



CAPTURE
ATTENTION

SUSTAIN
INTEREST

ENCOURAGE
ACTION

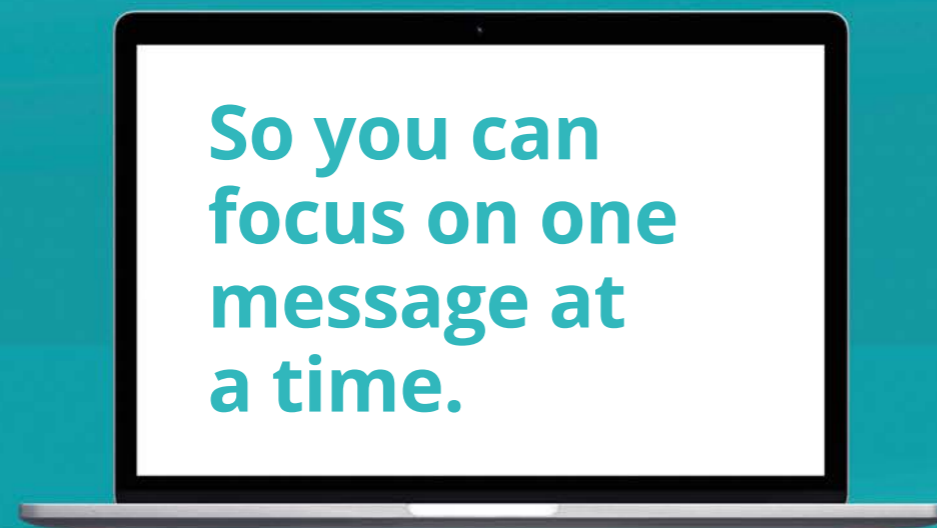
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24px;">Copywriting for email</td>
```

COPYWRITING FOR EMAIL

THE POWER OF EMAIL

Email lets you get up close and personal.

Your reader's vision is contained in a small field.



Your writer has 3 jobs...

- 1** **Capture ATTENTION**
with a subject line
- 2** **Sustain INTEREST**
with email copy
- 3** **Encourage ACTION**
with click-through buttons



THE CHALLENGE
PEOPLE ARE
DELUGED EVERY DAY.
MOST THEY DON'T
WANT TO READ.
SO THEY SCREEN.



1. Capturing Attention

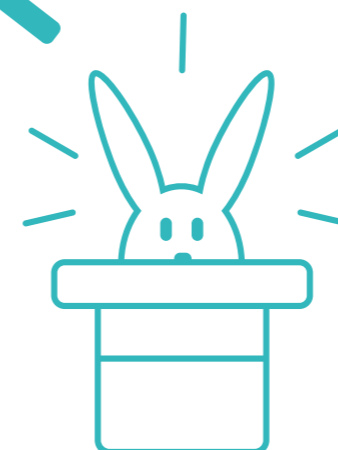
A well crafted subject line can grab your reader's attention and entice them to engage with you.

Subject lines linger

Emails stay in the inbox until the reader takes action.

Often seen over and over again.

A strong line increases likelihood of acting now or later.



*No magic formula.
Test keywords and
techniques to see
what works for you...
again and again.*

9 kickstart strategies

- 1 URGENCY** - Some people respond to the threat of losing.
Last chance to get 60% OFF - only 24 hours left
- 2 BENEFIT** - What your prospect can gain, save or accomplish.
Add 10% to your bottom line, just by making these simple tweaks
- 3 AVOID NEGATIVE OUTCOME** - Help your prospect prevent loss, risk, embarrassment.
The basic mistakes that keep businesses broke
- 4 OFFER** - Show me the money (off)!
Take 15% OFF one item - your choice!
- 5 COMMAND** - Start with a verb and demand action.
Think about this, Stuart
- 6 LIST** - Provide useful info in an easy to digest format.
10 things you need to stop worrying about
- 7 TEASER** - Incomplete stories invites the recipient to find out more.
Confused, bothered and bewildered
- 8 QUESTION** - We're programmed to pause, think and respond to questions.
Stuart, would you like me to just shut up?
- 9 TARGETED** - Specifically addressing your intended audience.
Back pain?

Test tiny tweaks

Even within the restrictive length of a subject line, you can make powerful changes. Always put your best benefit upfront, but then look for opportunities to swap words, play with length and highlight extra benefits.

