

# WHEELY GOOD NEWS

...m and gloom and celebrate the little things! We want to treat you special this month so spin the wheel and see what you land on!

SPIN THE WHEEL



# EMAIL WOW BOOK



## MAJOR INSPO Living room makeover feat. Leanne Ford

These days, our living rooms are working extra

# EMAIL WOW BOOK

At Red C, it's fair to say we love email marketing, some of us might even say we're a little obsessed. We have designed, built and distributed thousands of emails for our clients - so we'd like to think we know what we're talking about.

However, we understand as an agency that email marketing doesn't stand still and is constantly evolving. To help ensure we keep up to date with the latest gimmicks and developments, we subscribe to emails from 100s of businesses and retailers, across a host of different sectors from telecommunications, travel, leisure and fashion.



**Steve White**  
Managing Director

Be inspired  
by our latest  
selection of  
emails that  
have made  
us say "WOW!"



**BRAND:** Patch

**SUBJECT LINE:** Meet Dana 🌿

"I'm sure we've all been there... You get the urge to buy a new house plant, accidentally overwater it, and within 4 weeks it's dead. Just me?"

Since making my first purchase with Patch, their follow-up emails have been great. What I love about them is how simple yet effective they are. Patch has somehow mastered personalisation without it being forced and overbearing.

This email is jam-packed with everything I need to know about my specific plant, top tips, fun facts and even a free houseplant parenting course.

**It's one of those emails that will have lasting power in my inbox.**

I will definitely need to keep referring back to it, which is the ultimate goal for email marketing.

I've never been happier to be a new plant mum!"



**Jacina Ryan**  
Account Executive



**BRAND:** Pretty Little Thing  
**SUBJECT LINE:** WORK IT (from home) 🏠💻

"I think this is a great example from Pretty Little Thing of a really timely, and relevant email for their target audience.

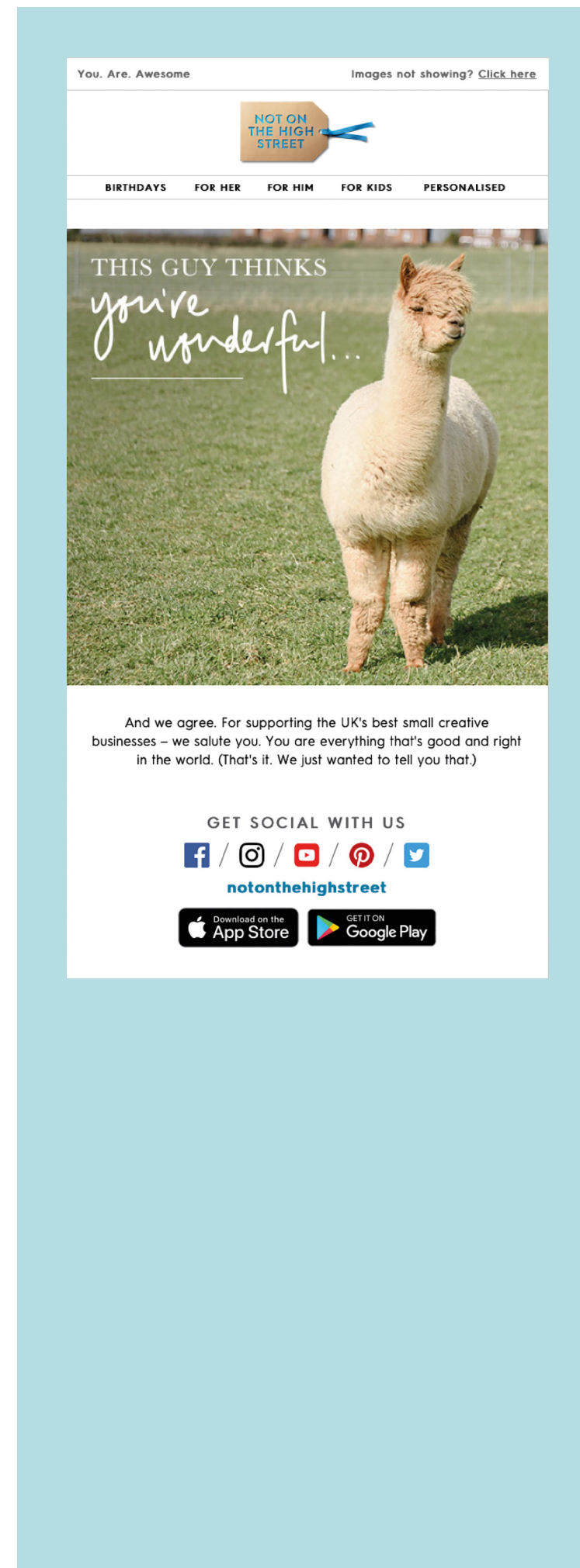
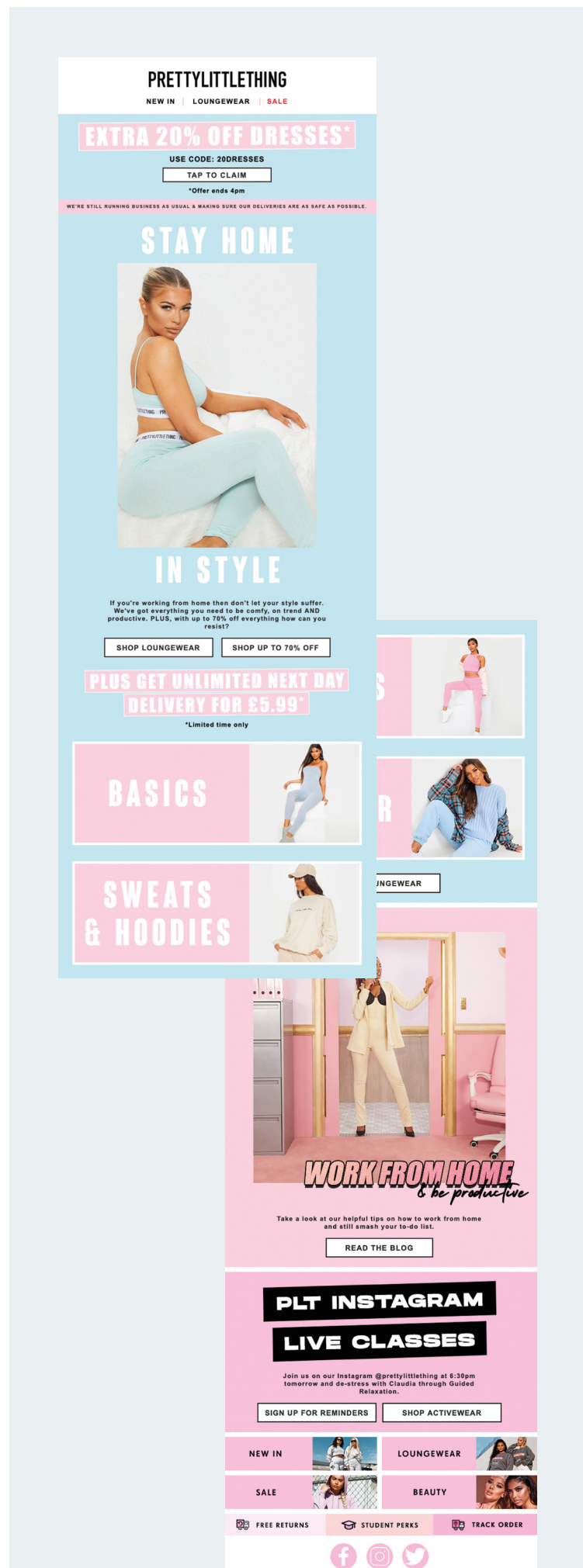
The email was sent just a couple of days after a number of online retailers had announced huge declines in sales, due to COVID-19. However, it's good to see how quickly a retailer such as Pretty Little Thing can adapt to a situation like this.

