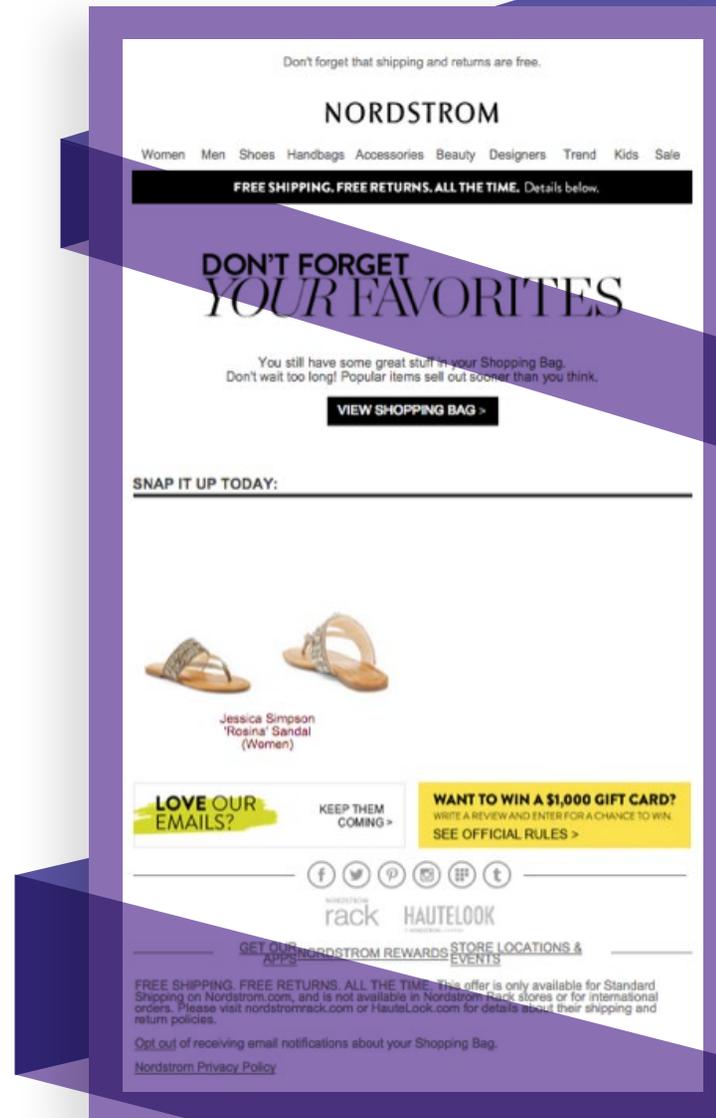
**Still Love These Items? Don't Miss Out!**

When a consumer leaves items in her cart on the Nordstrom site and then navigates away, Nordstrom follows up with an email reminder. The email emphasizes some of the benefits of ordering from Nordstrom, such as free shipping and free returns, and creates a sense of urgency with the copy, "Popular items sell out sooner than you think." Using this language evokes a fear of missing out in the consumer, with the goal of getting her to click back to her shopping bag and complete the checkout.



### Best Practice Tip in Action:

**Include an image of the shopping cart items.** Nordstrom does a good job of grabbing the recipient's attention by including an image of the item that she left behind. This visual, in combination with the email copy, reminds and prompts the shopper to return to the site and complete her purchase.



# LYFT

## SUBJECT LINE:

### Your 3 Free Rides Expire in 6 Days

In some cases, an abandoned cart email doesn't necessarily drive the consumer back to a shopping cart to complete a product purchase. The concept of an abandoned cart extends beyond the cart itself. In fact, an abandoned cart could also apply to a mobile app that a user downloaded, and then failed to complete a transaction. This example is an email from Lyft, a rideshare mobile app, to a user that called a car and then canceled it, therefore not completing his initial transaction.



