How to Write Emails That
Your Contacts Will Read

FACTS &FIGURES

B2B Industry Standards
for Email

Open Rate	**11-15%**
Click-Through Rate	**2.1-5%**
Unsubscribe	**.11-.2%**

Source: MadisonLogic

Open rates are as high as
23.63% **within one hour**
of email delivery. After 24
hours, the average open rate is
near zero.
Source: GetResponse

64% of people say they
open an email **because of
the subject line**.
Source: SalesForce

72% of B2B buyers are
most likely to **share useful
content** via email.
Source: Earnest Agency

64% of **decision-makers**
read their email via **mobile
devices**.
Source: TopRankBlog

84% of all email traffic in 2014
will be spam.
Source: The Radicati Group

More than 122,500,453,020 emails are sent every hour, according to Madison Logic, a premier provider of intent data solutions to B2B marketers. That kind of competition can make for a very crowded inbox! Here are a few tips to help you craft a campaign email that commands attention from your audience:

DON'T SHORTCHANGE YOUR SUBJECT LINE

It's difficult to overstate the importance of the subject line. As the gateway to your message, it can easily determine if the email is even opened. Several subject line studies promote these common guidelines:

- Use numbers, pose a question and capitalize letters for higher open rates
- Short, descriptive subject lines generally perform better
- Avoid words like 'free,' 'help,' and 'reminder' to keep your email safe from spam filters
- Tell, don't sell – set your reader's expectations on what's in the email

While these guidelines are helpful, the single best way to know what works with your audience is to routinely test different subject lines.

SCANNABLE SUCCESS: BULLETS & BITE-SIZED COPY

Slogging through a full inbox and hitting an email with long paragraphs of copy is like cruising along the interstate and coming up on a traffic accident. It's only natural look for a way around it; an alternate route – and the email equivalent is to save it for later (if it's *really* important), or worse (for marketers), hit the delete key.

Through strategic use of bullets, imagery, section headers and short copy blocks that can be easily – and quickly – scanned and understood, you increase the chances of your target both seeing – and clicking on – your CTA.

WRITE FROM THE READER'S PERSPECTIVE

The best way to engage your reader and move him to action is to write from his perspective. Three easy ways to do this are:

- **More "You" and less "We"**
  Keep the focus on the recipient and he will keep reading
- **More Benefits, Fewer Feature**
- Translate a list of product features into what it means for the reader and how it will solve his problems
- **Deliver What You Promise**
  Ensure the email copy gives the reader what the subject line promised

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