

A hand holding a smartphone, with a teal overlay across the entire image. The hand is positioned on the left side, holding the phone horizontally. The phone is a light-colored, possibly white or silver, model. The background is a blurred image of a person's face, also overlaid with the teal color.

CAPTURE
ATTENTION

SUSTAIN
INTEREST

ENCOURAGE
ACTION

COPYWRITING FOR EMAIL

THE POWER OF EMAIL

Email allows you to
get in touch with your
reader regularly.

It's ideal for sharing
snackable content.

Bite-sized messages
that are quick to read
and easy to act upon.

BUT YOU HAVE A BIG CHALLENGE

People are bombarded
with emails every day.

Inboxes are overcrowded.

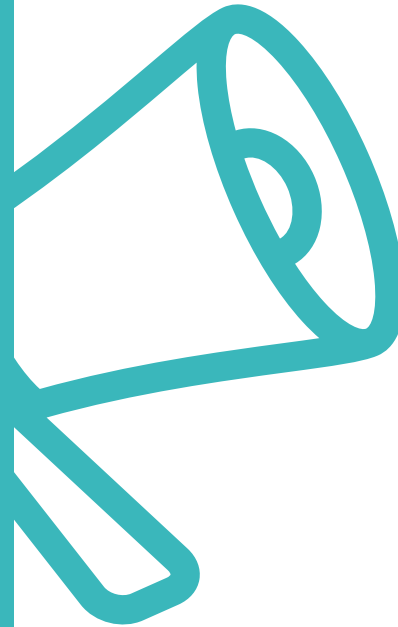
So your email has a
lot of competition.

Here's what you can
do with words to help
your message stand out.



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



1 CAPTURING ATTENTION

A well-crafted subject line can grab your reader's attention and encourage them to engage with your message. But remember that the inbox is a competitive landscape. Your email is one of many that your reader will receive that day. Writing a strong line increases the chances that your message stands out.

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.

Are your emails doing what they need to do?

If your email programme isn't delivering the numbers you need it to, or you just want to know what to do to maximise its potential, give us a shout. chat@redcmarketing.com

12 KICKSTART STRATEGIES

The subject line is arguably the hardest part of your email to write. It must be succinct and compelling. The starting point is to find out what works for your audience. Test these proven techniques to find your subject line sweet spot.

Here we've imagined an email from a fictitious finance brand, wanting to talk to its prospects about mortgages.

To emoji or not to emoji?

Emojis are a visual language you can use to add flavour to what you want to say. We've had success using them to create teasers, which the reader has to work out.

For example, when Dulux announced Spiced Honey as their Colour of the Year, this was the winning subject line we used on the launch email:

🌶️+🍯 = Colour of the Year

URGENCY

Some people respond to the threat of missing out

Last chance to secure 3.72% – ends in 24 hours

BENEFIT

Share what your reader will gain, save or accomplish

Save up to £4,846 a year when you re-mortgage with us

AVOID NEGATIVE OUTCOME

Share how you can help your reader prevent loss, or embarrassment

The common mistakes that scupper your mortgage application

OFFER

Sometimes you've just got to put the offer front and centre

SAVE £899 – our advice is fee-free for the next 48 hours

COMMAND

Start with a verb and tell the reader what to do

Read this before you start your mortgage application

LIST

Provide useful info in an easily digestible format

9 things every mortgage lender needs to know about you

TEASER

Incomplete stories invite the reader to find out more

Confused, bothered and bewildered...

QUESTION

Questions force the reader to pause, think and consider the answer

How do you know which mortgage is right for you?

TARGETED

Address your intended audience, showing your message is relevant to them

Mortgage hunting?

HOW TO

Promises instruction on how to achieve something positive

How to get your mortgage application approved without a hitch

SURPRISE

Pair two seemingly unrelated topics to pique the reader's interest

Why your taste for avocado toast is killing your mortgage chances

TRUE STORY

Use a testimonial to lend your subject line credibility

“Did my whole mortgage on my mobile... it was soooo simple”

TEST TINY TWEAKS

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

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

Once your reader has opened your email, they'll likely scan the content first, before reading what interests them in more detail. Here's what you need to bear in mind when writing for people who want to read fast but also in more depth, potentially.

