



Anatomy of an engaging newsletter



Make your subject line and preview text shine!

Your email's sender profile, subject line and preview text are your first impression, so make them count.

- **Identify a sender**
("Mariana Ruiz, VP, HR" or "HR Benefits")
Leave out filler words like "A Message From [insert name]."
- **Make sure your subject and preview text complement each other** like a headline and subhead.
- **Use action-oriented and/or compelling statements wherever possible**, like "Changes Required," "What you need to know this week" or "Don't forget!"



The body of your email:
where the good stuff is.

A great header image (with your company logo) makes a difference!

Use a compelling header image, but be careful about size. If your email is viewed in a preview pane or on a phone, a too-tall image will overwhelm your real estate. Image width shouldn't exceed 600px.

Use a single-column layout and lots of white space.



Readers will likely scroll quickly, so make your copy "skimmable."

Use photos, gifs or catchy headlines to call attention to your copy.

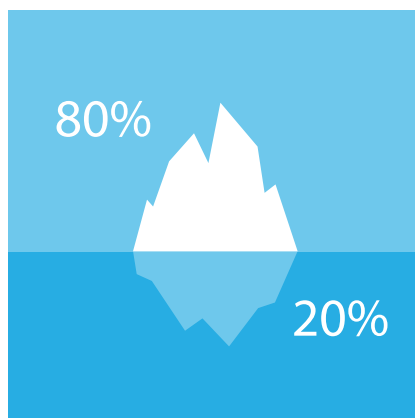
Take me there!

Keep blurbs brief, and include a clear call to action.

Visuals are key!

Aim for 80% text and 20% visual assets in your body. Keep your images small – no more than 1MB with a resolution of at least 72 PPI. Acceptable image file types include: PNG, JPEG, GIF.

Show me how!



Footers are a great place to gather data and leave a last impression!

Include a simple poll, ask for reader suggestions/comments — anything to keep them engaged. And, however you structure your "unsubscribe" process, be sure to ask why. This data helps shape your content.

Don't forget your footers.

They're a great place for surveys: ☐ Agree ☒ Agree Even More



Company Logo



Company contact information and unsubscribe options.

But wait, there's more!

- **Don't forget to measure, track and adjust.** What good is a newsletter without data to show its ROI? Make sure you're tracking opens, clicks, forwards and unsubscribes, and review this data frequently.
- **Whenever possible, segment your content by audience** — their location, function or band-level — to be sure your readers are receiving information relevant to their role or job. We're all guilty of "what's in it for me?" and this rule especially applies to email content.
- **All the tips and tricks included here can be implemented using our go-to email platform, Poppulo.** From custom eye-catching templates to content segmentation and robust, real-time data reports, it's the best way to set you up for success.