

Direct marketing and especially email marketing, is all about creating a dialogue with the customer or prospect.

It is known that people prefer to interact with people that they trust. As such, it is important in your email communication is designed to quickly encourage familiarity, interest and trust.

**“From”**

Make it personal – email recipients are far more likely to open an email from someone they know.

This is true for named individuals as well as corporate brands: if they don't know you personally do they know your brand? And if they know neither it is always best to send it from a named individual.

**Subject Line“**

Make it relevant - and if at all possible get it to generate “curiosity” and/or urgency.

Current views are that a subject line containing a brand name generates better response.

Remember to avoid the “SPAM” triggers such as special offer, discount . . . .

“Hero” shot top right – this can be an image or offer

Fold line

**Long or Short ?**

“50% of email recipients only read the content visible in the preview pane.” Post card formats work well for B2B.

However do consider . . .

50% of email recipients read / scan the full email content

So make sure you cater for the full range of readers