Beware the word count

Limiting yourself to an arbitrary word count can make it tricky to say what you need to say. Rather than counting characters focus on readability instead.

Focus on readability

Readability scores tell you how easy it is for someone to understand what your words mean. The higher your score, the more readable your copy is.

Create a connection with your website

Email is a gateway to your website. So, tee up what your reader can expect to read when they get there.

Cut excess words

Why say 'at this moment in time' when you can just say 'now'. If you make it an effort to read your email, your reader probably won't bother.

Use layout to your advantage

Blocks of copy look daunting. Breaking paragraphs into single sentences aids readership.

Think 'podular'

Email design lets you to write in small, self-contained pods. Breaking up your message helps guide your reader to the info they want to read.

Add more you

Talk about your reader not your brand. The word 'you' should crop up at least twice as often as the word 'we'.

Personalise where possible

Use data to make your emails feel more relevant to the reader. Using the reader's name will draw them into your message.

A QUICK EMAIL COPY AUDIT

Here's a quick lesson in how you can make your email copy work harder. The original copy wasn't bad by any means. But by relooking at it from the reader's perspective we made the message clearer, more readable, and cut the character count too.

ORIGINAL COPY:

Dulux Trade Diamond Matt has been upgraded¹ to bring you a more sustainable², highly durable³ paint. Tested & Approved⁴ by Professional Decorators, the new formula delivers an improved, quality-assured⁴ finish. It's 99% VOC free⁵, with enhanced opacity, better oil stain resistance and the ultimate durability³ with a flatter matt finish.

Readability:

50 words. Average reading ease of about 35.3 of 100. It should be understood by 18- to 19-year-olds. Big words and long sentences in a single block of text means this email copy is **quite hard to read**.

ANALYSIS:

1. Who has upgraded it? Switch to the active voice here.
2. a more sustainable...paint How is it more sustainable? The copy doesn't make it clear, so the promise lacks credibility.
3. highly durable paint... and the ultimate durability – Why the repetition? Is there a difference between highly durable and ultimate durability?
4. Tested & Approved...quality-assured Is this one and the same thing?
5. It's 99% VOC free, with enhanced opacity, better oil stain resistance and the ultimate durability with a flatter matt finish. This is actually the crux of the message. It explains clearly and simply how the paint has been upgraded.

REVISED EMAIL COPY:

We've just upgraded Dulux Trade Diamond Matt¹.

Tested & Approved by Professional Decorators, the new formula is super durable and more sustainable².

You get a flatter matt finish with better opacity that resists oil stains well. Plus, it's 99.9% VOC-free too³.

Readability:

41 words. Average reading ease of about 58.4 of 100. It should be understood by 13 to 14 year olds. Fewer words, shorter sentences, a clearer flow of information – **easier to read**.

ANALYSIS:

1. Clearer on what the story is (Upgraded formula)
2. Clearer on what this means for the reader specifically (More durable and sustainable)
3. Clearer on how it benefits the reader (Better opacity and stain resistance = durability. VOC-free = sustainability)

HOW SPOKE USE EMAIL FOR BRAND BUILDING

Menswear brand, Spoke, use emails primarily for brand-building. Their emails follow a simple formula. 2-3 paragraphs of copy, usually talking up a single style, or colour in a tone that’s cool, witty, often self-deprecating and always worth reading.

The hope is that when the reader is eventually in the market for a pair of trousers, the SPOKE brand is front of mind.

Familiar reference in the headline. Talking the reader’s language.

