

A person's hands are shown typing on a laptop keyboard. The image is overlaid with a semi-transparent blue filter. The text "12 OF THE SMARTEST EMAILS TO HIT OUR INBOX" is written in white, uppercase letters across the center of the image.

12 OF THE SMARTEST EMAILS TO HIT OUR INBOX



WE LOVE SEEING ALL THE EXCITING EMAILS OUR CUSTOMERS CREATE EVERY DAY. BUT EVERY SO OFTEN, ONE OF THEM SENDS AN EMAIL SO GOOD THAT WE FIRE OFF THE CONFETTI CANNON AND SHARE IT WITH EVERYONE AROUND THE HOUSE.

HERE ARE 12 OF OUR FAVORITES.

(IN NO PARTICULAR ORDER)

ANTIQUE ARCHAEOLOGY

Ever heard of the History Channel series *American Pickers*? Antique Archaeology is Mike Wolfe's retail store from the show. And emails like this play a huge role in connecting Mike's fans with his awesome finds.

01

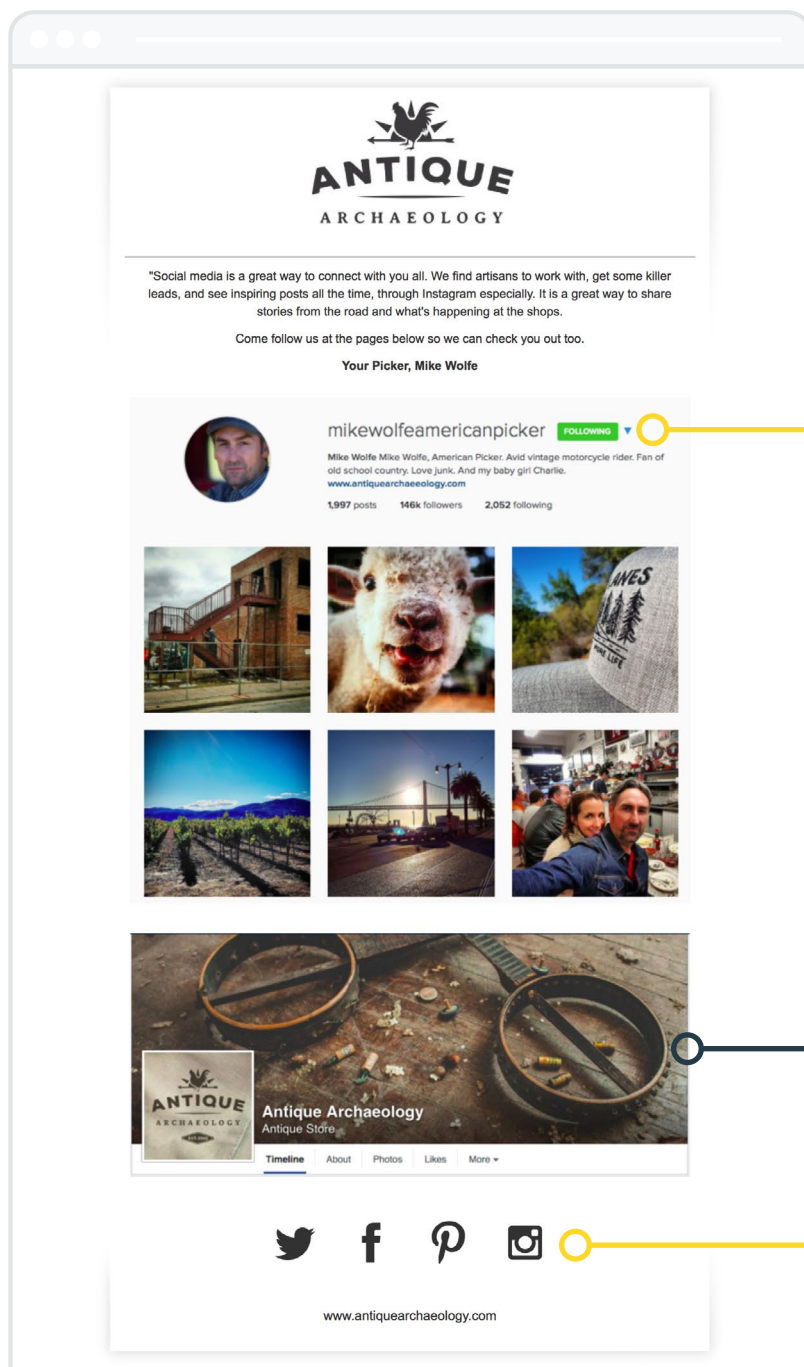
NUMBER

Encouraging subscribers to follow his social channels helps Mike expand his audience of super fans and find new leads for pickin'.

