



VERMILION MARKETING

digital & mobile marketing

www.vermillionmarketingau.com

Email campaign tips (scientifically proven)

Email campaigns still beat Social for online influence - according to [study by Social Twist](#)



mobile friendly

65% of emails are opened on mobile devices (Movable Ink).

[Read "Anatomy of a perfect mobile email"](#)



brand or product personalisation

[Read WHY NOT "Dear Kevin"](#)



triggered emails

Send emails between 8pm to midnight on weekdays or better still on weekends. [Read EMS benchmark.](#)
Re-engage inactive group of subscribers. Listrak says that the [The Next 90 Days: A Critical Timeframe for Turning First-Time Buyers into Loyal Customers](#)

[Read "Email content that gets clicked"](#)



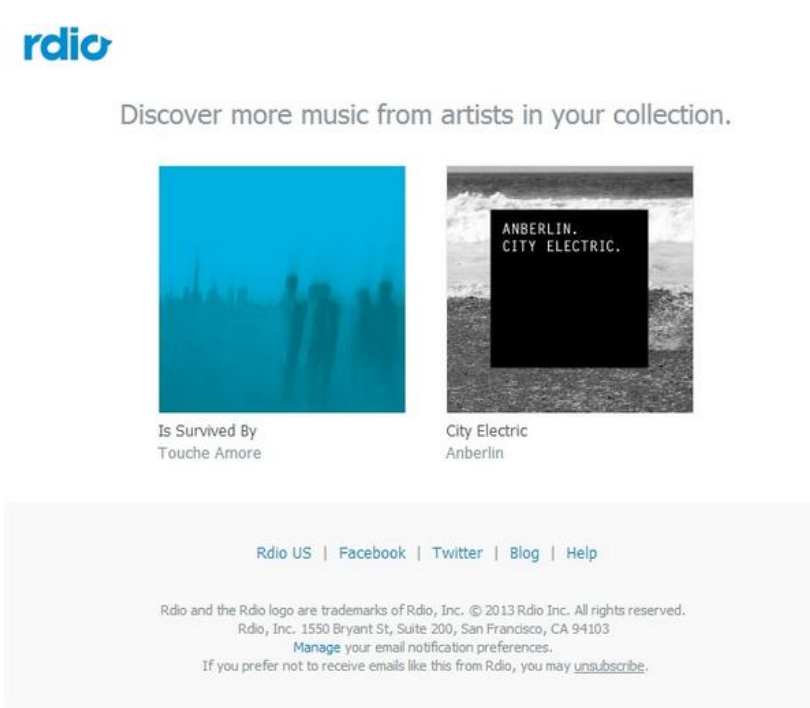
relevant compelling content & message



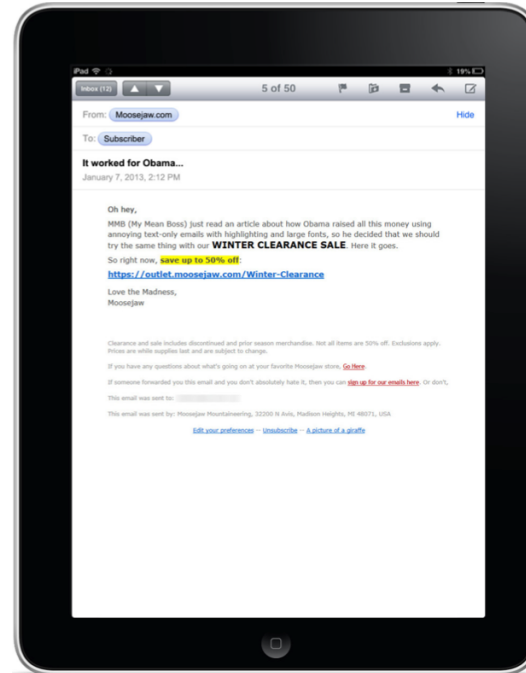
inspirational design

Subject line of up to 70 characters. 49 characters and below found to be best (Adestra research).
Make call to action obvious and easy to tap.

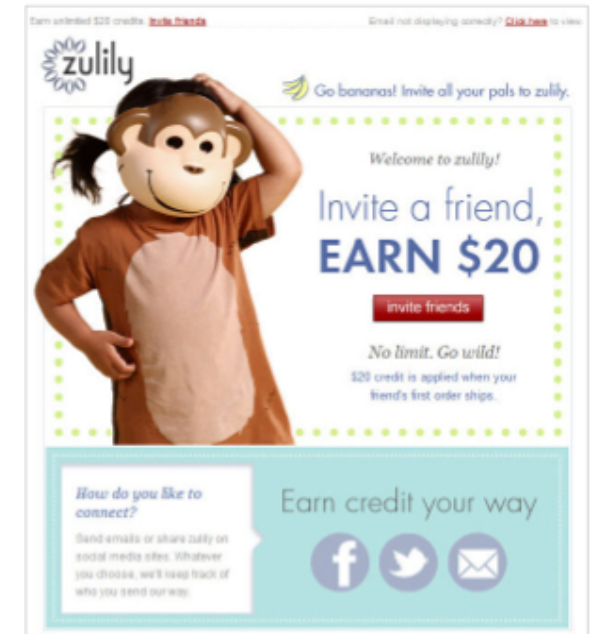
Great Email Examples



example of brand or product personalisation



text emails work if message is friendly & concise



welcome email with shopping credit
Welcome emails that encourage referrals and spending.