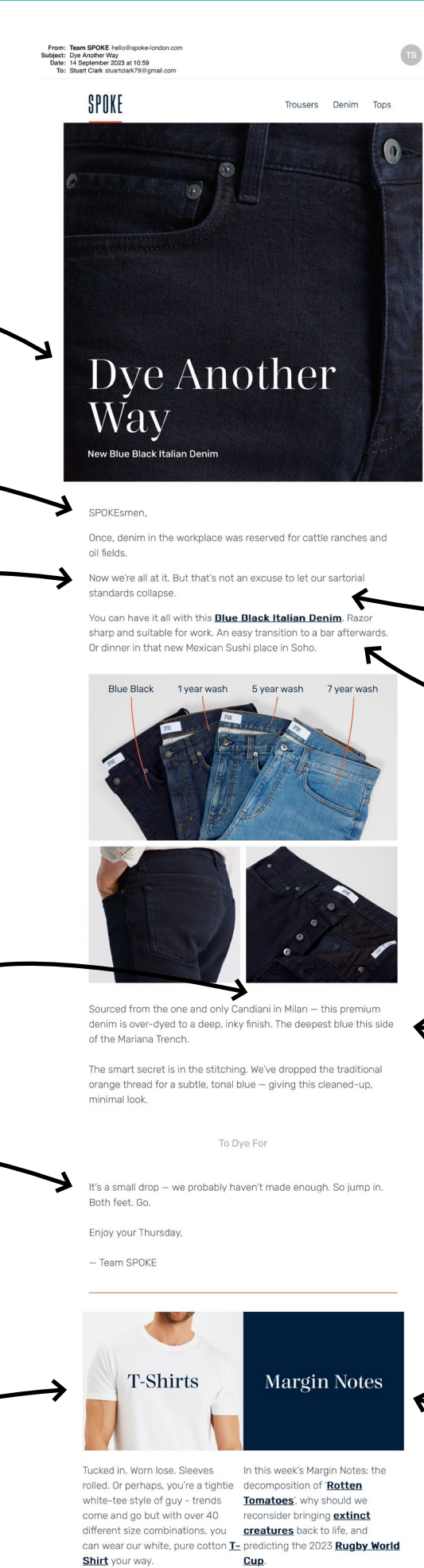
Addresses the reader as part of a group. It says, you’re one of us.

Picks out the reader they want to talk to. Wear jeans to work? This is for you.

Now the detail, offering convincing reasons to believe in the quality of the product.

Sense of exclusivity and urgency.

Both a cross-sell opportunity and an acknowledgement that not everyone is in the market for an expensive pair of jeans.



