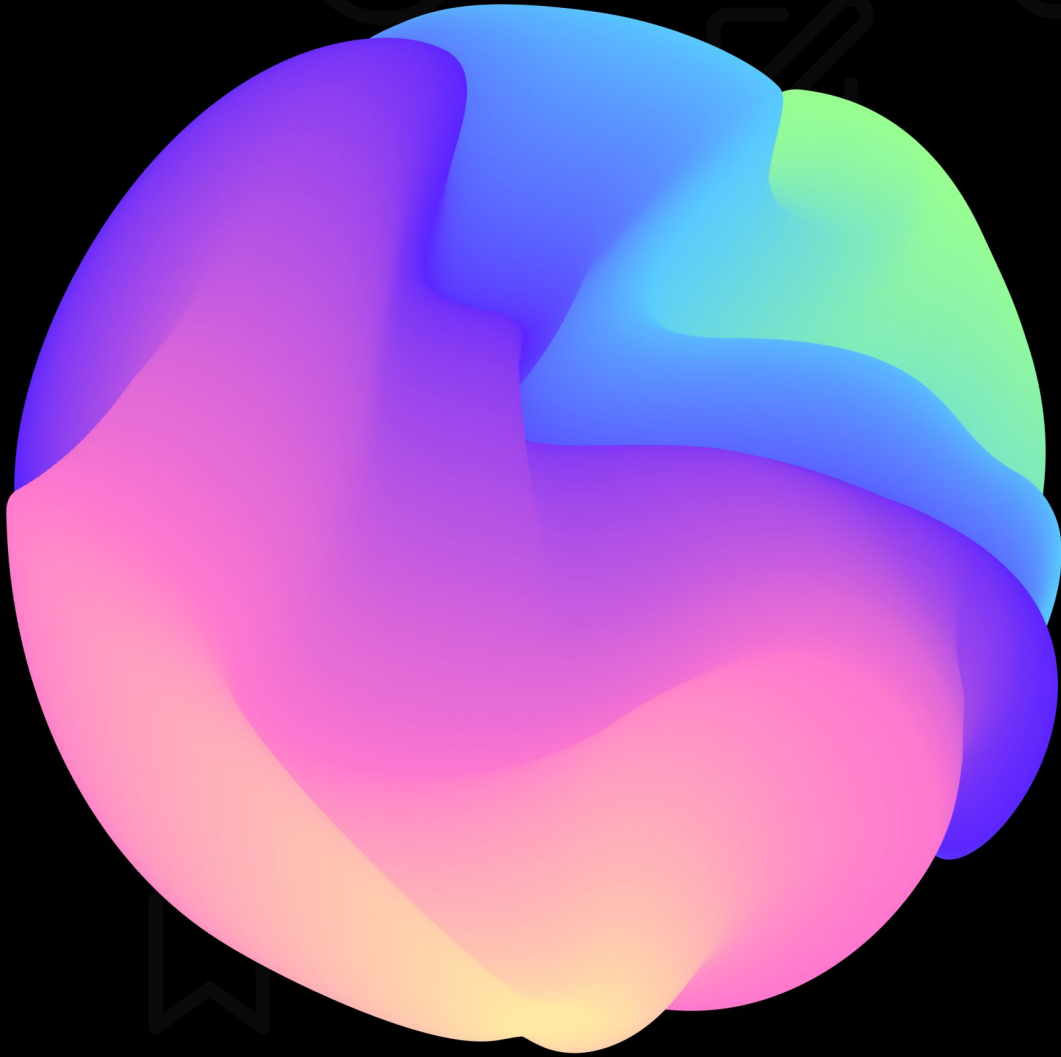


The Top 5 Design Secrets

from a Team of World-Class Email Designers



Hello, and welcome!

I'm so excited to present this resource to you for a couple of reasons.

Firstly, because I believe that design is what makes email marketing fun. Good copy is important, but unless you're one of the best copywriters in the world, it's hard to really paint a picture for your audience with words alone.

Good design allows you to add a much-needed visual element to your marketing message that gets your customers excited and inspired to try your product.

Secondly, because bad design can do more harm than good. The mistake that many marketers make is they hire a general designer to create an email for them and they don't know these tactics that'll help you increase conversions.

A specialized email designer will create emails in a way that will direct your audience to the right place with just a brief scan of the page.

These tips are from my highly-skilled, highly-specialized, and highly-experienced team of designers that work with me at my email marketing agency.