Consider also promoting your social presence or mobile app.

Encourage them to browse further.

More Great Email Examples



MYLOWE'S > WEEKLY AD > CLEARANCE > APPLIANCES >



With spring right around the corner, we want to know what you'd like to see in your inbox. Tell us, and we'll send savings and tips for what you're working on this spring.

Outdoor Maintenance >



For me, spring means clearing away yard debris and powering up my outdoor gear so my lawn looks good all season.

This Is Me

Outdoor Living >



For me, spring means firing up the grill, entertaining friends and making little touchups to enhance my outdoor living space.

This Is Me

progressive profiling email

A way to gather data to segment your customer so that you could deliver relevant offers.

J.CREW

WEEKS WEEK WEEK WEEKS WEEKS

Hi there,
Everyone knows I love playing with bright, saturated colors, but there's nothing better midsummer than crisp, clean white. Layer it up or just add a few shots to your closet.

Gayle Spannars
Fashion Director & Head Women's Stylist

WHAT'S ON MY MIND...
SUMMER WHITES

1. SUMMER WHITES

"Layer on your whites. The an ivory cashmere sweater around your shoulders for just in case air-conditioning moments."
—"Play down white sparkle with pastel stripes and shots of black."

SHOP THE SUMMER COLLECTION >

2. GREAT WHITES

THE FOOTLOCK
"It's like doing a 180-degree turn."

ITALIAN BALLETT
"I love the dainty white—and your feet feel cool!"

A FITTING ASSIST IN FAVOR OF WHITE? PLEASE!
"Nothing is more necessary than a group yard!" —Love the team stripes."

3. lemlem® LOVE

"A line started by Goodwill ambassador and former J.Crew model Lily Reibel. Nothing is more necessary than a group yard!" —Love the team stripes."

SHOP THE LEMLEM COLLECTION >

7 THINGS ABOUT GAYLE
Our super-stylish, color-conscious and walking style encyclopedia fills us in...

HOME BASE:
Greenwich Village

RESUME:
18 years at J.Crew (she started cutting the vests)

OFFER REACTION:
"Oh, wow! It's... better yet, don't let them leave you out!"

ARTIST CREDITS:
Lucie Bourgeois

FASHION ICONS:
Coco Chanel and Rei Kawakubo

WHAT SHE CAN'T LIVE WITHOUT:
Her yoga mat and River Sparo milk chocolate

QUOTABLE QUOTE:
"Our odd air-energy red tip..."

J.CREW

WEEKS WEEK WEEK WEEKS WEEKS

JACK KNOWS BEST

Hi there,
Here are the highlights from your style questions this week. Got a question of your own? Shoot me an email: jack@jcrew.com

Jack O'Connell
Men's Stylist

Q. IN THE SUMMERTIME, MY FEET GET PRETTY SWEATY WHEN I GO SOCKLESS. ANY IDEAS?

A. I've been there. After some strong recommendations from my wife to consider my feet health, I found myself at the drugstore buying the largest size of women's "Santitas" as there wasn't anything available for men at the time. Thankfully, our men's design team came up with no-show socks with no-rip grips, which you can wear with your rips and sandals. And they're usually worth the weird looks you get at airport security.

SHOP MEN'S SOCKS >

Q. WHEN IS IT OK TO WEAR A HAT INDOORS?

A. I'd say never. For the most part, I try to square (or at least minimize) these old-fashioned traditions. But this is usually something I feel pretty strongly about—hats, like scarves and tie clips, should serve a purpose. Wearing a hat inside to keep the sun out of your eyes makes sense, but inside it doesn't. Maybe I'm just old-fashioned when it comes to hats, but I say hat off inside.

Q. ARE THERE ANY HARD-AND-FAST RULES WHEN IT COMES TO MONOGRAMMING A SHIRT?

A. Men who monogrammed J.Crew Harry Truman, Roger Federer, your dad. Monogramming is a great way to show a bit of personality on your shirts—if you happen to have a cool set of initials, that is. Some that I wouldn't recommend showing off are DIC, OMG, STD—you get the idea. Same-color monograms (e.g., white on white or blue on blue) or the call or under the pocket are a really nice, discrete touch. Plus, it's a great way to ensure that's never a mix-up at the dry cleaner.