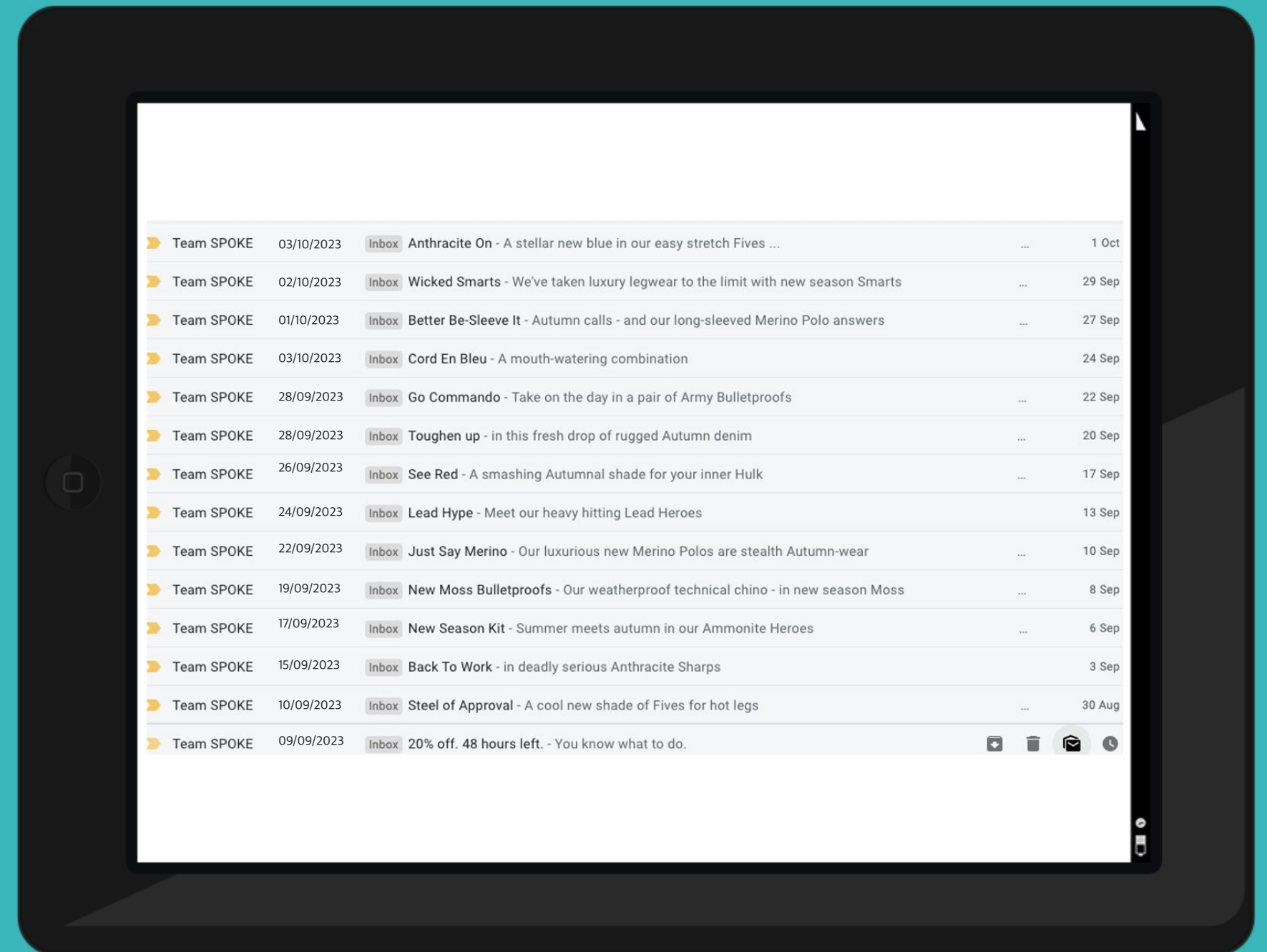
Reassurance. These are smart jeans.

Allowing the reader to picture themselves wearing the product.

Witty yet flattering too. Assumes the reader knows what the Mariana Trench is.

Directs the reader towards smart, thoughtful third-party content. This says, we’re a brand worth listening to.

WRITING
WORTH
READING
MEANS THEY
CAN EMAIL
MORE OFTEN



SEE WHAT HAPPENS WHEN THE BRAND WANTS A DIRECT RESPONSE

The SPOKE email programme is primarily geared towards long-term brand-building. But look what happens when the purpose of the email is short-term sales activation. This is a mini masterclass in direct response copywriting!

Emails are normally 'from' Team Spoke so this different and personal.

Benefit backed up by a tempting offer.

No images, no design, just a personal message to me.

Nice. It's a 'hidden page' only a few lucky ones can see – including me.

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

From: Katy at Spoke
Subject: Strides in your size | up to 50% OFF

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.

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.

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](#).

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

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

Have a smashing weekend

Katy

Offering a 'reason why' makes any offer more believable – there are real bargains to be had here.

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

It was chucking it down and freezing outside – timely and persuasive.

WHAT ABOUT B2B EMAIL COPY?

To win at B2B, it's better to think about what you're trying to sell, and what it might take to persuade your reader to act.

It takes longer to get someone to buy in B2B than it does in B2C. Typically, the product or service on offer is more complex. So, you'll likely need longer copy. You'll almost certainly use more channels than just email to get the sale, too.

But remember, your reader still has the same expectations of an email. It should be easy to read, offer something useful, and provide plenty of opportunities to click and find out more.

