

Tips for creating a successful email

These tips will help you get the most out of your email campaigns, engage your readers more, and help increase email deliverability.



Conquer the inbox

Ensure that your email lands in the inbox and not the junk folder by [optimizing the subject line](#). [Learn more](#) about writing effective subject lines and see great examples!



Make a great template

Looking polished and professional is key to building credibility and loyal readers. Design your own branded [reusable template](#) and use it to create future emails.



Write compelling content

Need help figuring out what to say? Check out these [tips for how to write an email](#) that actually gets read and shared on social media!



Extend your reach

Include a [sign-up button](#) in the body of your email and take advantage of [website pop-up forms](#). Check out these additional [suggestions](#) for growing your contact list.



Make it social

Add [social media links](#) to your email to make it easy for readers to follow you, and [share your campaigns](#) on social media to extend your reach even further!



Use your stats

The [results](#) of your social efforts can be seen on your Email Details page. Monitor how many people saw your post, how they interacted with it, and compare this information to your [email opens and clicks](#).