ADDING SOCIAL FOLLOW BUTTONS TO AN EMAIL CAN LIFT CLICK RATES BY **150%** (SOCIALTIMES).

Smart image choices and plenty of white space keeps this email looking clean and polished.

Adding social follow buttons to an email can lift click rates by 150%.



DOGFISH HEAD BREWERY

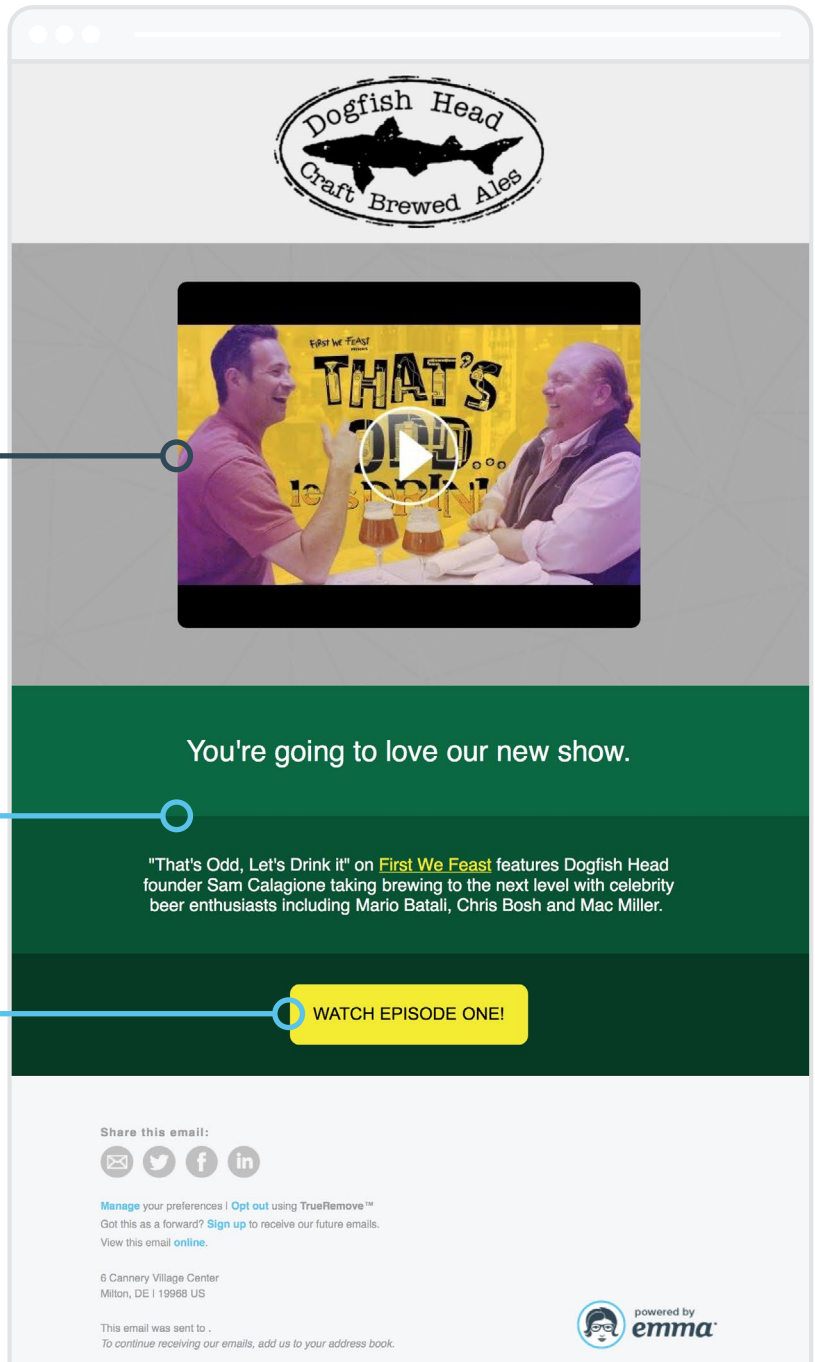
Emma-powered brands Dogfish Head and Mario Batali collide in the name of sweet, sweet beer. We're all about this email promoting Dogfish Head's brand new web series, "That's Odd, Let's Drink It."