SELLING AN £1,800 TRAINING COURSE WITH EMAIL

Mark Ritson offers his Mini-MBA training courses a couple of times a year. Here's an audit of the email series prospects receive in the run-up to a course kicking off. It's a useful primer in how you can use email to communicate with a B2B audience. Just keep in mind that email isn't the only channel being used to sell the course.

EMAIL 1

5 weeks before course starts


Subject: Ask Ritson your questions

Some people will have been thinking about the course for a while and are good to go. So the email lets them get to it.





Offering an invitation is a good way to get your reader engaged. It says, come in and let us explain it to you.


Testimonials are confidence boosters, providing the reader with social proof that the big purchase they're considering is a safe bet. The fact that this one comes from a famous brand makes it all the more powerful.

Already know that the Mini MBA is the course for you? [Book your place](#).



Mini MBA
in Marketing




 Ask Mark your course related questions at the live Virtual Open Day.


Hi Stuart, attend our Open Day next week.

Virtual Open Day
The Mini MBA courses


Tuesday 15 August
10AM BST




Mini MBA
in Marketing



Mini MBA
in Brand Management



Next week's Virtual Open Day will cover everything you need to know about the Mini MBA courses in Marketing and in Brand Management. The Open Day will end with the chance to get your questions answered by Mr Ritson himself.



Register now →

Can't attend live? You don't have to miss out, just register and we'll send you the recording after the event.





Best wishes,
The Mini MBA team

"Go for it, Mark is brilliant, highly engaging and at the top of the game, he breaks down the modules in the best way possible and makes it easier to understand, a great way to refresh and recap on how marketing should be done."

Marketing Manager
BBC

Book your place

MarketingBrand ManagementMark RitsonFAQs



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Copy assumes the reader is interested and gives them a reason to take action.

The specific date and time won't suit everyone. So the email allows the reader to register to watch a recording – which shows a firm interest.

Remember, not everyone is ready to buy now. But they might be later. So always give options to find out more.

2

SELLING AN £1,800 TRAINING COURSE WITH EMAIL

EMAIL 2

4 weeks before course starts

Subject: Training just for you

Flattery works well in B2B, too. People wants to feel successful and ambitious. This copy appeals to that emotion.

The copy appeals to different types of reader. Those with time on their hands, and those without. But it always assumes that they're interested

Not everyone is ready to push the buy button. But the email allows them to keep being persuaded by finding out more.

Again, it's good to offer options that keep the reader clicking. Here the copy offers a personal response from a real person.

Mini MBA
in Marketing

Take the next steps in your career with the Mini MBA.

Stuart, our training is for driven, experienced and ambitious marketers, just like you.

The Mini MBA courses are applied, MBA-level and actually enjoyable. Our 25,000+ alumni have used their learnings to improve as a marketer and deliver results for their business.

The renowned Mark Ritson, your potential Professor, shared more details about the course in yesterday's Open Day. Watch it on demand [here](#). But for a short and sweet overview of the courses, check out this video:

Mini MBA
in Marketing

Mini MBA
in Brand Management

Mini MBA
in Management

To summarise... the Mini MBA in Marketing is the best first course, regardless of how many years of experience you have. With two exceptions. One - you already have an actual MBA. Two - you're a branding specialist. In that case, go for Brand Management. Our brand-new course, the Mini MBA in Management, has been curated specifically for our Alumni that are looking to progress their careers into the boardroom.

All three of our courses kick off next month, and we'd love to welcome you to our virtual classroom. **Are you already eyeing up one of the options specifically?** Click the relevant link below and we'll tailor your emails to hone in on that course:

Tell me more about Marketing

Tell me more about Brand

Tell me more about Management

I can't join September's classrooms

Whichever course you choose, you're guaranteed to gain the clarity and confidence to take your job to a whole new level. Secure your place in our virtual classroom by [booking today](#).

Or, if you have any questions, or are interested in booking a group of 5+ then [get in touch](#) with our team.

