Emails that Convert BLUEPRINT

"From" a real person

performs better than a faceless company, except in retail, where "LOFT" or "APPLE" is fine.

Subject Line

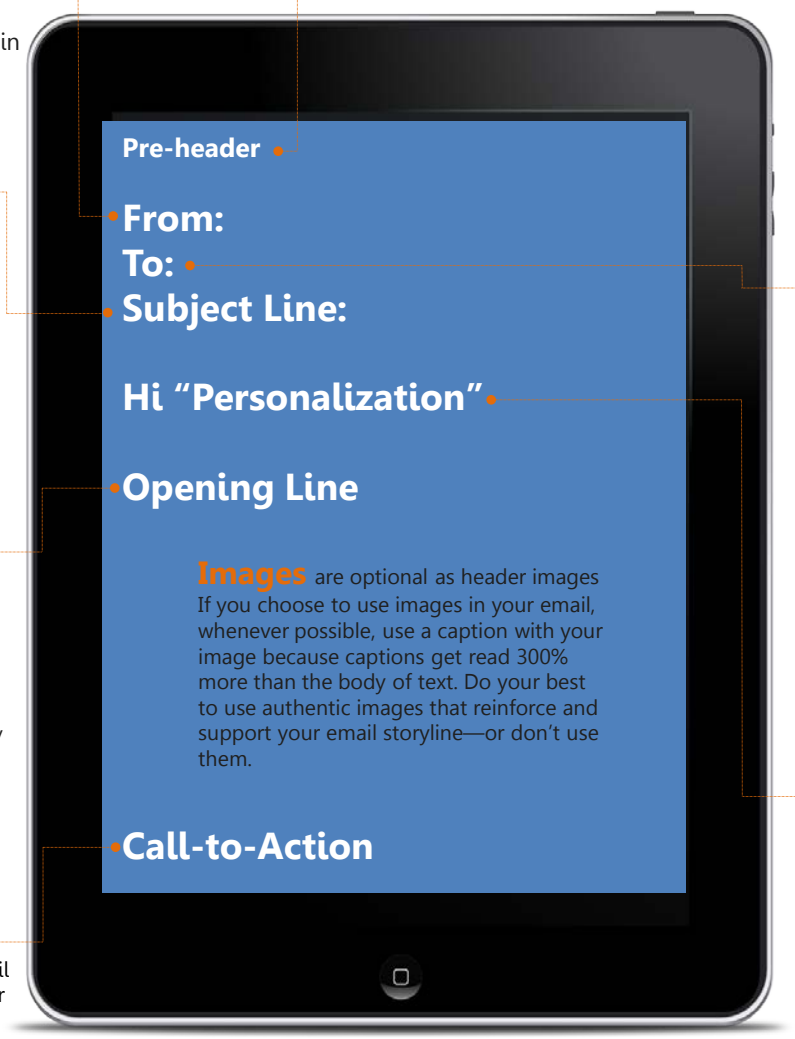
What's in it for me? (WIFM) Test what works with your audience, but generally speaking you can't go wrong bluntly stating the benefit of opening your email, whether it's a 40% discount, exclusive tickets, or "a blueprint that will save you time and money"

Opening Line

Your opening line is the "hook" that needs to convince people to keep reading. That's all. You can ask a question, make a bold statement, create curiosity with a cliffhanger or mystery statement, use a powerful quote, or quote a staggering statistic to give you a few ideas.

Call-to-Action

The goal of your entire email and call-to-action is get your reader to click-through to a landing page, where the real action happens. A single call-to-action placed at least **3 times** in your email, in both link and button or image form, gets you the best click-rate. Bonus: You get best results when your CTA is available both top and bottom of your email. "Use a verb" to get better click-through rates: *Check* it out. *Reserve* Your Spot. *Join* Now. *Discover* Yourself. *Come* hang with us.



The tiny print that everyone reads

This pre-header gets read because it show up in preview screens and on mobile devices. Fill it with a special offer, branding, or if your email is image-rich you can use "please enable images to fully enjoy this email."

"To" is about smart segmenting list and keeping your list high-quality

Blast emails are dead unless you're announcing "breaking news." Segment by interest, geography, and/or behavior. Keep your email list "clean" by purging invalid emails, which can be up to 18% of your list each year. A clean, smaller, yet engaged list is better than a big dormant list for your email delivery track record and forecasting.

