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Subject: Email Marketing Tips You'll Actually Want to Open

To: You

ALTITUDE.

Welcome to Your Inbox of Smarter Email Marketing



Hi {first name},

Email is still one of the most powerful tools in your marketing toolkit when used correctly. Here's your quick-reference guide to avoid inbox disasters and master the art of effective communication through your emails.

DOs of Email Marketing

- ✓ **Get Permission**
Only email people who've opted in. Consent builds trust and keeps you legally safe (hello GDPR).
- ✓ **Add Value Every Time**
Offer tips, exclusive content, or useful updates, not just sales pitches.
- ✓ **Keep it Mobile Friendly**
Over 50% of emails are read on phones. Test your emails on mobile and desktop.
- ✓ **Segment Your Audience**
Tailor your emails to different groups based on behaviour, preferences, or stage in the journey.
- ✓ **Test & Tweak**
A/B testing is so important to understand what your audience likes and dislikes, it's okay for an email to get low metrics - it's a learning curve.
- ✓ **Write Like a Human**
Avoid corporate language. Your audience wants to hear from a real person!
- ✓ **Use a Recognisable "From" Name**
Make sure your readers know who the email is from (use a real name or brand name).
- ✓ **Include a Clear Call-to-Action (CTA)**
Make it obvious what you want the reader to do, click, reply, download, book, etc.
- ✓ **Always Include an Unsubscribe Option**
It's required by law, and it's just good etiquette.

DON'Ts of Email Marketing

- ✗ **Don't Buy Email Lists**
They're cold, impersonal, and usually illegal under GDPR and CAN-SPAM laws.
- ✗ **Don't Overload with Images or Gimmicks**
Too many graphics can trigger spam filters and slow loading. Keep it clean and quick.
- ✗ **Don't Send Too Often**
Respect your audience's inbox. Bombarding them leads to fatigue and unsubscribing.
- ✗ **Don't Forget Accessibility**
Use alt text on images, clear fonts, and good contrast so everyone can read your content.
- ✗ **Don't Send Without Testing**
Broken links, typos, or bad formatting = instant unsubscribe. Always preview and test before sending.
- ✗ **Don't Ignore Analytics**
Open rates, click-throughs, and unsubscribes, track and learn what's working (and what's not).
- ✗ **Don't Hide the Unsubscribe Link**
Make it easy to opt out, it builds trust and is a legal requirement.

GET IN TOUCH



Bonus Tip:

Think Like a Human, Not a Marketer

If you wouldn't enjoy receiving the email yourself, don't send it. Simple as that.



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