Best wishes,
The Mini MBA team

Marketing course Brand Management Management FAQs

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Self-interest is a big motivator in B2B. At work, everyone wants to advance themselves.

Big numbers boost confidence. Lots of people are doing it. It must be good.

Self-interest again. This isn't just training, it's about making you better

Answering objections. Some people don't know which course is for them, so the copy explains.

This clever button allows the reader to say 'not this time' but still express an interest by finding out about courses later in the year.

3 SELLING AN £1,800 TRAINING COURSE WITH EMAIL

EMAIL 3

1 week before course starts


Subject: Marketing course starts next week





Instant command
to book a spot

Reiterates the value of
the course. You're not
buying training. You're
buying a better career.

At this stage in the journey, any
content that promotes the course
is valuable. The brochure is useful
for prospects who might be
considering a course another time.

[Book now](#) to join the virtual classroom.


 Mini MBA
Marketing



● Are you ready?


Hi Stuart, our classroom doors open next week.

The Mini MBA in Marketing begins next week, on Tuesday 12 September. The course will give you the training you need to move into senior roles, manage large marketing teams and confidently lead the marketing strategy.

 Book your place →

The course has already been completed by over 20,000 marketers, who all tell us the same thing... training in marketing has made them a better marketer. 96% became more confident, 91% became more effective and over 90% would recommend the course to others.

The global marketing team at Yakult shared how they found the course, watch here:



“Now I see a more clear and structured way of working. Everything seems easier.”

“It gives you the opportunity to refresh what you’ve learnt in the past, but it also gives you new ideas that you can implement in the future in your daily role.”

[Watch here](#)


If you have any questions, our [training team](#) will be happy to help!

Best wishes,
The Mini MBA team

● Your guide to the Mini MBA.





The course brochure.

The brochure provides a detailed look at the Mini MBA learning experience, in one handy place. Discover who the course is for, what you can expect from each module and what our alumni have to say about their experience.



[Download here](#) →

MarketingBrand ManagementMark RitsonFAQs



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Solid facts and figures help
persuade the reader that they're
making the right choice.

A really strong testimonial.
It says, this is for serious
marketers at serious brands.

4

SELLING AN £1,800 TRAINING COURSE WITH EMAIL

EMAIL 4

1 day after course starts

Subject: What you're missing

There's a sense of urgency but it's still rooted in self-interest.

It might be late in the day but explaining everything you get on the course may just help to overcome inertia and get an undecided prospect to take the plunge.

The Mini MBA in Marketing has started. **It's not too late to join the classroom.**

Mini MBA Marketing

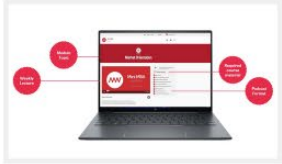
Take your marketing to the next level.


Stuart, join the Mini MBA in Marketing virtual classroom.

It's time to become more confident, effective and inspired as a marketer. [Book your place on the Mini MBA in Marketing](#). The course began yesterday, so you'll be able to access Module 1 straight away. Expect to walk away from the 12-weeks with the skills and tools to become noticeably better in your job.

[Join the course](#)

Here's a reminder of what's included...







Your learning platform.

The dedicated learning portal has opened and module 1 - Market Orientation - is ready to be viewed. As well as the weekly module video, enhance your learning with additional readings, podcasts and case studies.

Q&A sessions with Ritson.

There are five Q&A sessions throughout the course, these are the perfect opportunity to delve deeper into the teachings with Ritson himself. Get the solutions to your marketing challenges. The first Q&A session is next Friday.





Access to the Mini MBA Learners Network.

You can join your fellow classmates in our learners area of the Mini MBA Alumni Network. This is where you can connect and learn from your classmates throughout the next 12 weeks. You'll then have complete Alumni Network access.

A game-changing experience.

Over 90% of our 25,000+ alumni recommend the course. Don't just take our word for it. Alumni describe the course as invigorating, extraordinary, ground-breaking. [Watch now](#) to discover what they've said about their experience.