VISIT THE MONOGRAM SHOP >

MEET JACK,
our head men's stylist and go-to advice guy

HOME BASE:
Brooklyn Heights (and on Columbus and on Graham)

STYLE ICONS:
David Byrne

ON HIS PLEASURES:
Tom Waits and Jonathan Rothman

SUBWAY READ:
New York magazine

WHAT HE CAN'T LIVE WITHOUT:
No. 1500s 12 (he's a monogram phobe)

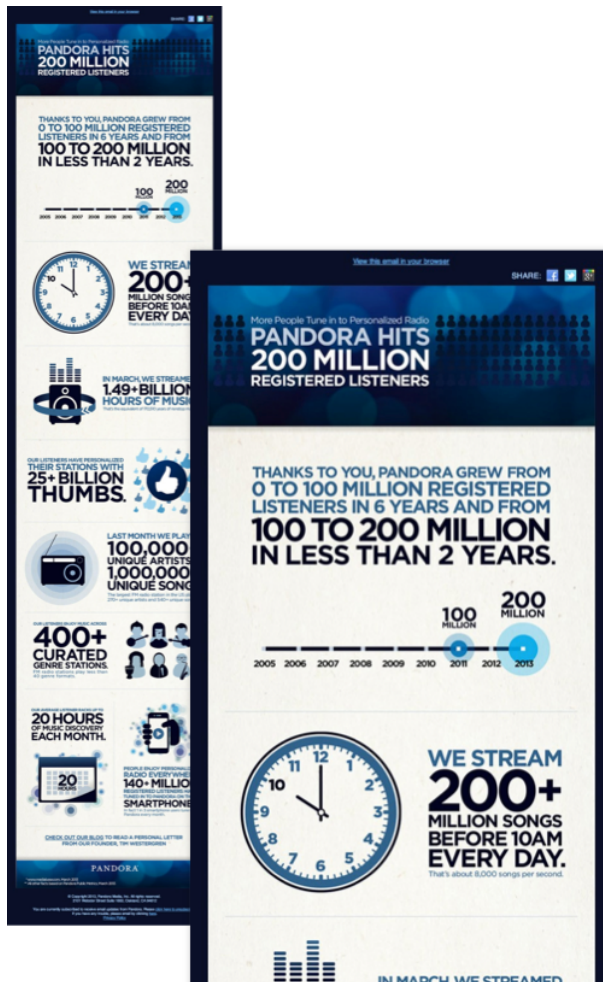
SEE MONOGRAM:
520 (John Joseph O'Connell)

Showering the Ludlow green color dress shirt is cool on end

content specific email

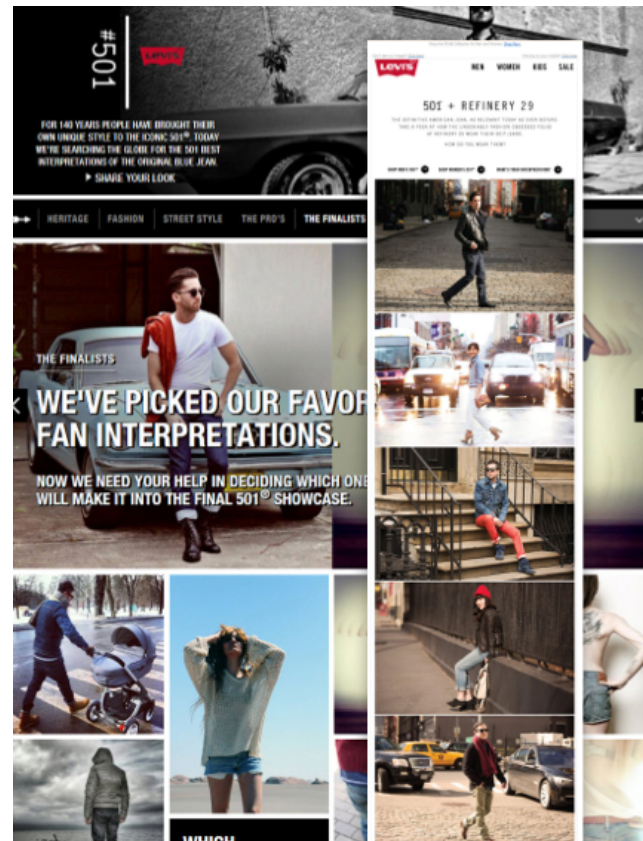
This gender specific email provides advice on style and etiquette to build trust giving subscribers confidence to move forward with purchases.

Even More Great Email Examples



infographic email

Infographics are the latest trend ... they tell a story ... my favourite kind of content ... ever!



partner email

Get your subscribers to comment ... load their photos to encourage participation ... share ... run contest



animated email

Delight and inspire