A screen grab of a video featuring Sam, Batali and beer? Yep, we'll click on that.

Minimal copy equals maximum readability and helps readers get to the video quicker.

An eye-catching CTA button (like this big yellow one) provides another opportunity to engage subscribers.

INCLUDING A VIDEO IN YOUR EMAIL CAN BOOST OPEN RATES BY **20%** AND INCREASE CLICK-THROUGH RATES **2-3X** (INVODO).



THE OXFORD AMERICAN

Non-profit literary journal The Oxford American has a gorgeous print publication, and they smartly carry that design aesthetic over to their website and email marketing.

03

NUMBER

A navigation bar above the fold gives email subscribers plenty of ways to connect.

66% OF CONSUMERS HAVE MADE A PURCHASE AS A DIRECT RESULT OF GETTING AN EMAIL (DMA).

The cover of their annual music issue makes for some beautiful, compelling email imagery.

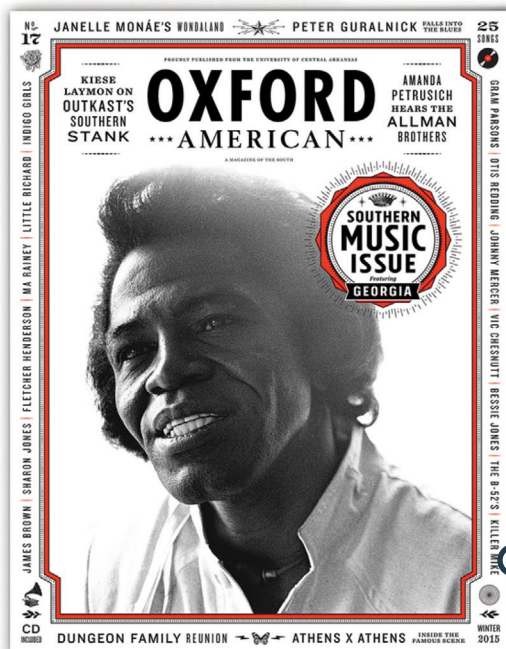
This gorgeous custom template helps The Oxford American maintain a consistent brand identity both on and offline.

OXFORD

AMERICAN

— A —
MAGAZINE
OF THE
SOUTH

SUBSCRIBE ★ DONATE ★ SHOP ★ JOIN



PRE-ORDER THE ISSUE HERE

Note: Current subscribers will receive the Georgia Music issue as part of their subscription. [Click here to subscribe to the magazine.](#) The issue will be available on newsstands nationwide in December.



PRE-ORDER THE GEORGIA MUSIC ISSUE

Coming in December. From Otis to Outkast, we are proud to feature the great state of Georgia in our 2015 Southern Music Issue.

SUBSCRIBE



P.O. Box 3236 | Little Rock, AR 72203

FIREHOUSE SUBS

Popular franchise Firehouse Subs consistently crafts mouth-watering emails thanks to a delicious mix of smart automation and killer design (look at that steaming brisket!).

Firehouse fills their emails with bright, engaging imagery that's begging to be explored and – in this case – eaten.

Featuring one key product with a logo and clear CTA can go a long way toward boosting engagement (and sales).

Smartly segmenting by location and sending near lunch time gets people out of the inbox and into the restaurant.

OUR BRAINS PROCESS IMAGES **60,000** TIMES FASTER THAN TEXT (3M CORPORATION).



Share this email:



[Manage](#) your preferences | [Opt out](#) using TrueRemove™
Got this as a forward? [Sign up](#) to receive our future emails.
[View this email online.](#)



emma

YUMI KIM

Since upscale women's retailer Yumi Kim already knows how to craft a beautiful product, it only makes sense that their emails follow suit. So for the brand's marketing team, chic email design always stays top-of-the-mind.