**Email is a great channel to communicate with your customers quickly.**

There's a couple of things that I like about this email in particular. Firstly I think the subject line is great and adds some quirkiness to make it stand out in a customer's inbox, especially with other COVID-19 related emails fighting for the reader's attention. I also really like how they have a relevant piece of blog content to break the email up so it isn't just promoting the products. Finally, I also like how they've utilised the channel to promote other live classes they have been running throughout the lockdown period. Again, this is a great way to break up the product-focused content and add value for the customer."



**Lauren Reid**  
Account Manager



**BRAND:** Not On The Highstreet  
**SUBJECT LINE:** Thank you for shopping with us

"After placing an order with Not On The Highstreet (NOTH), I was greeted by a friendly alpaca. Now this might seem a bit strange to some, but if you receive emails from NOTH, you'd expect nothing less.

The brand has a definitive and consistent personality. Their emails are always fun, thoughtful and filled with happiness. They talk to me like we've been friends for years, and we all know the more personal an email, the more likely your readers will take action.

**This simple, amusing 'thank you' message certainly put a smile on my face.**

At the end of the day, it feels good to be appreciated – especially by an alpaca."

It's nice to be thanked and who doesn't love an alpaca?"



**Katharine Mitchell**  
Account Director



# How Spoke switch up their emails from brand-building to direct response

“Spoke is an online menswear brand that specialises in size-specific trousers. Fairly pricey ones, too – around £100 a pop.

They use email primarily for brand-building.

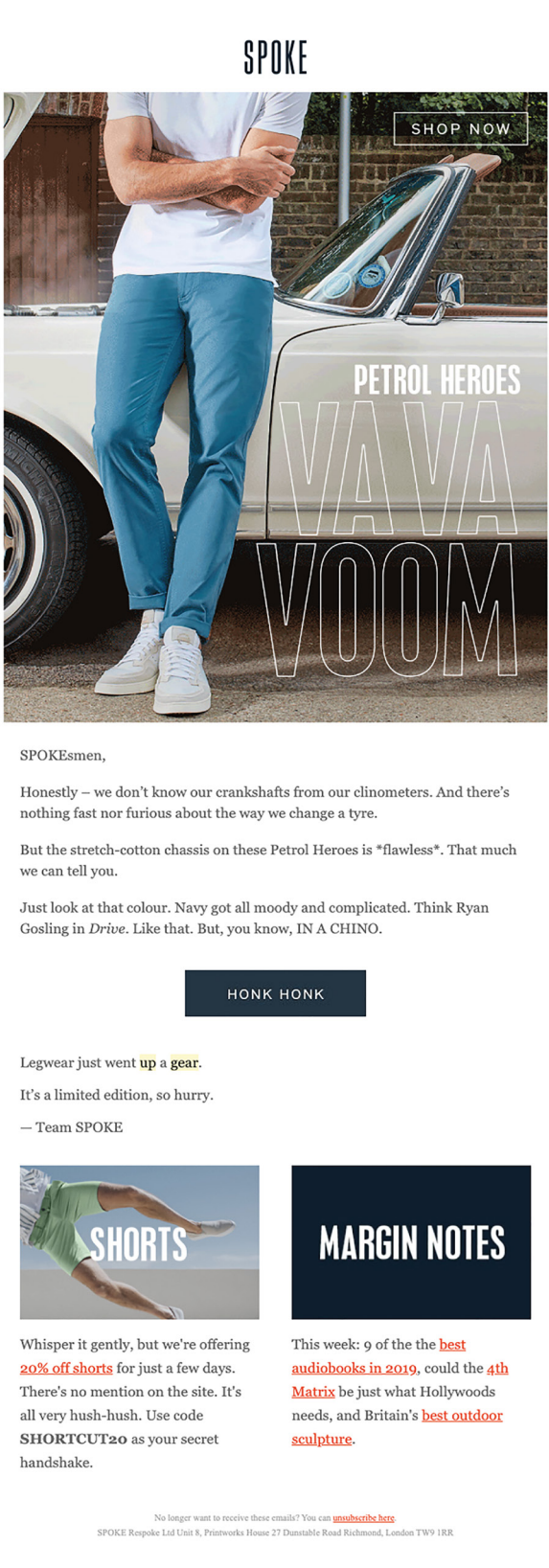
A typical email usually makes only a passing reference to the superior quality of the product. Instead the copy focuses on establishing a tone of witty self-deprecation. It frequently pokes fun at the male model, the marketing team, or the writers themselves.