So, what are you waiting for? [Book your Mini MBA in Marketing place.](#)

Best wishes,
The Mini MBA team

Marketing course | Brand Management | Mark Ritson | FAQs

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There won't be many, but this email is designed to Hoover up the few prospects running a bit late.

Reemphasising that it's not too late. You can crack on with becoming a better marketer immediately.

More social proof. Takes the reader to a 40-second clip of happy alumni summing up the course in a single (positive) word.

3 ENCOURAGE ACTION

Email is a gateway to your website. So, make sure you give the reader every opportunity to get there. Just remember, not every prospect is ready to buy just yet. But keep them reading and they might be later down the line.



3 TIPS FOR GETTING THE CLICK

Write in the first person

Tell me more >

Show me >

I am there >

Start with a verb

Book your spot >

Grab this deal >

Apply for credit >

Offer an alternative to buying

Find out more >

More info >

FAQs >

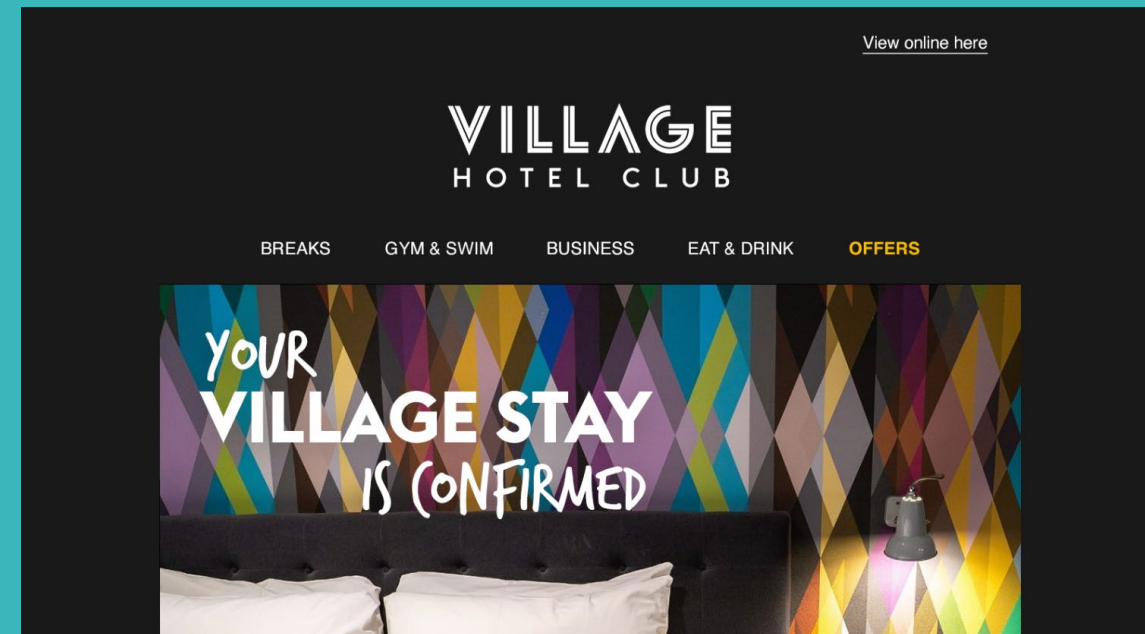
KNOW THAT NAVIGATION IS YOUR FRIEND



Your reader is only interested in one thing and that's what's relevant to them. So, they won't always act on the content you've put in front of them. But they might act if you give them alternative options.

This is where clever use of navigation is helpful. You should absolutely have buttons that direct the reader towards the content you want to get them to. But you should also have buttons that steer the reader towards other areas of the website.

For Village Hotels, for example, navigating prospects towards hotel facilities and latest offers makes it more likely that they will go on to book.



Is your email programme heading in the right direction?

If your email programme has plateaued, or results are heading downwards, give us a shout. We'll give you some ideas to help you turn things around. chat@redcmarketing.com