05

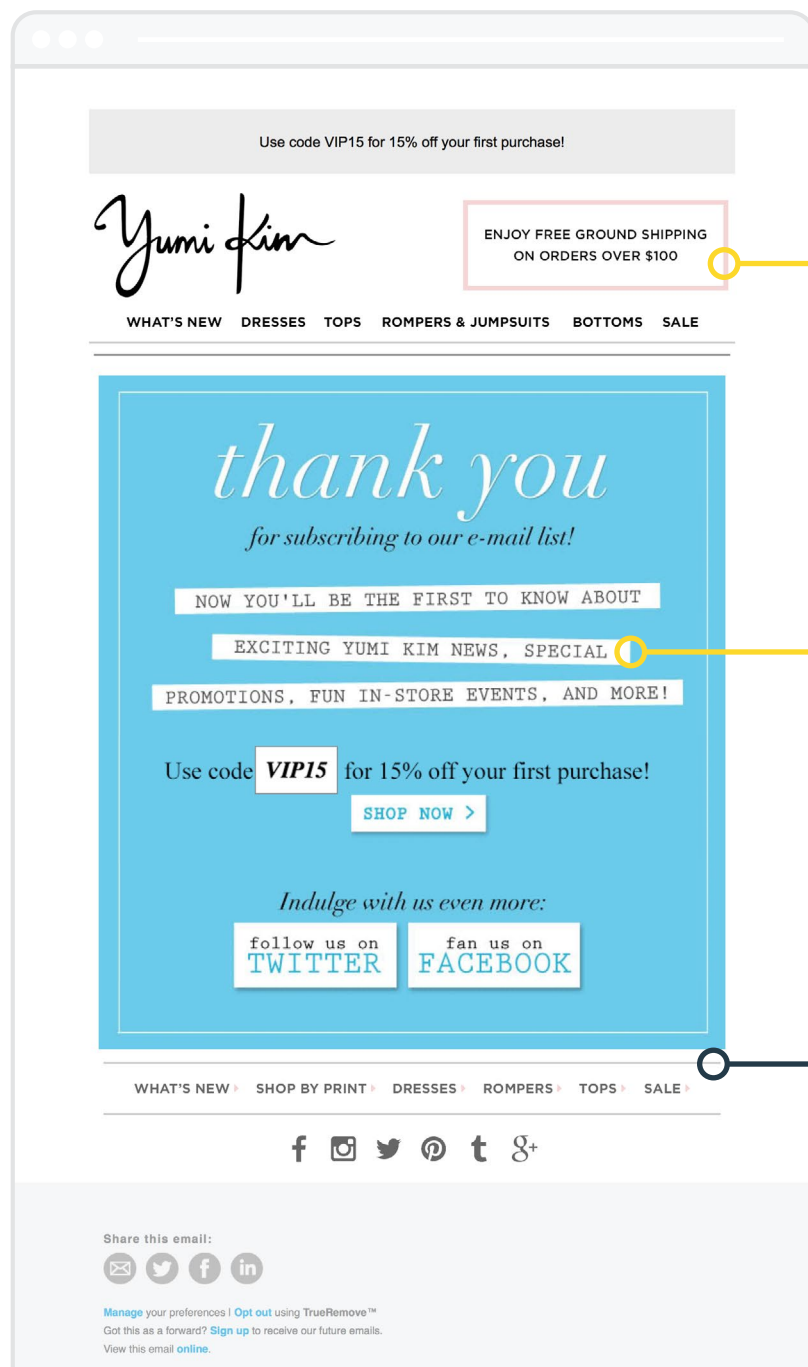
NUMBER

Yumi Kim's welcome email gives subscribers a fantastic first impression thanks to streamlined design and a special offer.

The copy is presented in such a fun way that you don't miss the fact there are no images in the email.

From the top and bottom nav, to the CTAs, to the social follow buttons, new subscribers have a million ways to connect.

AUTOMATED EMAILS
HAVE **152%** HIGHER
CLICK RATES THAN
STANDARD MAILINGS
(EPSILON).