The aim is to establish a kinship with the reader. It’s no coincidence that the salutation is Dear SPOKEsmen. It addresses the reader as one of the gang. The brand is saying, you’re just like us – charming and fun to be around. And it works.

Team SPOKE	Inbox	Anthracite On - A stellar new blue in our easy stretch Fives ...	...	1 Oct
Team SPOKE	Inbox	Wicked Smarts - We've taken luxury legwear to the limit with new season Smarts	...	29 Sep
Team SPOKE	Inbox	Better Be-Sleeve It - Autumn calls - and our long-sleeved Merino Polo answers	...	27 Sep
Team SPOKE	Inbox	Cord En Bleu - A mouth-watering combination	...	24 Sep
Team SPOKE	Inbox	Go Commando - Take on the day in a pair of Army Bulletproofs	...	22 Sep
Team SPOKE	Inbox	Toughen up - in this fresh drop of rugged Autumn denim	...	20 Sep
Team SPOKE	Inbox	See Red - A smashing Autumnal shade for your inner Hulk	...	17 Sep
Team SPOKE	Inbox	Lead Hype - Meet our heavy hitting Lead Heroes	...	13 Sep
Team SPOKE	Inbox	Just Say Merino - Our luxurious new Merino Polos are stealth Autumn-wear	...	10 Sep
Team SPOKE	Inbox	New Moss Bulletproofs - Our weatherproof technical chino - in new season Moss	...	8 Sep
Team SPOKE	Inbox	New Season Kit - Summer meets autumn in our Ammonite Heroes	...	6 Sep
Team SPOKE	Inbox	Back To Work - in deadly serious Anthracite Sharps	...	3 Sep
Team SPOKE	Inbox	Steel of Approval - A cool new shade of Fives for hot legs	...	30 Aug
Team SPOKE	Inbox	20% off. 48 hours left. - You know what to do.		

Perhaps the most contentious debate in email marketing is around frequency – how often should you mail your list? Spoke’s witty writing allows them to push frequency to the max. They email more or less every two days.

On the face of it, that might seem like overkill. After all, how often are you in the market for a £100 pair of trousers?



But that’s not really the purpose of the email. Yes, you can buy from it, but the bigger goal is to make the brand memorable.

It’s also a brilliant lesson for aspiring copywriters – how to write about exactly the same thing, again and again, in a way that keeps things fresh and keeps people reading.

But Spoke are no slouches when it comes to direct response either. Look what happens to the copy style when the brand wants the reader to take action right away."

Firstly, the ‘FROM line’ changes. Emails typically come from Team SPOKE, but this one comes from Katy at SPOKE. And the salutation changes to ‘Hey Stuart’. So, from the off, it’s different – more personal.

### It opens:

Just a quick heads-up: we're about to make the big switch to Spring / Summer and we have a smattering of Winter styles and colours left.

*Offering a ‘reason why’ makes any offer more believable. It tells the reader there are genuine bargains to be had.*

### Then it says:

The sizes are a little chopped up, but the SPOKE super computer suggests you are one of the lucky ones – and we have a couple of pieces in your size left.

*So, not only is there an offer, I'm one of a select few who can benefit. And they know my size. It's a clever nudge using exclusivity and personalisation.*

### It goes on:

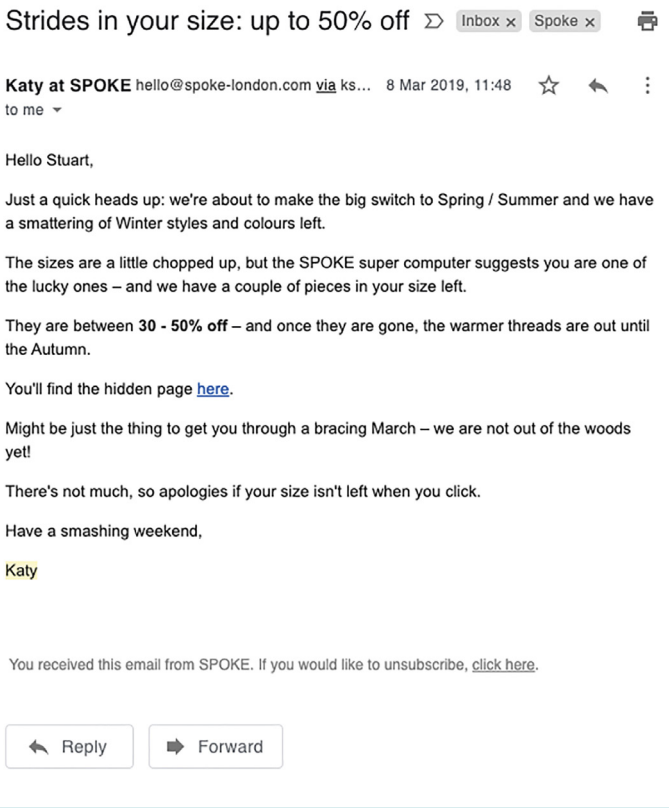
They are between 30 - 50% off – and once they are gone, the cooler threads are out until the Autumn. You'll find the hidden page here.

*Brilliant use of language. It's a ‘hidden page’ which means only a few lucky ones can see it – and I'm one of them. Exclusivity again.*

### It continues:

Might be just the thing to get you through a bracing March – we are not out of the woods yet!

*It was pelting it down and freezing outside, so this message was timely and persuasive.*



### And finally:

There's not much, so apologies if your size isn't left when you click.

*The copy increases the urgency to seal the deal. This is scarcity bias in action. There might be nothing left by the time I click, so I'd better do it right now.*

### With a simple sign-off:

Have a smashing weekend, Katy

*Warm and personable – just one human being writing to another. And it's an approach that's underpinned by the style of the email – text only. There's no branding, product shots, logos, nothing. It looks like a normal email, something you'd type to a friend.*

Spoke’s brilliant copywriting and direct response smarts are a great example for all email marketers. They also produce some very nice direct mail. Even if you don’t need to get any trousers right now, you should get on their subscriber list.



