Email Newsletter Design

Dos and Don’ts for Publishers

Optimize the design of your health and wellness newsletters with tips from this visual guide.

Net Atlantic
Introduction

Now more than ever, the design of your email is crucial to converting it into an effective marketing tool. Other organizations send your subscribers dozens of email a day; many of which get sent directly to the junk folder or, if they are lucky enough to land in the inbox, don’t drive conversions.

As a health and wellness publisher, you rely heavily on subscribers engaging with your email campaigns. For your emails to land in your subscribers’ inbox and get results, your email needs to be formatted correctly and well-designed.

This guide illustrates what to do and what not to do when crafting your email newsletters.
Highlighted below are common mistakes that health and wellness publishers make when constructing an email campaign. Designing an email with these elements will hinder the performance of your newsletter.

1. Large header and splash image at top of design only serves to push content down.

2. Email recipients can be overwhelmed by too much content.

3. Text-heavy content isn’t easily readable.

4. No obvious organization of the content to guide the reader.

5. Call To Action is below the fold and recipients may never see it.
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The design below is more likely to catch the attention of your subscribers and increase clickthroughs. Improve the overall appearance of your email by incorporating these easy to follow solutions.

1. Replaced splash image with title and informational text to engage readers immediately.

2. Provided teaser copy to catch reader’s interest and added “read more” links.

3. Added an image to break up long content and engage readers.

4. Organized content into two columns with clear section headers to increase readability.

5. Moved Call To Action to a higher, more prominent position to increase clickthroughs.

The standard Lorem Ipsum passage
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Learn More!

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The Standard Lorem Ipsum Passage
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Email Newsletter Design Dos and Don'ts for Publishers

Broken links, inconsistent content and bad design elements make your email look unprofessional. Avoid the common design and copy mistakes shown below.

1. Broken images make your newsletter appear unprofessional and incomplete.

2. Covering too many topics within one email does not allow for concise information to be conveyed to recipients.

3. Lack of Alt text prohibits readers from knowing what is supposed to be contained in images that fail to display.

4. Making use of font and link colors that do not have enough contrast against the background of the email decreases its readability.
1. Used correct URLs and tested the campaign prior to deployment, ensuring images rendered properly when subscribers opened the email message.

2. Used subheadings and short paragraphs to highlight key topics.

3. Included descriptive “alt text” for every image used in the newsletter, giving readers a reason to download images if, by default, they are not set to display.

4. Selected suitable font and link colors, improving the ease with which entire message can be read.

Email Newsletter Design Dos and Don’ts for Publishers

Carefully planning your email campaigns and testing them before deployment will guarantee that your organization looks professional every time you communicate with your subscribers.
Email Newsletter Design Dos and Don’ts for Publishers

Not only do the mistakes illustrated below make your email difficult for subscribers to read, they are likely to get it caught in spam traps or sent immediately to the junk folder.

1. Entire email is one large image which can trigger spam traps.

2. Text is embedded into the image and will not display if images are disabled by default, limiting the number of subscribers that will see the message.

3. Inconsistent logos dilute your corporate identity, causing brand and product confusion.

4. Content is entirely in all-caps which is visually jarring and reduces legibility.

5. No Calls To Action or links included in message is a missed opportunity to engage audience.
Integrate these quick fixes to ensure your emails get delivered to the inbox and increase the chances that it will be read by your subscribers.

1. Used both text and images within the body of the email, making it less likely to be caught by spam traps.

2. Replaced large image with an HTML designed email template, allowing text to render even when images are disabled.

3. Incorporated consistent use of logos, building brand awareness.

4. Utilized proper sentence and title case, increasing overall legibility.

5. Included Calls To Action and links in content, providing a more interactive experience.
Building trust with your recipients and increasing your open rates are easy to accomplish. Just follow the tips below.

Include a clear Call To Action in your subject line message.

- Be concise and keep your subject lines to about 30 characters maximum.

- Instill a sense of urgency in your message.

Choose a from name that is easily recognizable to the recipient to indicate that your message is from a credible and trusted source.
Before your emails are read, they need to get opened first. Standing out in a recipient’s inbox is always a challenge. The examples below are what not to do if you want your emails to get opened.

- Email subject lines should be approximately 30 characters in length.
- Avoid using all-caps.
- Avoid using the same subject line multiple times.
- Not using a proper From name makes it difficult to identify who you are and if you are trustworthy.
- Don’t state the offer in the From line.

Email subject lines should be approximately 30 characters in length.
Conclusion

As a health and wellness publisher, you know how important it is to get results from your subscribers and keep them engaged. Creating a well-designed email newsletter that gets into your subscriber's inbox does not have to be difficult. Just keep the tips outlined in this guide in mind when planning your campaigns and editing your content. You'll drive opens and conversions, increasing the productivity of your email marketing programs.

About Net Atlantic

Net Atlantic offers feature-rich email marketing solutions with all the necessary tools to create, send, track and manage your email marketing campaigns successfully. Increase your email marketing’s performance with powerful campaign tools, real-time reporting and tracking, expert deliverability management, and responsive technical support. Advanced features combined with an easy-to-use interface and cost-effective pricing allows organizations of all sizes to drive business and enhance loyalty with email marketing.

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