Change a word or two	
FREE gifts worth £199.99	COMPLIMENTARY gifts worth £199.99
Rearrange the sentence	
Kit out your kitchen for less SAVE £100	SAVE £100 and kit out your kitchen for less
Alter the length	
Have you seen our Summer Price Drop? Huge reductions!	Summer Price Drop Big savings
Highlight the keyword	
NEW IN Summer Voucher code ends today	NEW summer products >>voucher code expires midnight<<



2. Sustain Interest

We're only ever a millisecond away from getting deleted.
What can we do to keep people reading once they're inside the email?

How to write...

Short & punchy

Bite-sized copy is easier to read. Make your important points faster.

Clarity before clever

Forget fancy wordplay. Just get to the point. Fast.

Be focused

Try sticking to a single 'story'. People don't read emails, they skim them, so give one thing to focus on at a time.

Bullet lists are your friends

Good place to put features. Supporting information builds confidence.

Personalise if possible

We are attracted to our own name. Draws the reader into a message, skim more slowly, and pay closer attention.

Add more 'you'

Remember the most important mantra in copywriting... so what's in it for me?

Beer Hawk

When you're selling a £149 keg of beer, your copy needs to work very hard to close the sale. Beer Hawk use a number of smart techniques to capture the reader's attention, keep them reading and get the click.

Urgency in the HTML line... and an offer... and a command!

Short & snappy first line... with a tangible offer... and specific timescale... brings the 'threat' to life

Reason why you should buy the beer... occasions

Reiterate the HTML line

Bonus offer to overcome inertia

11 uses of 'you/your'

The email content includes:

- Header: "Last chance to save £125 on Perfect Draft, stock running low - go go go!" and "Email not displaying correctly? View it in your browser."
- Social media icons for Facebook, Twitter, Instagram, and Pinterest.
- Logo: "BEER HAWK HUNTING OUT THE WORLD'S BEST BEERS"
- Offer: "OFFER ENDS MIDNIGHT! you could SAVE £125 PERFECT DRAFT + KEG you pay £149 RRP £199 RRP £274"
- Image: A Perfect Draft machine dispensing beer from a 6L keg.
- Call to Action: "SHOP NOW >"
- Voucher Code: "YOUR £50 OFF VOUCHER CODE IS: PERFECTDRAFT50 Expires Midnight Tonight!"
- Personalization: "Hi Adrian,"
- Urgency: "Your incredible £50-off voucher ends in under five hours!"
- Reason for purchase: "We're seeing people buying these for Christmas gifts, parties, weddings and just about every other occasion where you'd drink great beer."
- Final offer: "But whatever you want it for, tonight is your last chance to save a whopping £125 on a Perfect Draft machine and keg. Plus you'll get FREE UK DELIVERY on your order!"
- Stock notice: "Stock is now incredibly limited, so be quick and save a total £125 on your Perfect Draft today!"
- Final CTA: "Claim your Perfect Draft!"
- Product details: "Perfect Draft with 6L Keg Hoegaarden RRP £275 - £149 with code!"
- Benefit: "Want to world's most popular wheat beer on tap in your own home? Of course you do! This combo is the perfect refreshing..."

Spoke

Spoke use email to build their brand, mailing their list every couple of days with copy that's self-deprecating and witty. But look what happens when they need the customer to act. This is a mini-masterclass in direct response copywriting!



From: Katy at Spoke

Emails normally come from Team Spoke so this is something different – and personal

Subject: Strides in your size | up to 50% OFF

Benefit backed up by a tempting offer

Hello Stuart,

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 says there are real bargains to be had here

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.

Brilliant. Not only is there an offer, I'm one of just a select few who can benefit. And they know my size – this is great customer service

They are between 30-50% OFF – and once they are gone, the warmer threads are out until Autumn.

You'll find the hidden page [here](#).