**Stuart Clark**  
Head of Copy



**BRAND:** Paperchase  
**SUBJECT LINE:** The Wheel Deal

"If pay day somehow slips my mind (which isn't very often), I can always count on my inbox to remind me. With customers flush with cash, pay day can be a fruitful time for retailers... if they can capture their reader's attention.

This email from much-loved stationery shop, Paperchase, achieved stand out with the subject line "The Wheel Deal", unlike the bog-standard "Yay, it's pay day!" or "Treat yourself, it's pay day". I was intrigued to open the email.

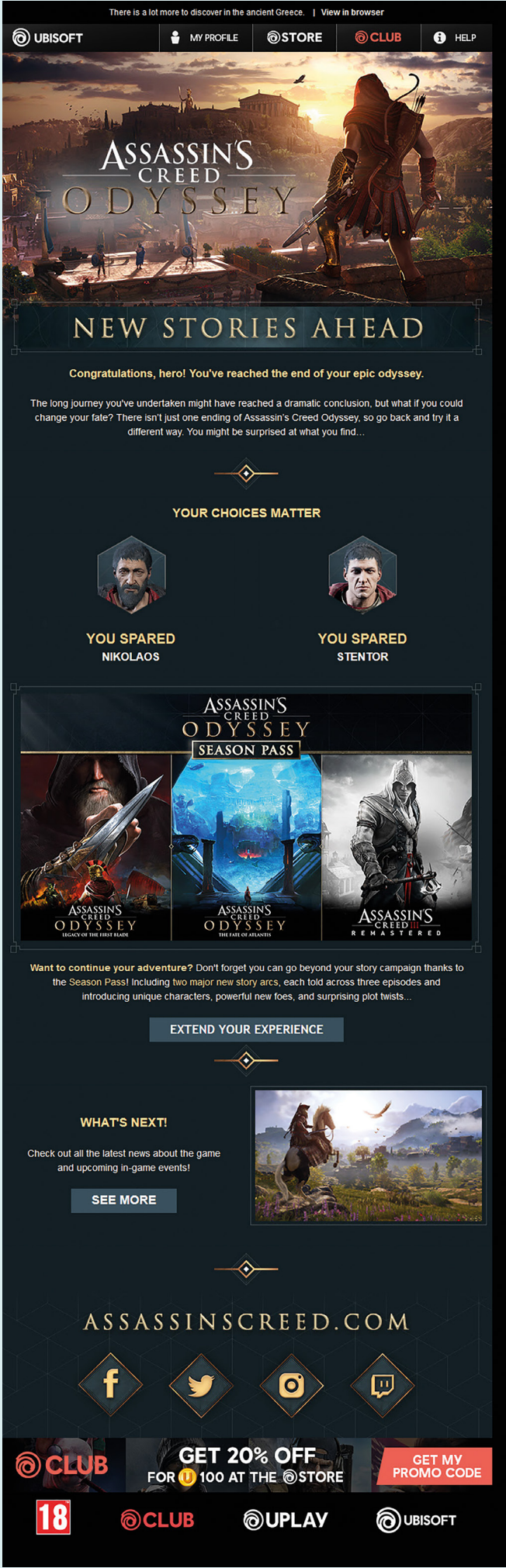
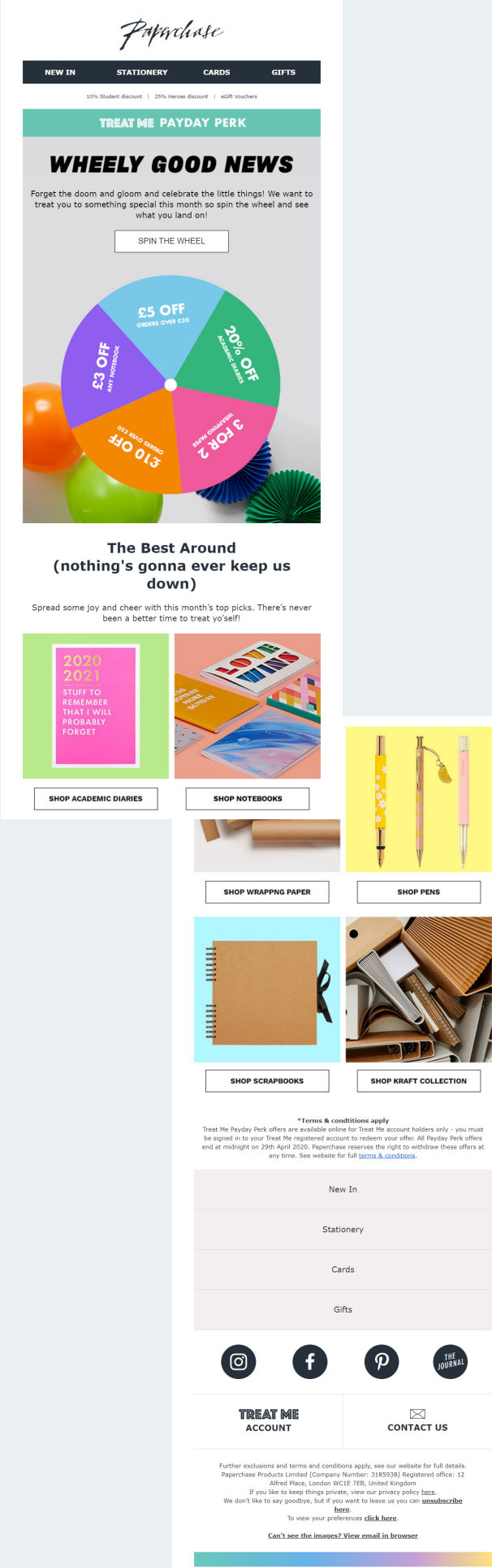
What I found was a 'spin the wheel' game, instead of a standalone discount.

One click on the animated wheel and I received a discount for my pay day shopping spree!