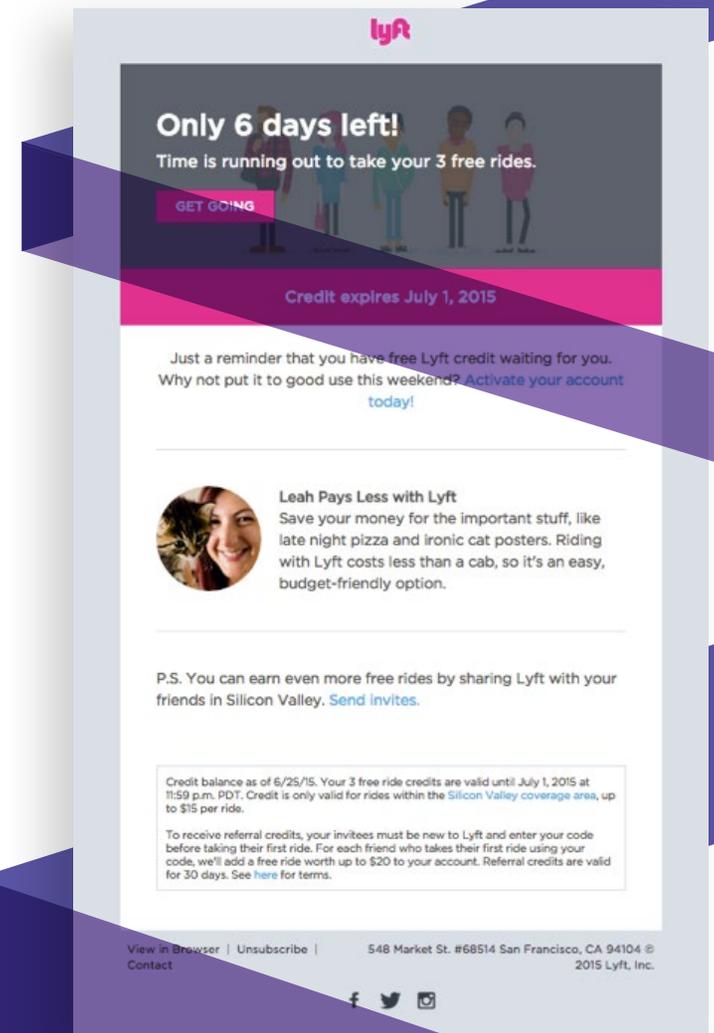
#### Best Practice Tip in Action:

**Use social proof.** According to Robert Cialdini, author of *Influence: The Psychology of Persuasion*, people are more likely to find actions appropriate when others are doing them. This email uses the example of "Leah" to not only highlight the cost benefits of Lyft but to also showcase a user with similar demographics who uses and is happy with the service.

This email uses fun design, offers free rides to jumpstart action, and creates a sense of urgency to claim those free rides. It uses social proof—using the experience of peers as a proof-point—to highlight one of the company's benefits—a cheaper ride—in order to sway the customer to engage.

Additionally, the copy is fun and personal, using humor in saying, "saving money for pizza and ironic cat posters." Using humor humanizes the brand, which may prompt a dormant user to complete a purchase.

Another thing that this email does is use location personalization. The bottom calls out that the recipient lives in Silicon Valley. The presumption here is that Lyft is using location segmentation to get this information.



# TIMELY CONTENT

There is nothing more relevant than creating content around current events, news, and holidays. If it is top-of-mind for your subscribers, then you should leverage that relevancy to create content that resonates. Maybe it's a Halloween, the Super Bowl, the beginning of summer, or a recent event making headlines. If your customers are thinking about it, they are more likely to click (and buy!).

Let's take a look at some examples of timely content.

# INSTACART

SUBJECT LINE:

**Take Me Out to the Ball Game!**

Arriving just in time for Major League Baseball's opening day, this email from Instacart, an online food delivery service, hits it out of the park with a lead-up to the call-to-action that says, "Don't wait in the dugout; you're just a short stop from having all your groceries delivered!" It is followed by a convenient shopping list for a baseball season get together or simply, dinner.



## Best Practice Tip in Action:

**Use human copy.** In many cases, the key to a click-through is your email copy. Human copy creates content that is on-brand, gets your message across, and seems like it is written by a human—not a robot. If your audience can relate to you as a business, they are much more likely to engage with your email marketing.

The screenshot shows an email advertisement for Instacart. At the top, there is a close-up image of a brown leather baseball glove with the word "Instacart" written in white cursive across it. Below the image, the text reads: "Instacart delivers all your baseball favorites!" followed by "Spring is here, and with the arrival of spring comes baseball season! Instacart has everything you need to cheer on the home team. Don't wait in the dugout; you're just a short stop from having all your groceries delivered!". A dark blue button with the text "SHOP NOW" is positioned below the text. Underneath the button, there is a grid of six product images with their names listed below them: Hampton Farms Salted & Roasted Peanuts, Cracker Jack The Original Flavor Popcorn, Polish Hot Dogs, Ball Park Hot Dog Buns 8 Ct, Heinz Simply Ketchup, and French's Classic Yellow Mustard.

