



# EMAIL MARKETING

- Best Practices -

# Content Best Practices

## Do...

- Focus on your subject line
- Format for easy scanning
- Strong branding
- Personalize – use the recipient's name more than once
- Add social media icons to your signature
- Strong call to action
- Read and re-read – check for grammatical errors
- Show some personality
- Set the expectations upfront– make a good first impression
- Include your physical address

## Don't...

- ALL CAPS
- Loud colors
- Extra exclamation points!!!!!!!
- Too many images
- Too many attachments
- Use spam triggers
- Overuse punctuation
- Send too often
- Forget about your mobile audience
- Send from an unrecognizable 'From' address
- Use sloppy HTML

# Goal: High Rates of Deliverability

## Only Send Emails To

- Addresses that you have permission to send to and that you know exist
- Candidates that have applied to jobs on your website
- People who have recently been in contact with your agency
- Clients you actively do business with
- Candidates you've placed
- People you've connected with via social media or met at a trade show

## Avoid

- Purchased lists
- Stale lists