

ANATOMY OF A **GOOD** MARKETING EMAIL

SUBJECT LINE

Subject lines with 50 characters or fewer can increase your open rates up to **20 percent!**

<https://www.campaignmonitor.com/blog/email-marketing/2015/12/best-email-subject-line-length/>

IMAGES

Nearly **90 percent** of the information we process is visual. Big, bold imagery will immediately engage your readers.

<https://www.liveplan.com/blog/scientific-reasons-why-you-should-present-your-data-visually/>

CALL TO ACTION

Keep your body content short and use a clear CTA to increase your web traffic. It's great for SEO!