Personalize when possible

Studies show that personalizing by region or geography is as powerful, or even more, than by name. Like blast emails, the days of "Dear Friend" are over. If you don't have a name, skip the salutation or just say "Hi."

One topic per email unless it's your newsletter

Write to one person

Be conversational... even if you're "corporate" write as if you're having a conversation with one person.

Headlines & Subheads

A headline might be right for your email or business. I've often used both a headline and an opening line to really hook my reader. Same rules and models that that work for your **Subject Line** work for your headline or sub headlines too.

Landing Page

One of the most important elements of your email is NOT even in your email. It's your landing page, where the conversion really takes place.

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Learn more about email marketing that converts from Mandy O'Neill at www.connectednonprofit.com

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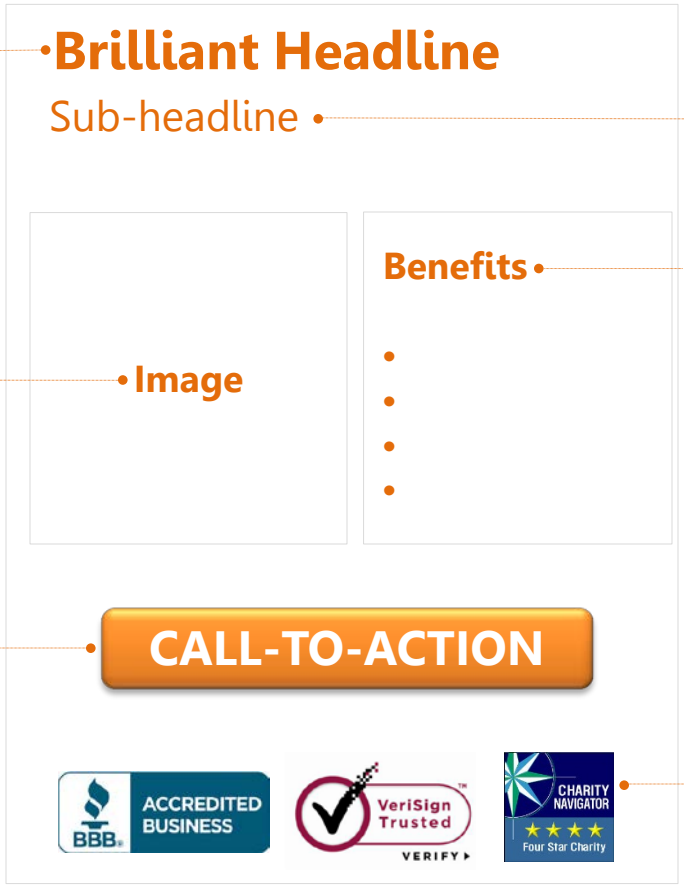
Landing Page ESSENTIALS

Your landing page is where the real "conversion" happens

Brilliant Headline

Give people a reason to stay... tell them what's in it for them. Make your reader feel like they are in the "right place." This headline needs to flow from or match the copy that sent your reader to this landing page. Leading with the most popular benefit your reader gets is a strong headline.



Sub-headline

(optional)

Use a sub-headline as an extension of your headline: like finishing a sentence. Or, use a sub headline to offer an additional persuasive message consistent or complementary to your headline.

Benefit(s)

People buy benefits, not features. "You buy a good night's sleep rather than a mattress." 3-5 bullet points that summarize the real benefit to the buyer, donor, subscriber, or participant reading this landing page.

Image

Use images or video showing context of use, or beneficiary of the nonprofit services. You get better conversion if your image is consistent with any advertising or email image used to send your prospect to this landing page. Idea: your image can be a happy customer with a quotable testimonial to reinforce "social proof."

One product, service, or offering at a time

Too many options on your landing page gets you less conversions. Psychologist Barry Schwartz's "choice paradox" reveals that given too many choices, people take less action. Not more.

Social Proof

Testimonials, trust logos, "As seen in" logos, quoting "how many other people are doing this" reduce risk for your buyer. Here are some sample trust logos.

Reduce friction

If content isn't absolutely necessary, leave it off. A clean page nets higher conversions.

Like this?

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