TCU

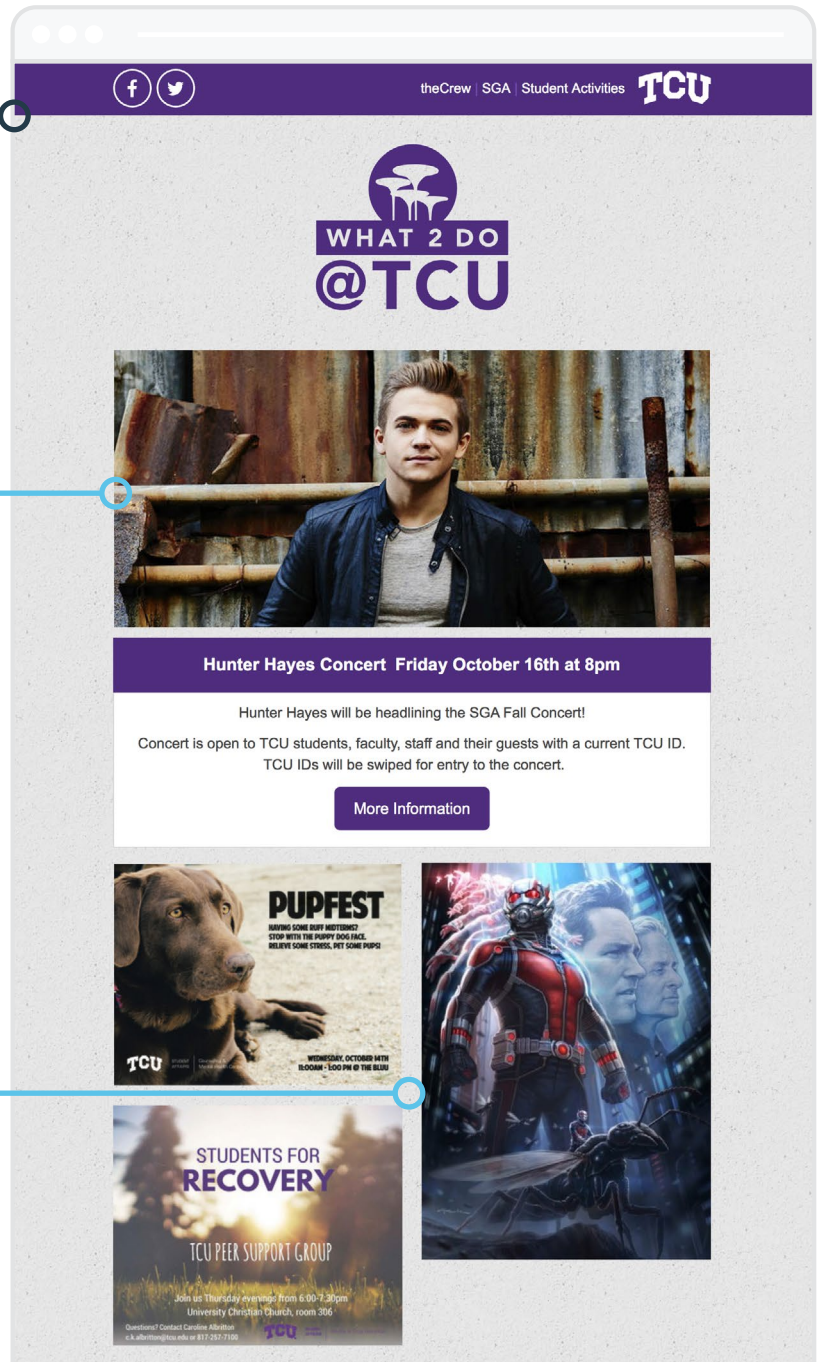
University marketers face a ridiculously tough challenge competing for their students' attention in the inbox. But through timely content and top-notch design, TCU is nailing it.

A custom template helps TCU keep their brand identity consistent from their emails to their website.

The single-column design is tailored for on-the-go students checking email on mobile devices.

53% OF OF EMAIL
IS NOW OPENED ON A
MOBILE DEVICE (LITMUS).

Breaking content into sections with compelling imagery and big, bold CTA buttons makes it super easy to scan.