Gamification is a simple, yet clever way to cut through the noise. The game can be easily refreshed and reused for other special offers and seasonal promotions. I imagine it will be a long serving template and good investment for the brand."



**Jemma Connor**  
Account Director



**GUEST CONTRIBUTOR**

Lewis Alderson, CRM Marketing Manager for AkzoNobel looks at clever email marketing automation.

**BRAND:** UBISOFT  
**SUBJECT LINE:** Well done Lewis, you've uncovered the secrets of your bloodline

"Like any avid gamer, I'm signed up to marketing emails from video games publisher, Ubisoft. My email also links my Ubisoft profile to my Xbox, which has led to some pretty cool marketing automation.

I received this timely email as soon as I'd finished the main campaign of Assassin's Creed. It's a great example of a triggered email, as the right content was fired over to me at the right time. I was impressed by the use of personalisation, too, as some of the in-game decisions I'd made were reflected in the email.

And if that wasn't impressive enough, Ubisoft took the opportunity to upsell extra packages of the game,

enticing me to download and extend my experience. There was even an exclusive promo code in there for me. Overall, I'd say this was email marketing done well. Each piece of content tied together nicely, and it didn't feel out of place or intrusive in my inbox.

Well played, Ubisoft."



**Lewis Alderson,**  
CRM Marketing Manager,  
AkzoNobel



**BRAND:** Crate & Barrel  
**SUBJECT LINE:** May edit: What we're loving right now

"I spend a lot of time writing email copy for our clients. So, it's the first thing I'm drawn to when an email lands in my inbox.

US-based home furnishing store, Crate & Barrel, never let me down when it comes to email marketing. Every newsletter or seasonal campaign they send is beautifully written and well-polished. So much so, it was tough deciding which to include as my WOW example. I went with their May edit.

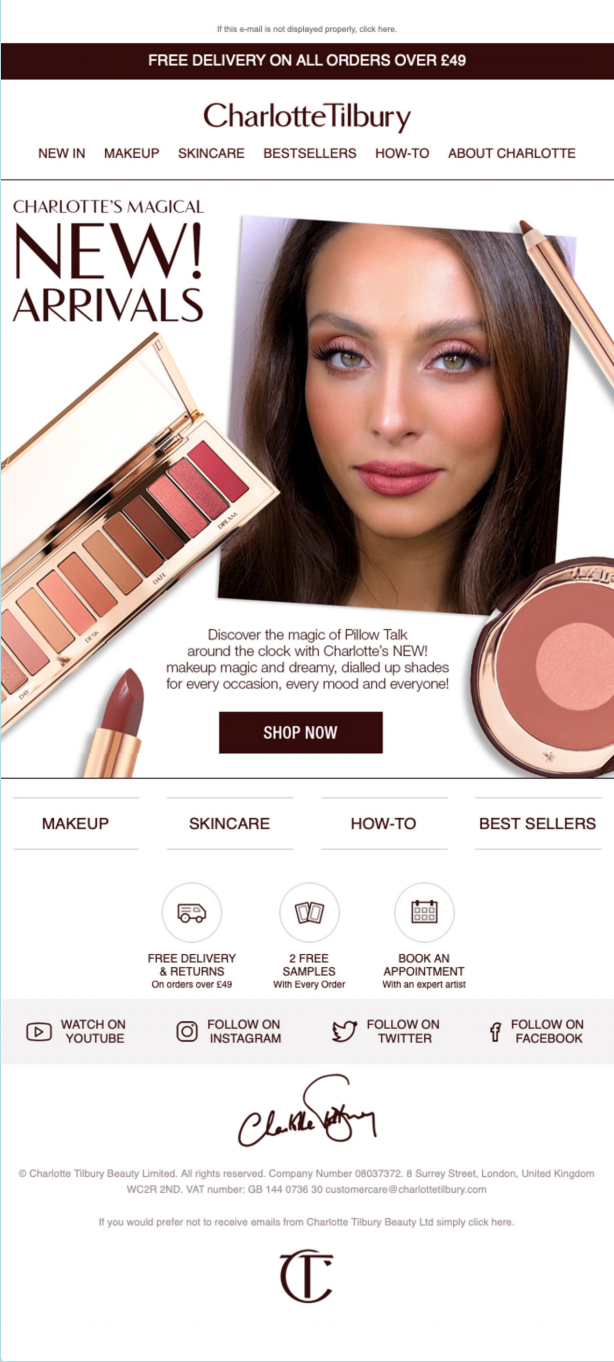
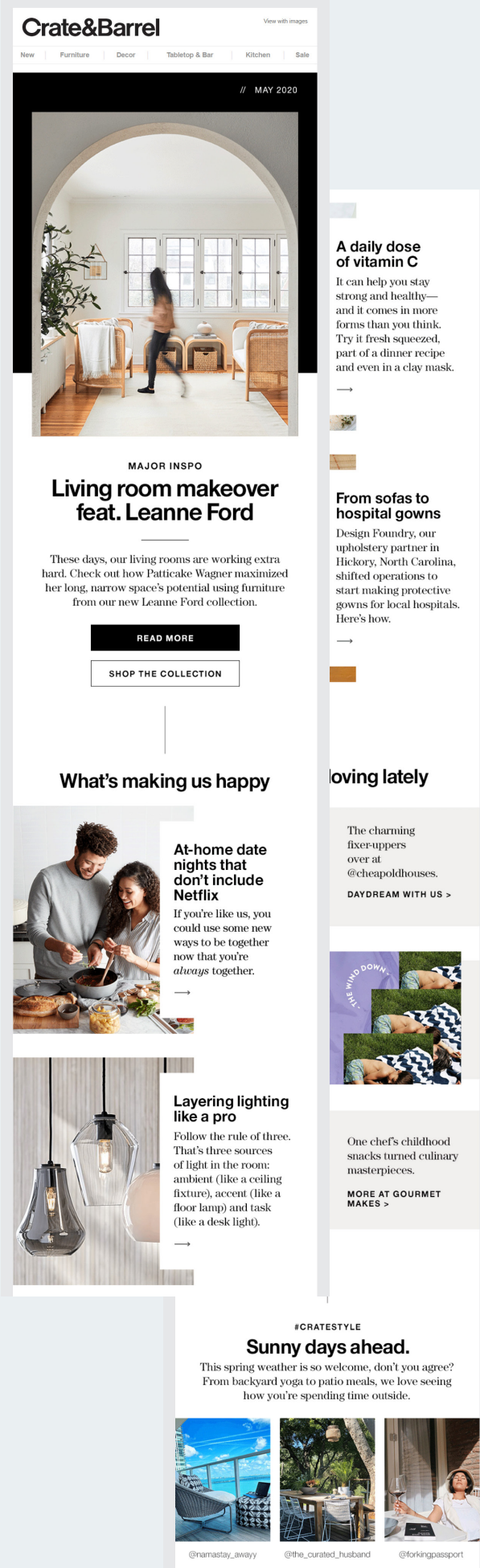
Crate & Barrel's copywriting is the perfect combination of story and conversation.