# FITBIT

SUBJECT LINE:

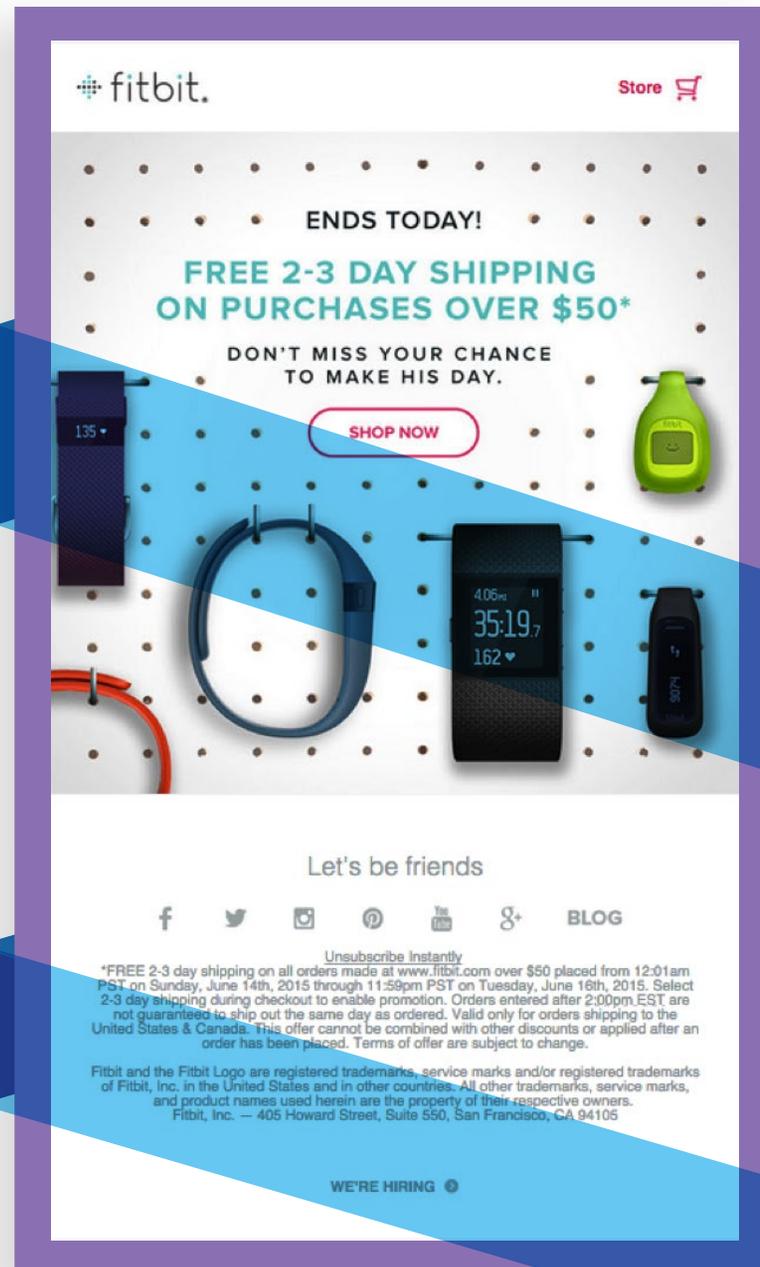
**ENDS TODAY: Free Shipping for Father's Day!**

This email from Fitbit focuses on Father's Day and offers the recipient a fun take on some traditional Father's Day themes, like tools and tool storage. The email is very product-first, displaying the actual Fitbit products front and center, with a primary, bold call-to-action to "Shop Now". The simple, colorful and highly-visual email is likely to catch the recipient's eye and attention—something that can be hard to attain.



## Best Practice Tip in Action:

**Create a bold design.** It's often the design of your email that really catches the attention of your subscribers. This email from Fitbit uses contrasting colors and a simple layout to feature its products. Don't be afraid to make your design bold. Pay attention to imagery and font. Make sure that your emails are streamlined and that your calls-to-action are easy to follow.



# MULTIMEDIA EMAIL

Today's email marketing technology has enabled emails to be much more dynamic and engaging than in the past. Marketers can now leverage animation, videos, and other media to really make their content pop. It's not easy to stand out in today's overcrowded inbox. Using multimedia marketing is one effective way.

Let's take a look at some examples of multimedia emails.