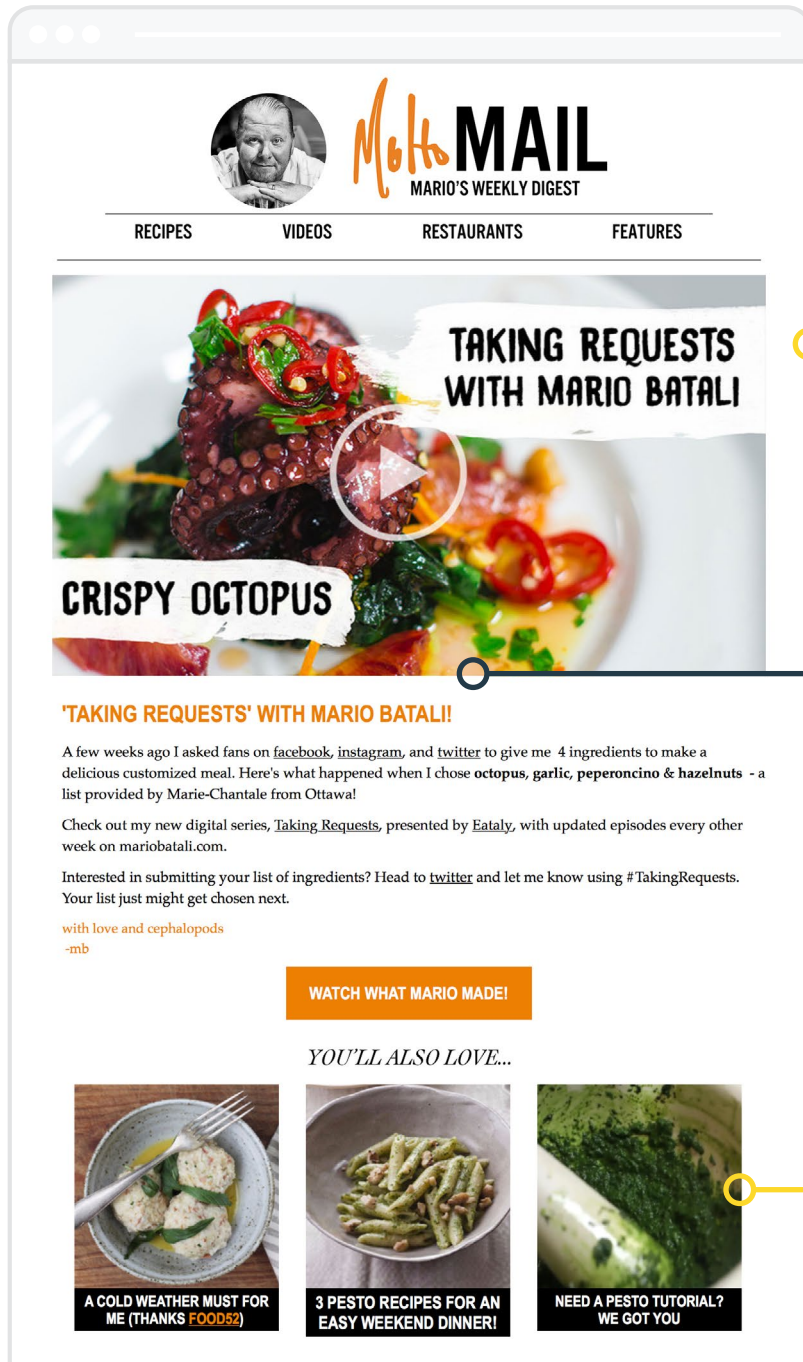


MARIO BATALI

The Batali brand uses email to keep fans connected to their main man in the orange Crocs, and their design looks as great as the tasty food coming out of the kitchen.

07

NUMBER



Give your subscribers what they want. For Batali, that's pictures of his delicious food and recipes for how to make it.

Adding video to email can boost engagement by as much as 300%.

OUR BRAINS ARE
CONDITIONED TO REACT
TO IMAGES OF FOOD
(FRONTIERS IN BEHAVIORAL
NEUROSCIENCE).

Content buckets after the main CTA give subscribers another chance to engage.