As you can see here, it's not too long, not too clever. It's punchy, yet approachable and topical. I always enjoy the read.

It also helps that their emails are just as pretty to look at. This edit is sleek, stylish and scannable. You'll also spot there's a nod to social, which is another great example of how they stay connected with customers – something that's more important than ever."



**Charlie Baker**  
Copywriter



**BRAND:** Charlotte Tilbury  
**SUBJECT LINE:** Make Blue Monday NEW! Monday

"Charlotte Tilbury cheered me up on Blue Monday with a short but sweet email.

Starting with their subject line, "Make Blue Monday NEW! Monday". The beauty brand gave the Blue Monday hook a makeover in order to push new arrivals. Once I opened the email, they immediately had my attention with the use of a gif, which demonstrated the new product line.

What I like most about this email is that the brand chose clarity over cleverness.

The copy and call to action were punchy and to-the-point.

Most readers are only going to give your emails a cursory glance, so keeping emails short with the message upfront, will increase the likelihood of your readers taking action and responding fast."



**Betty McMahon**  
Senior Account Manager



**BRAND:** Jet2holidays

**SUBJECT LINE:** ✈️ Eat, sleep, dream, repeat

"If you're like me, your favourite part of a holiday is sampling the local cuisine. So, you can imagine my delight when I received this email from Jet2holidays!

The airline asked recipients to cast their vote on which national cuisine they're most looking forward to tucking into on their next trip (whenever that will be!).

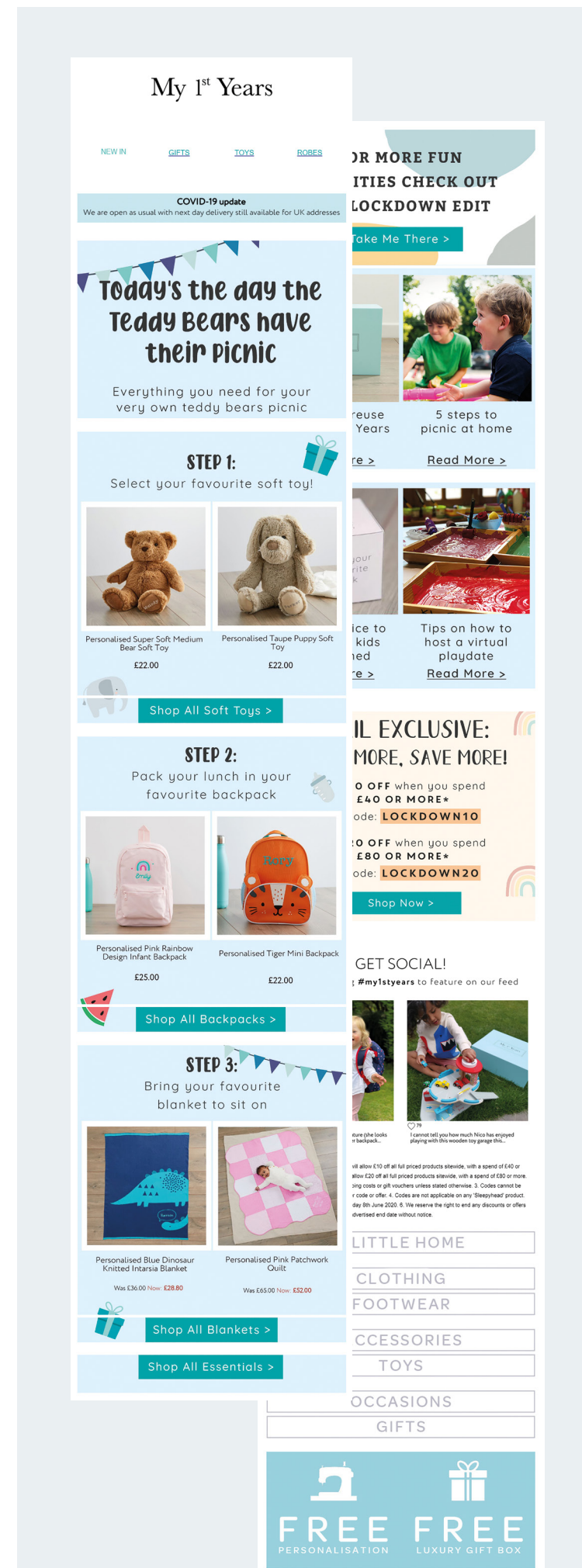
**This is a great example of how to generate engagement with your following and get that all-important click.**

This well-targeted content also evokes holiday nostalgia and really gets you thinking about your future travel plans.

I don't know about you, but I'm certainly dreaming of eating tapas on a beach front restaurant right now!"



**Sam Matthew**  
Account Executive



**BRAND:** My 1st Years

**SUBJECT LINE:** You're invited to our Teddy Bears Picnic 🧸

"As customers adapt to the new normal, email marketers must do the same.

Yet some brands are doing this better than others. My 1st Years have risen to the occasion, and what better way than with a Teddy Bears picnic!

I received this lovely email from the kidswear brand, which had inspiration around activities and fun ways to engage with the little ones as lockdown restrictions continue to ease.