# EQUINOX FITNESS

## SUBJECT LINE:

### These 10 Push-up Variations Will Change Your Body

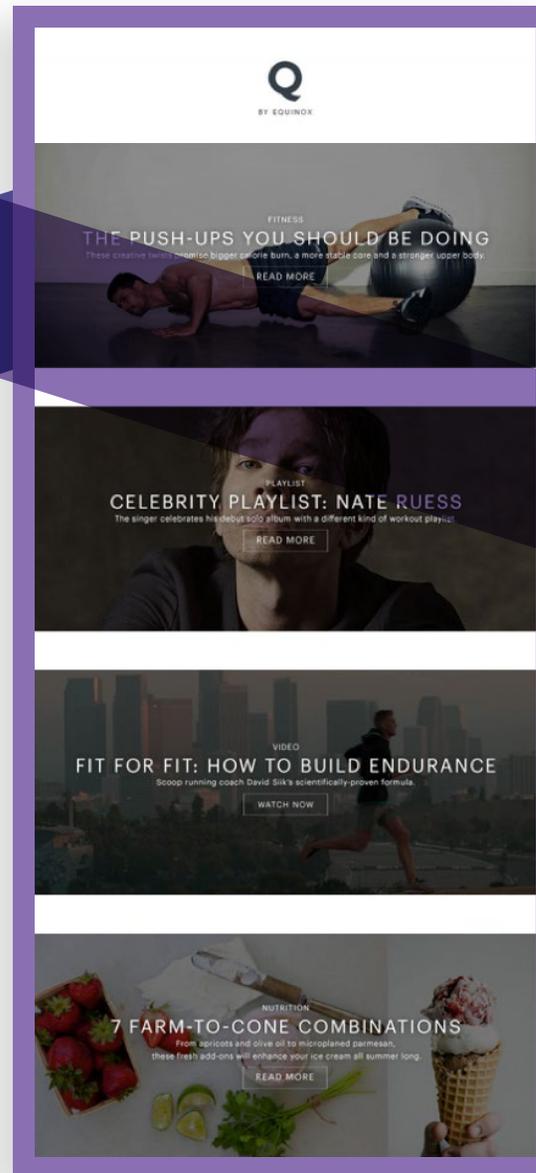
Equinox, a leading fitness club and lifestyle brand, includes GIFs—a very short video clip—in its newsletter. When a subscriber opens the newsletter, she is immediately greeted by both action-oriented copy about working out and a GIF that demonstrates how to do the recommended push-up variation.

Both the copy and the movement compels the subscriber to get to the gym so she can start doing push-ups! The video instantly provides the reader value and entices her to continue reading the rest of the newsletter for more workout tips.



## Best Practice Tip in Action:

**Use a compelling subject line.** This subject line immediately demonstrates the value of the email to the recipient and piques her curiosity—that translates into opens and clicks. Test which type of subject line is most compelling for your audience and for different types of emails.



3-Frame GIF sequence

# UBER

## SUBJECT LINE:

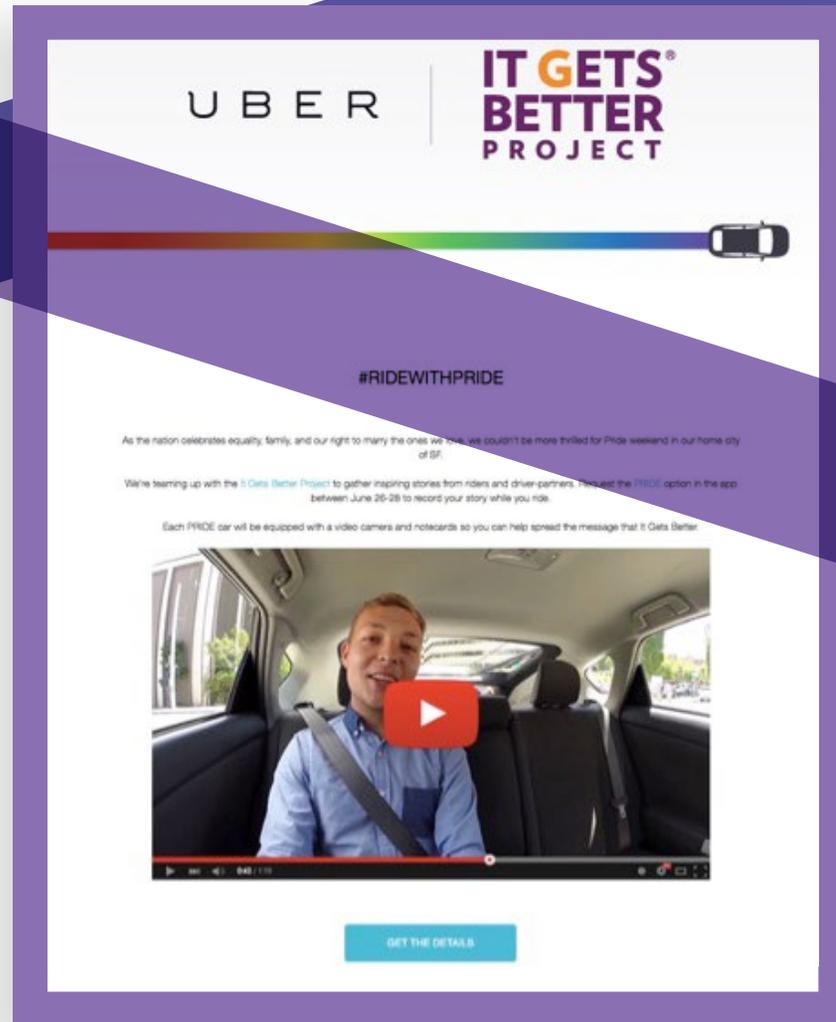
### Ride with Pride and Share Your Story