Nice – it's a 'hidden' page. Only an exclusive few can see it – including me

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

It's raining and freezing outside, so this is timely and persuasive

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

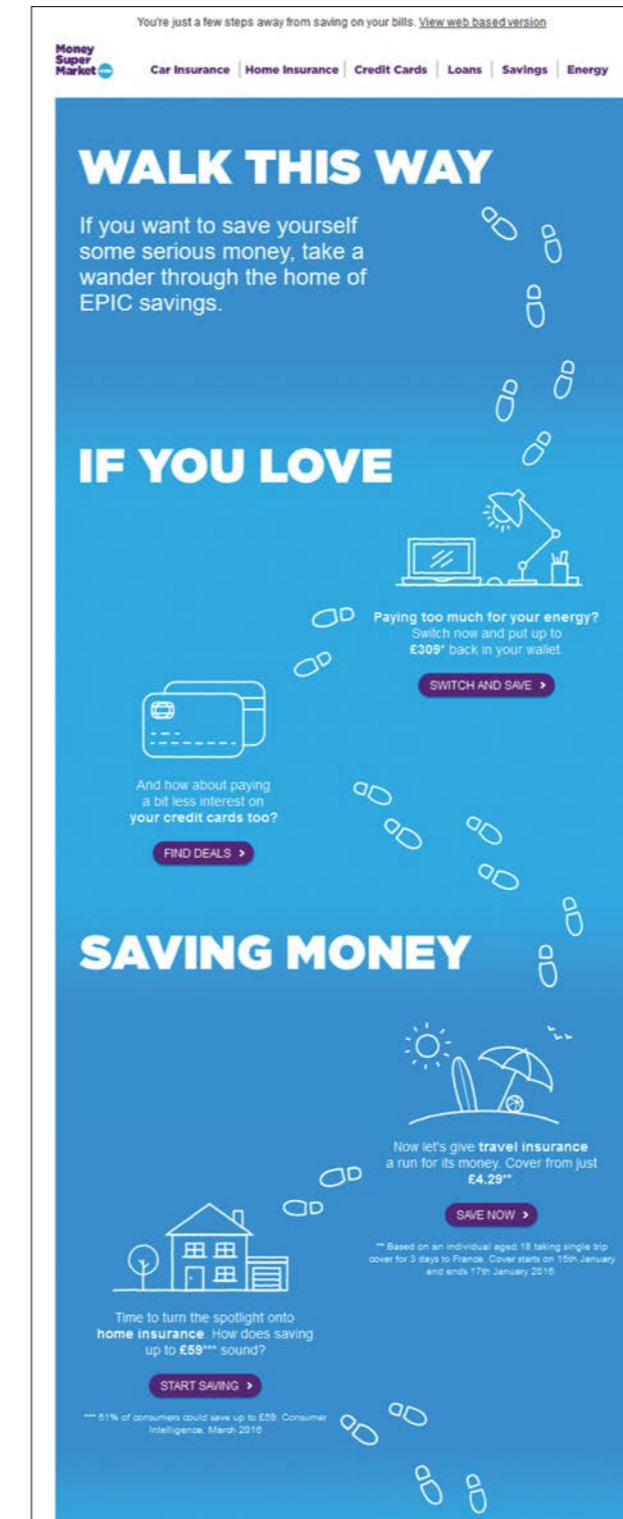
Urgency – they might have gone by the time I click so I'd better do it right now

Have a smashing weekend

Katy

MoneySuperMarket

The way you lay your words out can be just as important as the words you choose. In this example, MoneySuperMarket use clever design and active, verb-driven copy to guide the reader all the way down to the bottom of the email.



Question in the subject line, paid off in the copy "Like saving money? You're in the right place."

Command in the headline and the promise of a great benefit in the intro

Agitate a problem... then present a solution

Good mixing up of click-through buttons to encourage action



3. Encourage Action

We want to get that click and the words we choose can help get it. But remember, not everyone is ready to buy yet.

Click-through buttons...

Try writing in the first person

Take me there >

Tell me more >

Show me >

Promise a benefit

Surprise yourself >

Reveal the truth >

Get the look >

Offer an alternative to buying

Find out more >

More info >

Have a browse >

Complete email marketing capability



swinton insurance

EUROSTAR™

Avalon FUNERAL PLANS



Dulux

ROYAL LONDON

selco BUILDERS WAREHOUSE

GREAT RAIL JOURNEYS

The decision to click takes milliseconds, so readers don't want to be perplexed. They might not necessarily be ready to buy. Choose language that reflects the stage in the purchase funnel.

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