We now have 12 full-time designers on staff who are undoubtedly world-class at what they do.

I've sourced these tips from them directly.

These tips are the reason our agency has done nearly \$150M in revenue for our clients via email.

Without further ado, let's jump right in.



Tip #1

Understanding ATF and BTF.

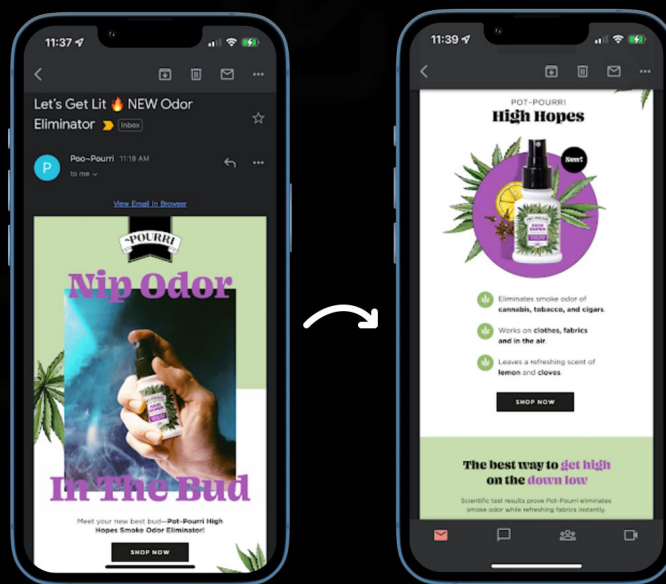
In email marketing, you may hear these terms thrown around — ATF and BTF, which stands for Above The Fold and Below The Fold.

The “fold” in this case is what appears in the first scroll on your computer or phone screen.

When you organize your emails this way, you’re able to get the entire point across without forcing the subscriber to scroll.

Ease-of-use is what reduces friction, and reducing friction is what makes it easier to win the sale.

You should be able to fit a **header**, **subheader**, and **call-to-action** within one “scroll”, or above the fold.



Then, below the fold, you can offer the information that can help handle objections.

Include social proof, product benefits, and product recommendations for people who need more from you before they can make a definitive buying decision.



Tip #2

A Picture Is Worth 1000 Words (and thousands more dollars)

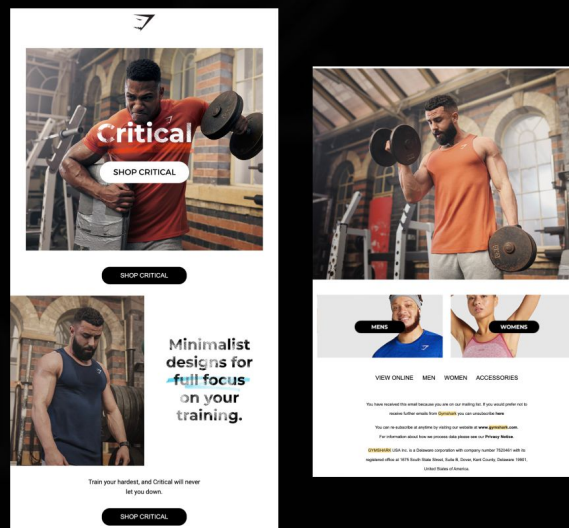
The images you choose should never be by accident.

Every image that goes inside your email needs to subtly hint at the type of benefits that your customer will get when they actually order the product.

This may seem a little woo-woo, but certain images will change the emotions that your audience members feel when they open your emails.

Let's take a look at this email from Gymshark.

I always like to take inspiration from big brands, because they either have a very expensive in-house team or a very expensive agency that knows exactly what they're doing.