**This is a great piece of targeted content.**

It's both relevant to customers and timely with what's happening in the country. The step-by-step structure encouraged me to scroll down to find out more, and there was also a clear call to action to view more lockdown-specific content."



**Shitha Bharucha**  
Account Director

**BRAND:** Getting Personal  
**SUBJECT LINE:** Want to opt out of Father's Day emails?

“Email marketing doesn’t get much more thoughtful than this example from Getting Personal.

Father’s Day can be a difficult time for many people, and with the added pressure of lockdown, this year was going to be harder than most. Recognising this, the online gift shop, gave customers the option to opt out of Father’s Day focused emails.

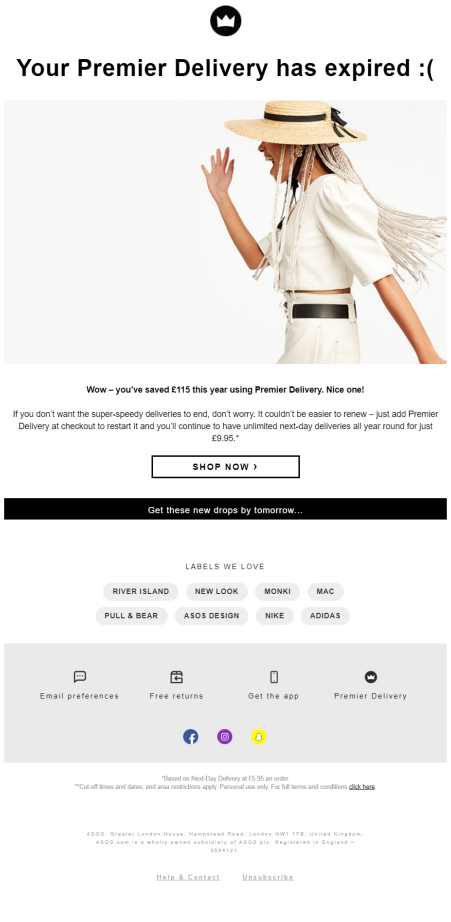
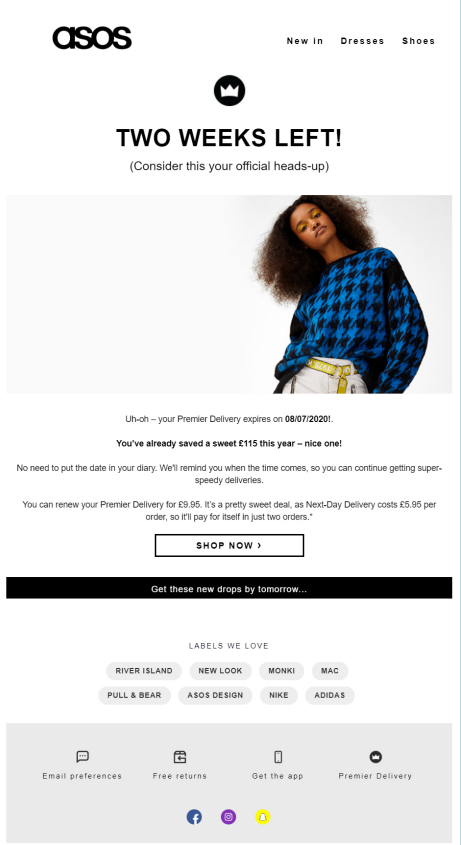
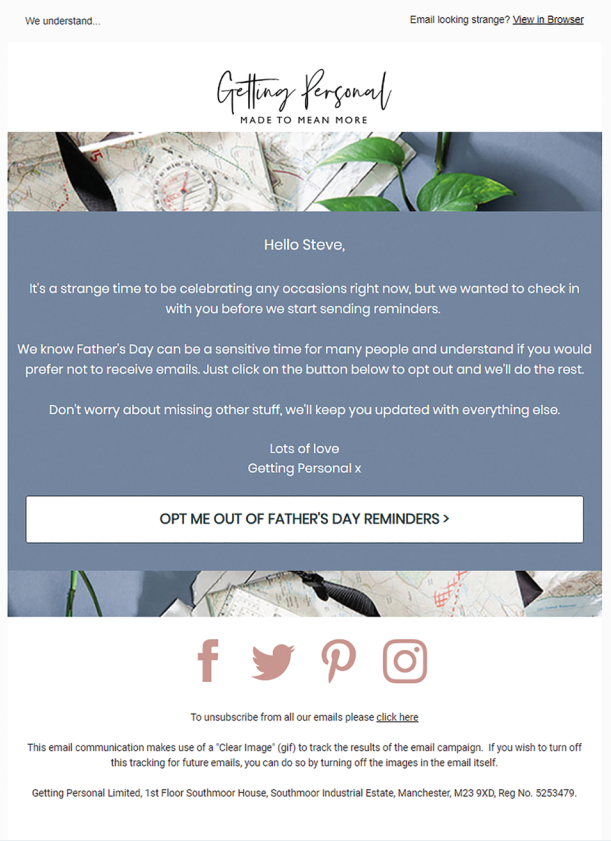
Just like their gifts, the copy was warm and personal, and acknowledged the sensitivity of the situation.

I’m sure some brands might be hesitant to send emails like this with concerns over losing readers. Yes, you might lose readers, but you’ll be left with those who are actually interested and more likely to open your emails.

And the customers you do lose, will no doubt appreciate that you’ve considered their needs – and be more likely to engage with your brand in the future.”



**Steve White**  
Managing Director



**BRAND:** ASOS  
**SUBJECT LINE:** Your Premier Delivery is ending soon! 🕒  
**SUBJECT LINE:** Noooo! Your Premier Delivery has expired

"ASOS aren’t shy with their emails. Whether it’s an order confirmation or a sale push, I had plenty to choose from for this WOW book. But it was the online retailer’s Premier Delivery alerts that impressed me the most.

Two weeks before my subscription ran out, I received a timely reminder to sign up again. ASOS cleverly shared how much I’d saved that year thanks to their super speedy delivery service, and how easy it was to re-subscribe. Although this nudge didn’t entice me to take action, the subject line and email itself created a sense of urgency.