This email from Uber, a ride-sharing service, in partnership with It Gets Better Project, a nonprofit that inspires hope in LGBT youth, uses multimedia in the form of an embedded video to show the recipients how to participate in their program during Pride Week. The email includes visuals specific to Pride Week (rainbow!), a hashtag to share on social (#RideWithPride), copy that explains the details of the partnership, and a video that showcases people participating in the project.



### Best Practice Tip in Action:

**Put your hashtag up top.** If social participation is something you want to drive with your email, make sure you give it emphasis by putting it close to the top and making the font larger. This will encourage your email recipients to participate and share. In this email, Uber puts its hashtag #RideWithPride before the copy of the email, giving it emphasis and importance to the viewer.



# NEWSLETTER

Dense, uninteresting newsletters are emails of the past. Today, companies still use newsletters as a way to keep in touch with their email subscribers, introduce new ideas and products, and provide valuable information and updates, but they make them interesting, fun, and unique. Good newsletters provide the subscriber updates and then the option to learn more or take a next action.

Let's take a look at some examples of newsletters.

# CLASS PASS

SUBJECT LINE:

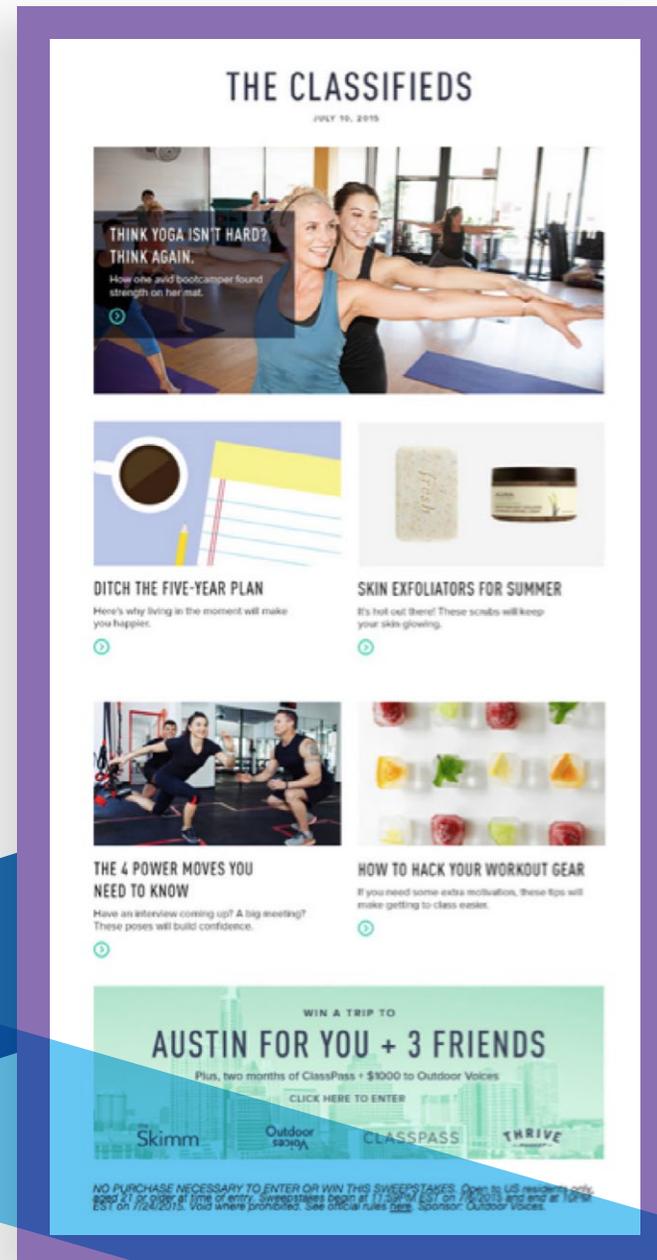
**No Plan Is the Best Plan | 4 Power Poses  
That Summer Skin Glow**

In this newsletter, Class Pass, an online fitness membership company, shares the content that it generates on its blog. This content is fun, interesting, and relevant to a Class Pass subscriber. The newsletter itself has a fun name, The Classifieds, provides great visuals to accompany the content, and has unobtrusive calls-to-action to read the content (really just small arrows). The goal of this newsletter is apparent: to share content and provide value, while the secondary goal is to drive contest entrants—a fun way to engage fans and learn more about them—which you can see with the call-to-action at the end of the email.



