

## “Above the Fold”

- Make sure the call to action (the button) is above the fold. This means that an end user should not have to scroll on mobile or desktop to reach the call to action (Pophal, 2015)

## Fonts, Body, Heading, Etc

- No less than 5 lines of text and no more than 20 lines of text in the email. This does not include lines that are taken up by graphic content
  - Emails with approximately 20 lines of text result in the highest click through rate (Pophal, 2015)
- Body text should be 14pt and Headings should be 22pt.
  - Use at least an 11 point font for body and 22 point font for headings (Pophal, 2015)
- Font should be Georgia (Lebowitz, 2015) (Peters, 2015)
  - 14 point body
  - **22 point heading**
- Single column
  - “64 percent of companies said they’re using single-column email designs that allow for easier resizing and responsive design that automatically resizes an email based on screen size, and eliminating content in mobile emails that ordinarily displays on full-sized computers” (Email Marketing Best Practices, 2017)

## Subject Line

- Subject lines should be no more than 30 characters (Pophal, 2015).

## Links

- NO additional links other than your customized call to action
- The call to action link should be embedded into the button, graphic, AND the BC Voice logo
  - Links placed on the left side of an email or at the top of an email have a greater effect on click-through rate (Kumar & Salo, 2018).
    - Logo should be placed at bottom left of email
    - Call to action is center bottom, but above the fold

## Images

- Image width no wider than 530px (Hartman, 2019)
- All images should be clickable and be linked to the call to action URL (Pophal, 2015)
- File size less than 1MB (Hartman, 2019)

## Button

- Image size is 2in by .74in
- 96 Resolution
- BC Red #990022
- Position should be center bottom but above the fold
- Font: Open Sans Extra Bold in Canva



## BC Voice Logo

- Image size is 3in by .597in
- Resolution 72
- Position should be bottom left



## References

- Email Marketing Best Practices. (2017). *Parks & Recreation*, 52(5), 19. Retrieved from <http://search.ebscohost.com/login.aspx?direct=true&db=a9h&AN=122852015&site=ehost-live>
- Hartman, S. (2019). Best image sizes for email newsletters. *GoDaddy*. Retrieved from <https://www.godaddy.com/garage/best-image-sizes-for-email-newsletters/>
- Kumar, A., & Salo, J. (2018). Effects of link placements in email newsletters on their click-through rate. *Journal of Marketing Communications*, 24(5), 535–548. <https://doi-org.bceagles.idm.oclc.org/10.1080/13527266.2016.1147485>
- Lebowitz, S. (2015). Here are 2 fonts that make your emails readable- and 2 you should never use. *Business Insider*. Retrieved from <https://www.businessinsider.com/best-and-worst-fonts-for-email-2015-7>
- Peters, L. (2015). What's the Best Email Font? Not the Default, So Use These 5 Fonts Instead. *Bustle*. Retrieved from <https://www.bustle.com/articles/100773-whats-the-best-email-font-not-the-default-so-use-these-5-fonts-instead>
- Pophal, L. (2015). Email Marketing: Updating an Old Standard for Today's Consumer. *EContent*, 38(6), 10–15. Retrieved from <http://search.ebscohost.com/login.aspx?direct=true&db=a9h&AN=103542333&site=ehost-live>