

I'm not a robot















be sent An email from "[email protected]" with Ben being the founder of the company. Sharing which email address and sender name an email will come from helps your creative team find the right format, tone of voice, and perspective. We'll go deeper into email design and copy guidelines further down this post. For now, we just want to urge you not to send any emails from a noreply email address. Here's why. 6. Your CTA: What action should recipients take? While one email can offer recipients several things to do, every email should have only one primary purpose and call-to-action that is highlighted by its design and copy. In the email above, the primary goal of Baker Ross is clearly to get subscribers to take advantage of their free delivery before it ends. The free delivery is mentioned in the subject line of the email and in the massive image that takes up most of the email body. The "shop now" button to make use of this free delivery is also the biggest and most prominent CTA in the whole email. There are other calls-to-action, such as the one asking subscribers to follow Baker Ross on social media and the links that go to various shop categories, but there's no doubt about which action Baker Ross wants recipients of this email to take most. On top of sharing the primary purpose of each email, you should make your creative team familiar with your products, social media activity, and customer service processes. These are the elements of your e-commerce business that will almost always get a place in your emails. The better designers and copywriters know them, the better they'll be able to present them to your subscribers. While this familiarization process should be part of your overall internal communication strategy, you can always include some key points in your creative brief. A few examples of things that are worth emphasizing in your brief: benefits and features of a new product the presence of a loyalty program service benefits like free shipping 7. What the incentive for that action is While super-fans may buy your latest product simply because they're super-fans and will buy everything you launch, most recipients will need a little nudge to take action on your emails. Whether you want to offer a discount, create urgency, or insert some social proof, that incentive should be described clearly in your email marketing brief. 8. How success will be tracked While the people who create the email may not be the same people as those who track the results of your email marketing campaigns, they still need to know how those results will be tracked. This ensures that everyone's on the same page about the goal of an email and understands which elements are most important. Some key performance indicators you may track and want to mention in your creative brief are: open rate click-through rate generated sales social shares number of unsubscribes 9. Supporting material Sometimes, the concept for a new email will come out of a brainstorming session. Other times, it may come from an article you've read, a case study a competitor published, or an industry report on email marketing. If the latter is the case, make sure to include this material in your creative brief to provide more context and help your team to get started. 10. Email design and copy Who your email is for, when it will be sent, what its primary goal is... While all of the elements mentioned above will influence your email design and copy, you also need to include specific instructions in regards to style and structure. Some things to include in your creative brief are: the color pallet to use the desired tone of voice the feeling you're looking to create the email dimensions to keep in mind headers, footers, images, and other existing elements that should be used Ideally, you already have a brand style guide that you can link to from your creative brief, and then you only need to add some specifics or mention where this email can deviate from those guidelines. Even better than just explaining these things, is to include examples of what you're looking for in your brief. With MailCharts, this becomes super easy. Our database allows you to search 1000s of email examples by type, industry, and brand. Sign up for a free trial and start exploring straight away. 11. A timeline The final section of your creative brief includes a list of who needs to do what by when. It involves all the steps that go into the ideation, creation, reviewing, and sending of the email with specific deadlines for everyone involved. Now that you know what needs to go into an email brief, let's have a look at an email brief example. Email Creative Brief Example If we go back to the Baker Ross email we showed above, we can imagine the creative brief for that email could have looked a little like this: Project description The goal of this email is to alert subscribers that our free delivery ends at midnight and use that as an incentive to place an order. Project team: Karen and Max Target audience All subscribers. Send time or trigger We'll send this email early Monday morning so that parents have the weekend - and the need to keep their kids entertained - freshly in mind. Primary inbox device Mobile. Sender name and address Sender name: Baker Ross Sender address: [email protected] Primary call-to-action "Shop now" or similar. We want them to take action before our free delivery offer ends. Incentive Create a sense of urgency by highlighting that there's a time limit on free delivery. Key performance indicators Open and click-through rate. Supporting material Previous free shipping promotions we've sent out. Email design and copy guidelines Follow Baker Ross' general brand guidelines. Timeline February 8: copy proposal ready February 10: copy proposal reviewed and approved February 11: email design proposal ready February 15: email design reviewed and approved February 17: final check of email in ESP February 18: email scheduled to be sent on March 1 March 1: confirm email sending Creative Briefs Are The Foundation of Successful Emails A good creative email brief contains all the information needed to successfully execute an email concept. It makes sure everyone involved knows who the email is for, what goal it's supposed to achieve, what it should look like, and how it fits into the company's larger marketing goals throughout each step of the creation process. As such, it's the crucial first component of each new email campaign. Now that you know what to include in the brief for your next email campaign, get some inspiration by browsing campaigns by hundreds of other ecommerce brands. Sign up for a free trial and get started. What to Include in an Email Creative Brief was last modified: March 10th, 2023 by Sofie Couwenbergh

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