## Best Practice Tip in Action:

**A scannable layout.** Make sure your email template or layout is easily scannable. Heavily visual templates are great, but it's still important that the reader can see the text. This email does a great job of giving the reader information in an easily digestible format.



# THE SKIMM

SUBJECT LINE:

Daily Skimm: It's Here, It's Finally Here

This daily email from online news aggregator The Skimm includes a digest of the news from the day before. This daily newsletter, which recaps worldwide news at a glance, opens with a header that invites the user to share the digest on social platforms and then includes a fun or funny place where the newsletter could be read.



## Best Practice Tip in Action:

**Ask for referrals and shares.** Newsletters often go to customers or interested subscribers, so if you are offering value with your newsletter, ask your subscribers to share while they are having a good experience. This will help get the word out about your brand.

Each day, The Skimm newsletter follows the same format, highlighting big stories with heavier, bolder text and the details below. While the section headers may change, breaking up the text allows subscribers to skim the newsletter quickly for key points and points of interest. Consistently throughout the newsletter, the call-to-action is to share the newsletter on Facebook and Twitter. At the bottom of the newsletter, The Skimm gives personal shoutouts to subscribers celebrating a birthday, which helps readers feel connected to the service.

The screenshot shows the Skimm newsletter interface. At the top, there are two green buttons labeled "SHARE THIS" with a Twitter icon and a Facebook icon. Below these is the Skimm logo, which features a silhouette of a person holding a tennis racket and the text "theSkimm". Underneath the logo is the date "Skimm for July 10th".

The main content area starts with a section titled "Skimm'd next to an umbrella". This is followed by a "QUOTE OF THE DAY" section with a quote about Serena Williams' coach. Below the quote are social media sharing icons for Facebook, Twitter, and Instagram.

The next section is "THINGS BEING TAKEN DOWN", which includes a sub-section "THE CONFEDERATE FLAG". Under this, there is a "THE STORY" section with a paragraph about South Carolina taking down the Confederate flag. This is followed by a "TELL ME MORE." section with a longer paragraph about the flag's history and recent events.

Below the story is a section titled "theSKIMM" with a paragraph about the removal of the flag. This is followed by a "THE \*:" section with a paragraph about the KKK and Georgia.

At the bottom of the newsletter, there is a "Skimm'd something we missed?" section, an email address "Email SkimmThis@theSkimm.com", and a "Read in browser" link. The footer features a green bar with the text "SHARE & FOLLOW US" and icons for Facebook, Twitter, Tumblr, Instagram, and Pinterest.

# USER ENGAGEMENT

Once you have a customer, training him on how to best use your product is an important goal of email marketing. Email can be used to send helpful tricks and tips to get users more involved and make them successful—and even motivate them to return to the product or site.

Let's take a look at some examples of welcome emails.

# GRAMMARLY

SUBJECT LINE:

**Your Weekly Progress Report & Tips**

This email recaps the activity for a user on the Grammarly site. Users are more likely to engage with content that is personalized. This email is organized to look almost like a report card, which is a fun way that Grammarly gameifies its app usage. This gamification motivates users to engage with the app as they compare their results to others. It then gives the user unique stats about her specific grammar errors, offers content to improve those errors, and then invites the user to access product features she may not have engaged with in the past.



## Best Practice Tip in Action:

**Test a secondary call-to-action.** Having more than one call-to-action gives your email subscriber options and can direct their attention to the activities that matter most to you as a marketer. This email gives the recipient a few different ways to engage—from visiting the editor, to learning more about commas to sharing on social. Multiple calls-to-action is something you want to test for your business and for the different types of emails that you send. You may find that a secondary call-to-action works well on a reengagement email but not on an event email.



