



penquin

# Email marketing templates



# Introduction: Email isn't dead yet

If you thought email marketing was a dying art, you're in for a big surprise. **According to WordStream**, a whopping **77% of consumers prefer receiving opt-in brand communications via email** (when compared to other channels like SMS, social media, phone call and direct mail).

Some more astounding email marketing statistics from WordStream include:

- Email subscribers are **three times more likely to share your content** on social media than non-subscribers.
- Consumers who make a purchase from within an email **spend 138% more** than consumers who came from other channels.
- Brands that **use emojis** in their subject lines experience a **56% higher open rate**.

# How to write an excellent email

## A great email contains the following key elements

- **A catchy subject line**

Your subject line will determine whether or not your reader opens your email - so make it great. Impactful email subject lines include some of the following elements to intrigue the reader:

- **Personalisation**
- **Exclusivity** (e.g. [first name], we're treating our loyal customers to 25% off our new range)
- **FOMO: fear of missing out** (e.g. [first name], don't miss your 75% discount on X, for this week only!)
- **Humour** (e.g. [Groupon's subject line](#) "Deals that make us proud [unlike our nephew, Steve]" )
- **Emojis** (e.g. [new product name] is the answer you've been waiting for, [first name])
- **Action-oriented** language (e.g. sign up for a free trial today)
- The **"shock" factor** (e.g. 13% of your revenue is lost to absenteeism)
- **Questions** (e.g. [first name], when was your last car service?)
- **Mystery** (e.g. 6 things you didn't know about email marketing)

- **Personalisation**

Use personalisation appropriately (e.g. by addressing the customer by name) to prevent the email sounding like an automated bulk email. You can also consider sending the announcement from an individual (e.g. the CEO), as this is also more personal than sending a message from the brand.

- **Showcase your brand's personality**

Use your brand's email marketing as an opportunity to show your unique personality

- **Make it human**

While you're creating your email, keep asking yourself the question: "Is this something I'd like to read?" If your email isn't interesting, educational, helpful or relevant, it's spam. Keep it human by sticking to a conversational tone and making sure the content of the email adds value for the reader.

- **Keep it sleek, simple and to the point**

An effective email gets right to the point. You want your customer to read it and take action, so don't waffle on and let the reader lose interest before they get to the good stuff.

Make sure your email blast includes a clear description of your new product or service - along with the benefits to the customer, and a strong call to action detailing the customer's next steps.

- **Get a someone else to proofread the email**

A second set of eyes running over your email before you send it to your customers will ensure that you haven't accidentally missed any mistakes.

Download our **three email templates** to get your email strategy kick started. These templates will make your email experience much easier, because with our easy-to-fill out email skeletons, you're halfway towards email success already.

*The templates we've provided will help you with three key and often repeated company emails*

- Company announcement
- Birthday email
- New blog post published



# Email template | Announcement



**Subject:** *[first name]*, take a look at *[product/service]* - it'll change your life

**Preview text:** We're excited to announce the launch of *[product/service]*. *[product/service]* will help you *[insert benefit]*, why not give try it out for yourself?

Hi *[first name]*,

**We're excited to announce *[product/service]*!**

*[Brief description of the value the product or service will add to your customers.]*

*[Insert a link to your website where more information on the product/service is found and insert any images or visuals which could help catch the attention of your readers.]*

If you have any further questions or would like to request a *[product demonstration or consultation]*, feel free to contact us.

Regards,

*[email signature]*

# Email template | Birthday Email



**Subject:** *[first name]*, today is all about YOU

**Preview text:** We hope you have a fantastic birthday filled with joy, happiness and lots of spoils. Stay awesome!

Hi *[first name]*,

**We'd like to wish you a very happy birthday.  
Thanks for being awesome!**

We hope you have a fantastic day filled with joy, happiness and lots of spoils.

If there's anything you need help with on your special day, give us a shout. The *[brand name]* team would like to ensure that you have the best day ever!

**<CTA button: get in touch>**

All the best for the year ahead.

Regards,

The *[brand name]* team/*[name]*

# Email template | Here's a new blog post



**Subject:** *[first name]*, take a look at our new blog.

**Preview text:** *[blog title]*

Hi *[first name]*,

**Have you ever wanted to know more about *[blog topic]*?**

Today is your lucky day.

You'll love this blog post because:

- *[insert some key takeaways from the blog post here - incentivise them to click through to the blog post with some interesting information]*
- Point Two
- Point Three

Intrigued? Read the full post for more information.

*<Blog preview with image>*

Think someone else would love this post? Forward it to them by clicking here.

Regards,

The *[brand name]* team/*[name]*

**Your email marketing success awaits.**

For more help with your integrated marketing approach,  
contact us.

Contact us

LENDAR -