

EMAIL MARKETING Cheat Sheet

Include your **charity name**
in the 'from name' text

Subject line: keep it short
(8 words, 35 characters)

Write **pre-header** text
to entice readers

Make your logo **clickable**
to your website

Communicate through
images and make them
clickable. Keep to 3 or fewer

Less is more. Focus on relevant
content. About 20 lines of text.

Include a clear call to action
above the scroll line.

Minimise the number of links.
One is best, after 3, clicks
drop off significantly.

Apply your brand colours

Use social media buttons

Marketing by Minal
Using Email Marketing Can Be Tricky!
The secret is knowing what to write about
Mon 10:30

THE MARKETING
morsel

BITE-SIZED MARKETING TIPS

Use these 10 ideas for your newsletters!

Easy! 10 content ideas for your next newsletter

READ NOW!

Hi Minal,

Whenever I talk about email marketing, I can guarantee that at least one person will ask me how to come up with topics for their emails. This is a massive barrier to creating emails.

Well, I decided to write a blog post on that one. I've come up with 10 ideas for content for your next newsletter. I'm sure all of them will be useful to you at some point, so make sure you bookmark this post!

Read it now!

Half the battle of getting your email sent out is knowing what you'll write about. That's why I recommend you have a plan to help you. Once you know the topic, writing the email is very simple.

Got questions? Reply to this email, or give me a call on 07766 222344.

Minal

Let's get social!

in f YouTube Instagram Twitter

Marketing by Minal is the trading name of Alveo Limited, registered in England, Company No. 9400608 with registered office at Kemp House, 152-160 City Road, London EC1V 2NX VAT No. GB 211358835.