# BIRCHBOX

SUBJECT LINE:

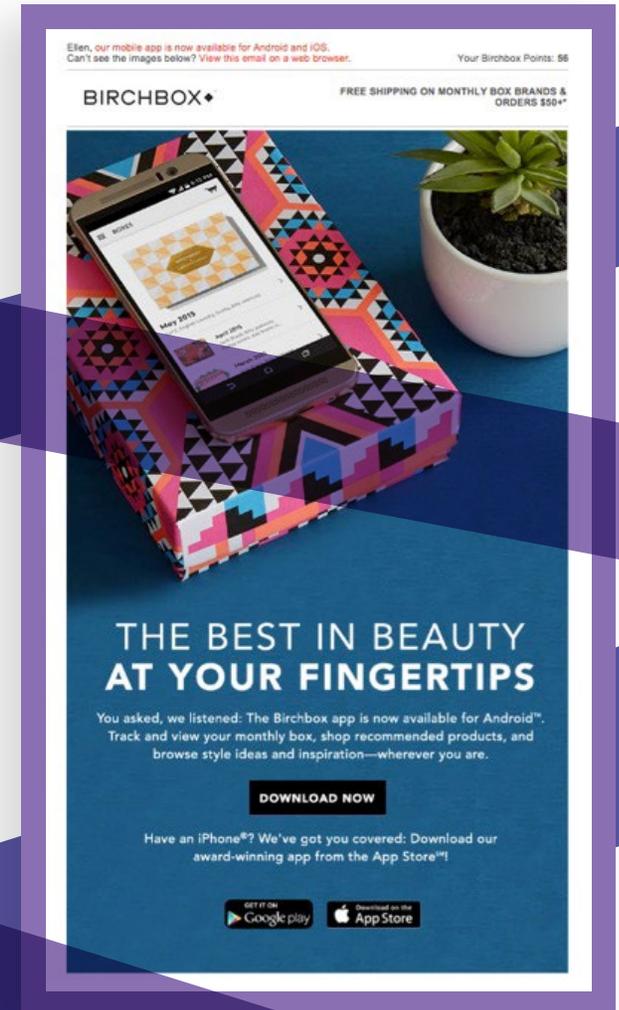
**Announcing: Our New Android App!**

This email promoting the new Birchbox Android App invites users to download the app for more ways to engage, shop, review, and access their account. This email captures the readers attention with a bold, but simple, visual and copy that highlights the benefits of the app. The call-to-action is the focal point of this email. When accessed from a mobile device, the images appear on the screen without the user having to scroll. Then buttons for Google Play and the Apple Store connect seamlessly to download the app.



## Best Practice Tip in Action:

**Be mobile-optimized.** With more and more email subscribers checking, opening, and responding to emails on their mobile devices, it's vital to your email marketing success to create emails that are appropriate for a smaller screen and deliver a seamless experience.



# EVENT EMAILS

When you think of an event, you probably think about an in-person event, but events are more than just in-person. Events as a category include a variety of activities that require your subscriber to “show up” and “engage.” For example, an event email can promote a sale that lasts for a limited amount of time, or it can promote a contest or virtual event.

Let’s take a look at some examples of event emails.

# VIRGIN AMERICA

## SUBJECT LINE:

**Announcing: Ends Tonight: Ellen, Take a Trip by the Horns with Fares from \$59 One Way**

This event email from Virgin America announces a fare sale in a fun, graphic, and humorous way. This email instantly directs the user's attention to the center with the bold, visual, human-sounding copy that creates both a sense of urgency and a sense of fun. There's also a call-to-action to "grab a seat." The email also leverages personalization by citing the subscriber's name, reward account, and point level in the pre-header, offers a partner deal below the main call-to-action, and promotes another offering—the Sky Miles credit card.



## Best Practice Tip in Action:

**Personalize.** Today's consumers have a lot of expectations. They believe marketers should know who they are, where they live, and what their buying behavior looks like. The more relevant you are to your subscriber, the more likely he or she is to open—and actually read (and maybe even click!) your emails. And personalization is becoming easier to achieve, as marketing automation platforms are now offering functionality to create stronger, more relevant email experiences with subscriber data.

The screenshot shows an email advertisement with a red background. At the top left is the Virgin America logo, and at the top right is the Elevate logo and the name "Ellen C". In the center is a circular illustration of a person with a large horn, holding a smartphone and a passport, with a small airplane flying nearby. Below the illustration, the text reads "ENDS TONIGHT TAKE A TRIP BY THE HORNS. from \$59\* each way" with a small note "2,047 elevate pts" below the price. Further down, it says "Go get some sun. Head for a hotspot with fleetwide WiFi, on-demand food and entertainment, and more. Book by April 23 to fly by June 10." A prominent "GRAB A SEAT" button is centered below this text. At the bottom left is an image of a silver car driving on a road, with the text "Nonstop Adventure. Nonstop Points." and "Save up to 35% and rack up triple Elevate points for every car rental with Budget.†" and a "RESERVE NOW" button. At the very bottom, there are three sections: "SWIPE FOR THE SKY The new Virgin America Visa Signature Card" with a card image, social media icons for Twitter, Facebook, and YouTube, and "BEST FARES GUARANTEED at VirginAmerica.com".