As promised, ASOS sent me a follow up email to let me know my subscription had expired. But all was not lost, as I was reminded of how easy it was to sign up again.

This was accompanied by a personalised push notification via the ASOS app:

*Uh-oh Sarah, your Premier Delivery subscription has ended. Renew now for £9.95 to keep getting speedy deliveries all year round!*

I may not have re-subscribed, but both reminders worked well together as a programme and were great examples of email marketing."



**Sarah Phillip**  
Senior Account Executive



**BRAND:** The White Company  
**SUBJECT LINE:** The linen styles your wardrobe needs

"The White Company are a class act when it comes to email marketing. And I'm not just talking about their sophisticated designs, beautiful imagery and overall on-brand loveliness. From a technical standpoint, the brand is constantly pushing boundaries.

As an Email Developer, I can easily spot when an email has been designed mobile first. It's clear that The White Company utilise this technique. And with almost 50% of all emails being opened on mobile devices\*, it would be foolish to not go mobile-first!

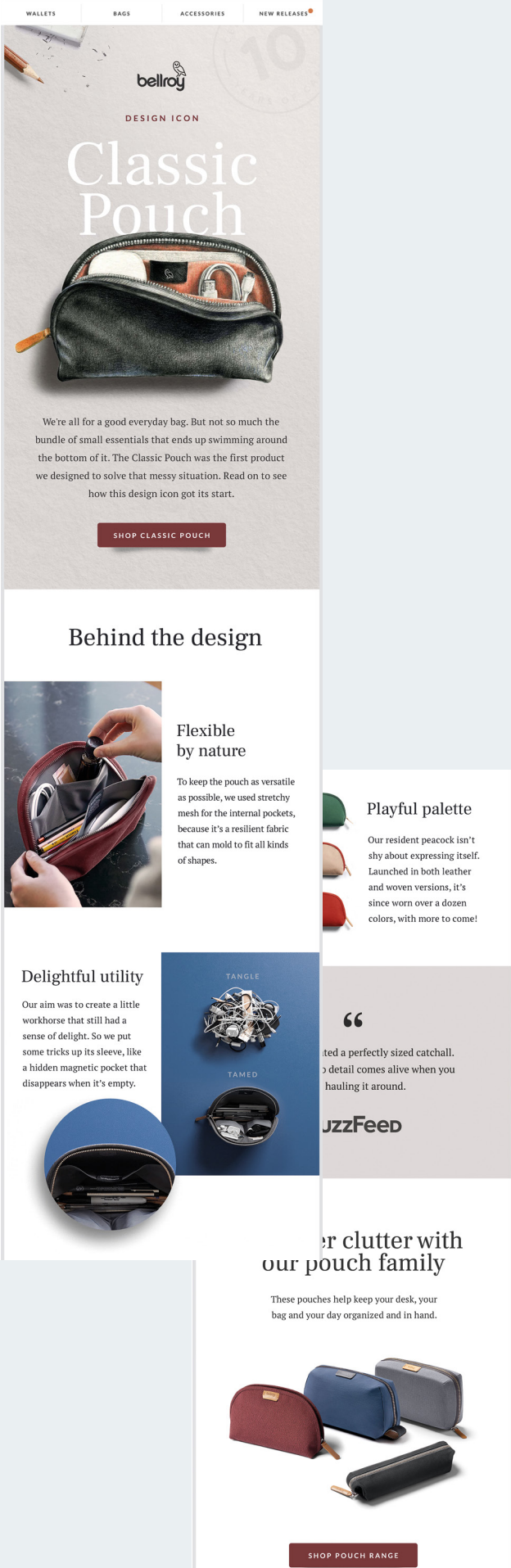
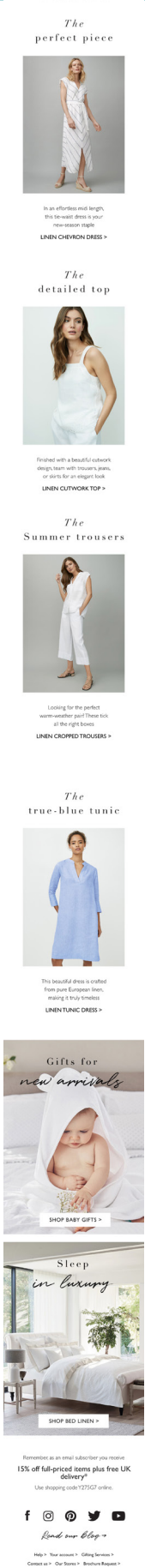
In this WOW example, the brand has used new techniques in the template to ensure the email is fully optimised across all platforms.

It scales to any device size and there are fallbacks in place to ensure the navigation is always available. The email also works well for dark mode too, which is proving to be a new challenge for email developers."

\*IBM, 2018



**Abi Hall**  
Email Developer



**BRAND:** Bellroy  
**SUBJECT LINE:** Small pouch, big relief

"Who says practical has to be boring? Certainly not Bellroy, a brand known for its range of smart, stylish wallets with handy, hidden features.

Usually, a pouch isn't a product you'd purchase often, nor one you'd get excited about. So, when it comes to promoting the range, Bellroy knows it has got to make its email campaigns work hard.

In this email, the brand positions its products as well-designed problem solvers.

By pairing clever copy with dynamic visuals, Bellroy makes the most practical of products seem desirable. If you pick up a pouch, you'll organise your life and look good doing it.

Bellroy is a brand passionate about design, which is evident in their emails. This example has the perfect balance of function and aesthetic. From the animated, colourful imagery to the amount of space that lets the content breathe.

It's an email with bags of style – just like the brand."



**Christopher Morey**  
Account Director

# FREE Email Marketing Audit

Want to know how you can WOW your subscribers? Get a valuable second opinion on your campaigns with our FREE email marketing audit.

If you're interested,  
contact Steve on  
**[swhite@redcmarketing.com](mailto:swhite@redcmarketing.com)**  
or call **0161 872 1361**



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