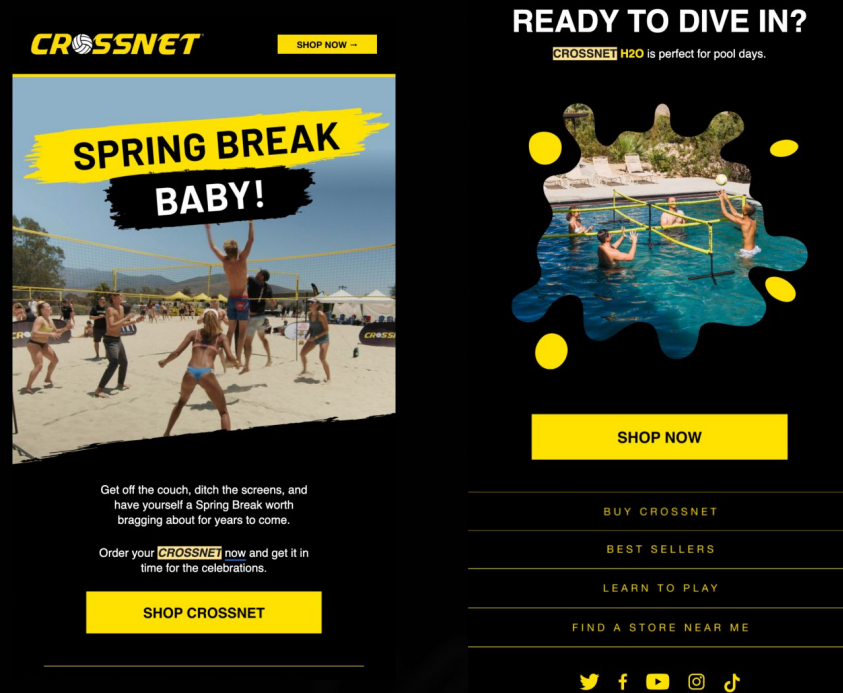
This email showcases a model who's in perfect shape and is exercising hard in the gym.

This is meant to inspire the audience to be like the model, and showcase exactly how the product will look when it's in use.



Obviously, it's just a clothing line, but attributing the hustle and energy of the model to the clothing is what makes this an effective image.

Let's take another example from CROSSNET.



This image showcases the type of time that you'll have when playing CROSSNET with your friends.

It may bring you back to the days when you were on spring break with your friends. It gives you nostalgia (which is a super powerful emotion) and inspires you to buy the product so you can relive those moments.

Don't include just any image in your emails. Make sure it shows some type of transformation that your audience can insert themselves into.

If their lives are boring, show a fun time.

If they're not in the best shape, show an image of someone who's gone from skinny to jacked.



Tip #3

Optimize for mobile.

You may notice that a lot of the emails you see in your inbox from popular DTC brands have a similar style.

They all tend to have the “long and skinny” look, that looks like the design for a mobile app.

According to research done by Campaign Monitor, **81%** of all users prefer to open and view emails on their phones.

If an email is designed for desktop, it may not translate well to mobile. If an email is designed for mobile, it still looks clean and professional on desktop.



More than just sizing and margins, you need to account for dark mode.

According to Android Authority, **81.9%** of people have dark mode activated on their mobile for various reasons. It saves battery life, it's easier on your eyes, etc.

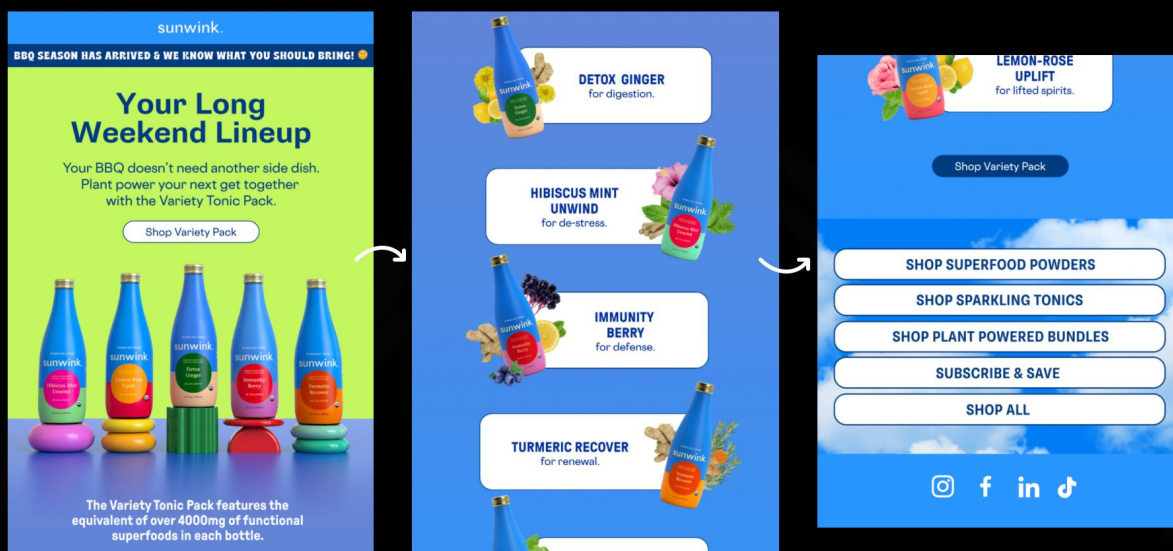
The number is approximately the same for iPhone users as well.