# MARKETO

SUBJECT LINE:

**[You're Invited] San Diego Roadshow  
on July 21st!**

This email from Marketo promoting its San Diego Roadshow puts all the relevant information right up front for the subscriber. From a visually captivating header, to the dates and call-to-action before the copy, this email is structured for the purpose of driving registration. Two of the same CTAs drive the subscriber to take action, while more information about the event partners (i.e. the sponsors of the event) is available at the end of the email, if a user chooses to scroll.



## Best Practice Tip in Action:

**Include your call-to-action above the fold.** "The fold", in terms of web and email, is the portion of a webpage or email that is visible before a visitor has to scroll down. The information above the fold typically gets more of the subscriber's attention and more clicks. Putting your main message and call-to-action above the fold increases the likelihood that a subscriber will engage.



# REWARD, ADVOCACY, AND REVIEW EMAILS

Today's marketers know that the relationship with your customer doesn't stop with acquisition and purchase, it continues past that onto advocacy and continued purchases. Savvy marketers maintain relationships and build advocacy via emails. These emails help continue the conversation with your customer. Your emails can ask for reviews, reward customers for repeat purchases, and work toward developing loyalty and brand advocacy.

Let's take a look at some examples of reward, advocacy, and emails.

# AMAZON

## SUBJECT LINE:

Ellen, Did “Blueberry Pet Adorable Triangles” Meet Your Expectations?  
Review it on Amazon.com

Shortly after a customer makes a purchase on Amazon, she receives an email asking how she is liking her purchase. In this example, the email asks the user about a recently purchased leash and includes additional recent purchases.



### Best Practice Tip in Action:

**Short copy.** In some emails you might have plenty to say and in others, you may not. Regardless of the situation, it’s important that you understand the goal of your email and trim your copy to direct the user toward that goal in as few words as possible. People have short attention spans, so the faster you can get your message across and drive them to the action you want them to take, the more likely it is to happen.

It’s an organized, visual recap of the items the user has purchased and the main call-to-action is to “start by rating it” (the product) via a simple, non-complicated review system. This email also provides a secondary call-to-action that educates the user about how to review her past purchases—in case, as she is reviewing, she wants to review an item that’s not on the email list. This email does not have much body copy, which focuses the activity and attention on completing the ratings.

The screenshot shows an email interface with the Amazon logo at the top. The main heading is "How did this item meet your expectations?". Below this, there is a product image of a colorful leash, the product name "Blueberry Pet 5/8-Inch by 5-Foot Adorable Triangles in Colorful Spring Pastels...", and the brand "Blueberry Pet". A call-to-action "Start by rating it" is followed by five empty star icons. Below this section, there is a heading "Review your recent purchases" and three product cards. Each card includes a product image, the product name, the brand, and a "Start by rating it" call-to-action with five empty star icons.

amazon.com.

How did this item meet your expectations?

Blueberry Pet 5/8-Inch by 5-Foot Adorable Triangles in Colorful Spring Pastels...  
Blueberry Pet

Start by rating it

☆☆☆☆☆

Review your recent purchases

Design House 519488 Millbridge Collection 7-1/2-Inch Outdoor Down light with...  
Design House

Start by rating it ☆☆☆☆☆

Tuffy's Pet Food NutriSource Grain Free Heartland Select with Bison Dry Dog...  
Tuffy's Pet Food

Start by rating it ☆☆☆☆☆

Blueberry Pet 5/8-Inch Adorable Triangles in Colorful Spring Pastels Designer...  
Blueberry Pet

Start by rating it ☆☆☆☆☆

# ANTHROPOLOGIE

## SUBJECT LINE:

### First Dibs: 48-Hour Exclusive Pre-Shop

Anthropologie customers are invited to join their rewards and loyalty program, Anthro, when they make a purchase in-store, online, or via email. Their membership is associated with their email address so Anthropologie can target this specific group of customers with rewards and exclusives. In this email example, Anthro members are invited to a limited time only pre-shop before the sale is open to the public.



#### Best Practice Tip in Action:

**Use compelling images.** Most people only spend a few seconds on a single email, and the human brain takes in images much faster than written words. So make sure that the visual you offer is interesting and compels your subscriber to want to read the copy.

The email does a good job through design and copy to point out that this is a benefit of the program and that recipients are part of a special group of customers. Starting with the pre-header that clarifies that the offer is only for Anthro, moving to the “Perk Alert” branding, and down to the copy that emphasizes “Early Access” with a call-to-action that reinforces that the recipient gets to “Shop it First”, this email reinforces a single message of exclusivity, while driving loyal customers back to the website to shop.





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