

Top Tips No9

Writing email copy

Having your 'call-to-action' at the top of the email will achieve better results.

Make it punchy - short statements work best - use lists and bullet points.

Use colour to break up areas and help readers scan for important information.

Engage effectively with your readers by writing as you would if the email were a short personal letter.

Ensure that the copy focuses on just one main issue of interest to your target audience.

Personalise beyond 'Dear First name' by including something that is relevant to the recipient such as a date they last ordered or the name of their account manager as the sign off.

Newsletters work best when they are instantly recognisable and the reader is getting what he expects, so create a smart template then stick with it.

Make offers realistic - the reader will be more convinced and value it higher.

Repeat any offer a second time at the bottom.

**Shere Marketing has prepared a White Paper on
Business-to-Business email marketing**

To receive a copy, simply reply to this email