When it comes to how you can optimize for dark mode, always ensure that you're dictating what color your emails are instead of allowing your email-building tool to use the default background of the user's phone.

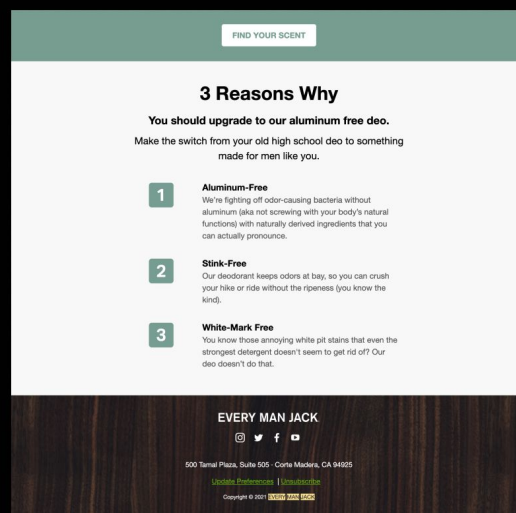


This is why our design team chooses to design with mobile in mind all of the time.

Let's compare these two emails. One is optimized for mobile (size and dark mode), and one is not.



VS.



Making an email easy to read is a given.

Although “live text” (the text that is entered directly into your email builder in Klaviyo for example) is good to have for deliverability, make sure that you adjust the background color to not revert to default.

Avoid dark on dark text if you're optimizing for mobile.



Tip #4

Whitespace is crucial.

One thing that a lot of newer email marketers will do is try to stuff as much information into one email as they possibly can.

Although it may seem like this is best practice in order to deliver value to your subscribers, this does more harm than good.

Funny enough, we've realized that less is more when it comes to planting information in an email.

Newer marketers tend to make their emails look like the sales page for the brand.

It has the same information, the same densely-packed content, etc.

The goal of the email is to drive traffic to the sales page, because that's where they actually make their buying decision.

The less information you provide in the email, the more likely someone will click through to the website, and the more likely they will buy the product.

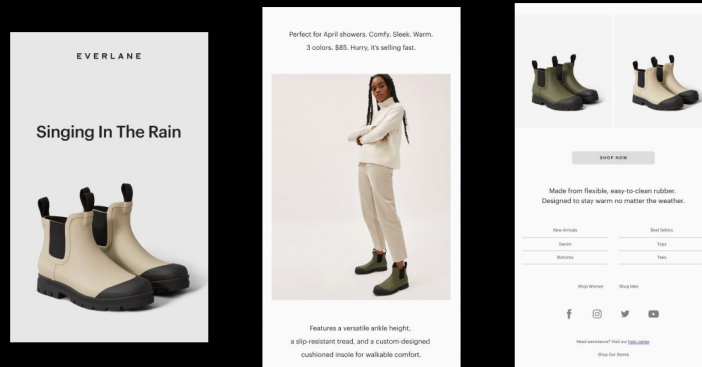
Furthermore, white space makes it easy for your audience to get the entire picture in less time.

They understand exactly what you're offering in one brief scan of the page.

Let's look at a couple of examples here.



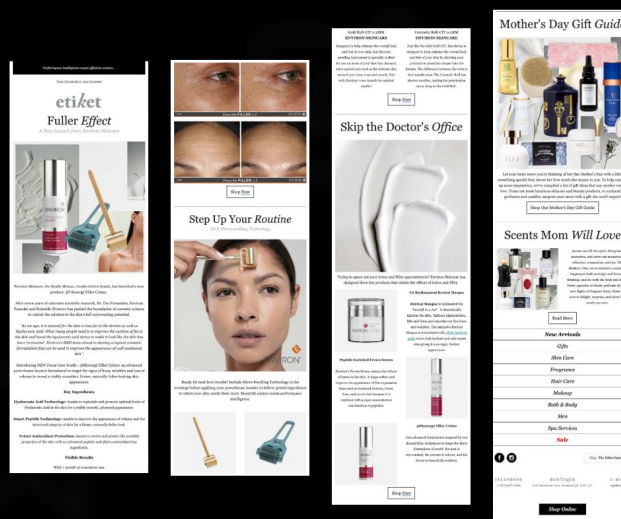
This email is from Everlane. Again, they're a massive brand and they have a highly-skilled email team to put together their campaigns.



