EMAIL

Stats:

11.82 seconds is the average time spent reading an email in 2020.
A good email design hand-holds the reader. Guides their reading flow. Keeps them engaged.
39% of email consumption happened on mobile devices in 2020. Emails must be responsive.

Reminders:

First impressions matter.

The first three things subscribers see in their inbox: From Name, Subject Line, Pre-header Text. These three things determine if your email is opened or ignored.

1. Identifiable name. Keep your club name as the "from" for instant recognition.
2. Captivating subject line. Crisp, intriguing. Make sure it conveys the purpose of your email and is not misleading. 65 characters or less.
3. Informative pre-header. An extension of your subject line and prelude to your email content. Further introduce the reader to the purpose of your email. 30-55 characters.

Format:

■ Check the subject and pre-header in all email formats (mobile, desktop, tablet) before sending to ensure they aren't too long.
■ Create a clean, simple email layout with well-designed email copy.
■ Assembling the content.
   1. Logical reading order. Left to right. Top to bottom.
   2. Use headers to help your subscribers understand the hierarchy and flow.
   3. Avoid center aligned copy as people may find it hard to read.
   4. Stick to a single column of text.
   5. Call to action button should be a minimum of 44x44 pixels.
   6. No more than four lines per paragraph.
   7. Follow the BJL Grammar and Style Guidelines for writing.
   8. Use club colors in text formatting.
   9. Stick to fewer than three typefaces and use consistent typefaces for all headers, sub-headers, and body copy throughout. I.e. the typeface for all headers should match each other, same with sub-headers, same with body copy.
   10. Maintain consistent line spacing.
■ Create primarily text-based emails with no more than a few calls to action. Keep them visible and easily accessible.
■ Make your emails skimmable. Structure your content in a way that is easy to read and understand.
■ Consider bullet points, headlines, lists, as ways to deliver information clearly and quickly.
■ Use subject lines and preheader text to state your main message.
■ Put priority information near the top of the email.
■ Coordinate timing and frequency of email communications with all departments.