Email Marketing:
Top 10 Email Creation Tips

Our upgraded email editors have been out for a while and we want to make sure you are using them to your advantage. We've created this guide to help you build better emails using these new tools and help you see improved results from your email marketing efforts.

1. **Personalization:** Personalization can make your recipients feel like your email was sent with him or her in mind. Both our upgraded Wizard and Canvas editors in VerticalResponse make it easy to add personalization. Here's how:

- Click where you want to add the information in your email
- Click on the **"Insert"** drop down menu
- Select the field you would like to add to your email (our system can merge in any field you have in your mailing list, including your own custom fields)
- Add the default text in the window that opens
- Click **"Insert Field"** and you will have the merge field all set up

2. **Alt Text:** Using images in your email is a great idea, but sometimes your recipients email program may block them. Alt text is back-up text that will display in place of the image when an email provider doesn't immediately load your images. Instead of having them see a broken image, fill in your alt text box and give them another opportunity to see your message or call to action! To set it up in your email:

- Click where you want to add an image
- Select where it's being hosted
- Click on the image you want and you will see the **Image Properties** window
- Enter the additional text for your image in a box near the bottom called 'Alt Text'
- Name your image here or you could add a call to action to get your recipients motivated to see your images and go to your website for more info

Top 10 Email Creation Tips

3. **Bullets:** A good thing to keep in mind when creating your emails is scanability. You want to make it easy for your recipients to read your email and find the important information. Bullets help make this easy; they're easy for you to set up and easy for your readers to scan. In our upgraded Wizard tool it's simple to add bullets to your text, once you've added the text:

- Highlight the text with your mouse
- Click on the icon in the second row of the **"Editing Menu"** that has bullets
- The tool will automatically set up the bullets

4. **Images Edited in Emails:** We've made some improvements in our image editing tools and added easy resizing in all of our templates. Once you've added your image to your email, click on it and you will see white boxes around the edge. Grab one of the white boxes in a corner and start resizing. You can make your images larger or smaller and our system will automatically adjust the image for you. No need to go back to the Library to change the size of an image; you can now do it without leaving your email.

5. **Text Back Up:** The text content section is part of your email because every email that is sent through VerticalResponse is sent out in a format known as **multi-part mime**. This means that hidden behind the HTML email you create is a back-up text version that is there for the small percentage of people who may have an email browser that can't handle HTML. Using either the Wizard or Canvas tools our system will set up the back up text automatically, but you can edit this version if you like by:

Clicking the **Generate Text Version Automatically** box in our Canvas tool or **Email Options, Auto-generate Text Version** in our Wizard will create the text version at the same time you create the HTML version.

If you choose this option, scan through it to make sure all the text looks the way you want it to before you launch the email.

6. **Wizard Live Edit:** Inline Editing in our Wizard editor saves you a lot of time editing your emails. It makes it easy for you to dynamically edit your email within one tab of your VerticalResponse account, without having to click in and out of windows.

Top 10 Email Creation Tips

Once you have copied a previous email or selected a new template in our upgraded Wizard you can click right into your email and edit it directly from the screen you are on. This allows you to see your changes as you make them.

7. **Seed Lists:** We know many people use multiple merge fields in their emails including standard fields and custom fields. Because of this we've added some new functionality that gives you a few options for creating and saving seed lists for your test emails. You can send a test just to yourself, or create a seed list of others who might need to proof or approve your emails. To create a new seed list:

- Click **"Add List"**
- Enter up to 10 email addresses
- Then save it

You can create up to 20 unique seed lists containing 10 email addresses per list, which you can use for all future test emails you send.

If you need to test a custom merge fields in your emails you can use the mailing list management tools already found within your account. Since it's easy to populate fields and create custom ones, this will work well for testing emails that contain any number of personalization merge fields.

When you choose the **"Mailing Lists"** seed list option you'll be shown a listing of ALL mailing lists within your account that contain 10 records or less. You can send test emails to these lists and also add/update standard and custom fields to help with your personalization testing.

8. **Adding Links:** Adding links to your emails helps your recipients get to the information they need at your website, look at your products, your event or continue reading an article. **VerticalResponse** will track the clicks so you can see how often your links are clicked and find out which ones are the most popular.

With our new Canvas editor we've made it even easier to create links in your email:

- Highlight the text you want to link
- Click on the **"Link"** icon in the tool bar and select URL as the link type
- Enter the URL
- Click **"Ok"** to set up your link

Is the link a secure link? No problem, just select https:// in the first box and then type in your secure URL.

Setting up a link to an email address is just as easy:

- Highlight the email address
- Click the same **"Link"** icon as above
- Select Email in the link type dropdown
- You'll be able to set up the email address you want to mail to (and even a subject line and message if you like)

9. **Canvas EZ HTML:** We have more than 700 templates in our system that you can use to quickly set up your emails. However, if you know HTML you can make changes to the templates or set up your own through the **"HTML Code"** tab. We have added some short cuts to make things easier for you, click on the **"HTML Code"** tab, and you'll see a selection of HTML tags to use in your code.

10. **Set Up Page – From/Subject Line:** We always say that the From Label and Subject Line are the two most important parts of your email because this is how your email gets opened. With the new **"Set Up"** page it's easy to add the **From Line**. Our system will pull in your Company name automatically, giving you more time to set up a great subject line. Keep in mind a few things when creating your subject line; it needs to be eye catching, it has to be about something in your email, and it should be around 50 characters to avoid being cut off in email programs.

11. **Download PDF:** Bonus number 11! A great new feature that you requested. If you need to print out your test emails prior to launch we've just added a link on the preview page to download a PDF version, making it easy to share your test emails. Now you can easily print out the email for anyone who needs to approve a paper version of your email.

Create your email with one or more of these 10 email changes in mind and you won't be disappointed. Looking for some more great tips for email marketing? Take a look at our **Educational Guides** page for more ideas.

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