This email has a lot of whitespace, which eliminates any information overload for the audience.

It looks clean, it looks professional, and it's a very straightforward offer.

If we compare the Everlane email to this one from a smaller brand, you can see that they don't follow the same principles.



This email still looks good, but there's a little bit too much going on here.

There are multiple directions that the audience can go with it, instead of one offer and one CTA.

When you have information overload, you get paralyzed as a consumer.

Keep it simple for yourself and for your audience.



Tip #5

Placing your CTAs

This last tip is very simple, but very important.

Style, typography, colors, and branding are all subjective and can vary based on your brand and your audience demographics.

One thing that is ALWAYS consistent across the best emails in the world is the CTA placement.

This goes back to the first tip, ATF vs BTF.

You 100% always need a CTA above the fold, before the audience has to scroll.

But most people forget that you always need a CTA at the bottom of the email with even stronger language to bookend the email.

What tends to happen is that a subscriber will require more information before clicking through, scroll down to the bottom to read more, and then they'll get lazy and not have a place to click to bring them to the site.

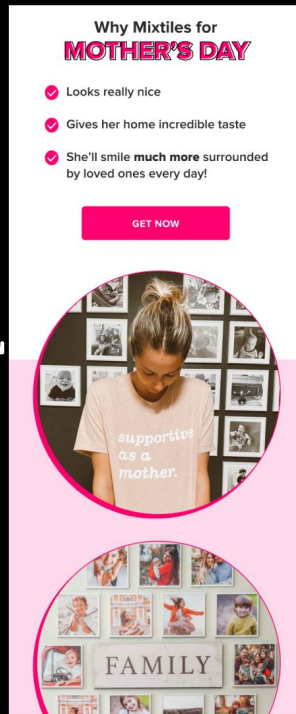
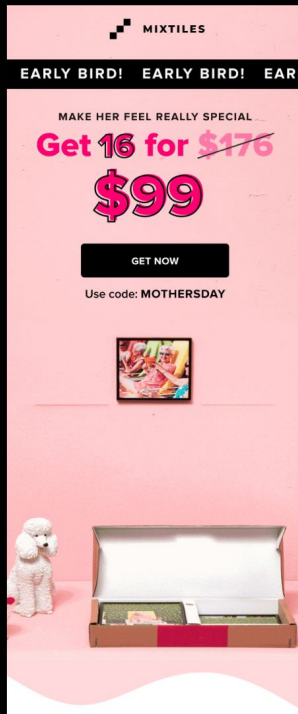
This sounds like we're really nit picking here, but this does matter.

Also, stylistically, it's just the right way to end an email.

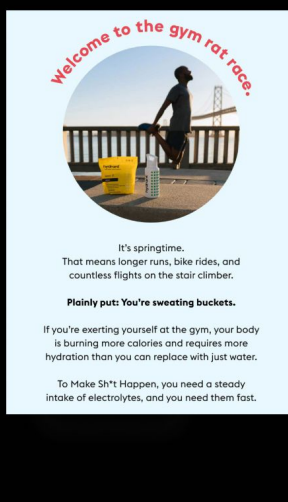
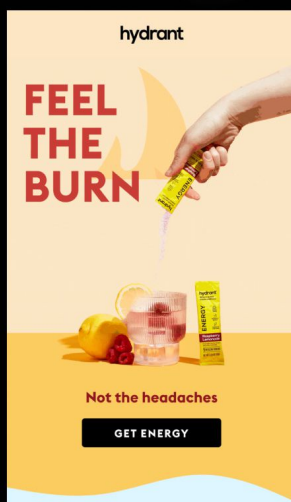
Here are a couple of examples of emails that do this well.



1.
MIXTILES



2.
HYDRANT



When crafting emails, we need to make it as easy as possible for our customers to give us their hard-earned money.

Any extra work required on their end means a lower probability that they'll take action.

If you're ready to make incredible emails for your brand and start driving more revenue today, sign up for the EmailUp waitlist today!

Thanks so much for reading, and I hope you got something from this!

Best,
Chase