GARDEN & GUN

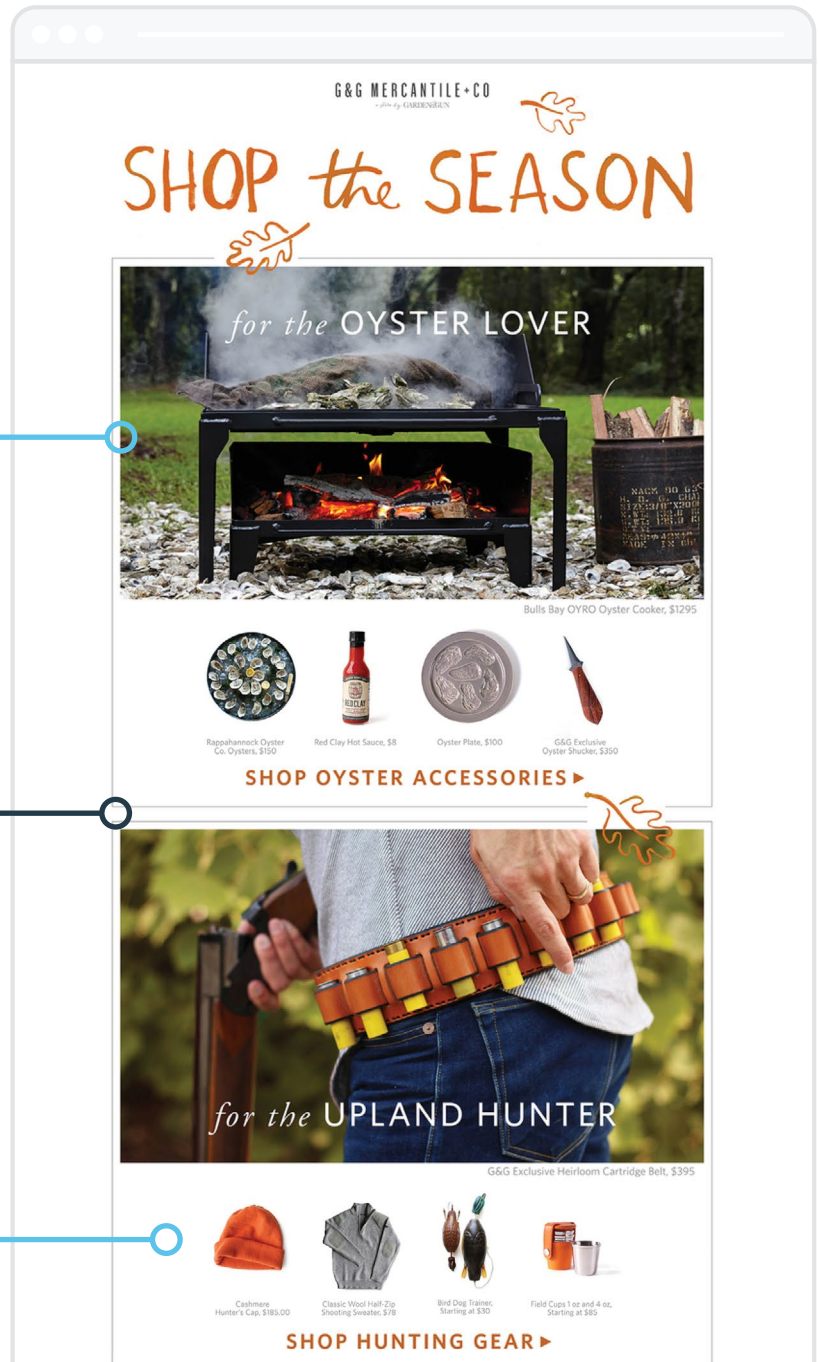
G&G Mercantile is southern lifestyle magazine Garden & Gun's online store, and this email does a stellar job of putting their products in the very best light.

YOU HAVE ONLY **3-4** SECONDS TO GRAB YOUR READERS' ATTENTION AND INTEREST THEM ENOUGH TO READ YOUR EMAIL (LITMUS).

This warm and inviting hero image shucks you right in.

The content is organized in clear sections for easy scanning and tapping on mobile devices.

The clean design allows G&G to show off multiple products without it feeling cluttered.



CHRISTIE COOKIES

We love cookies almost as much as we love beautiful email design, so this Cyber Monday campaign from Christie Cookies pushed all the right buttons.

09

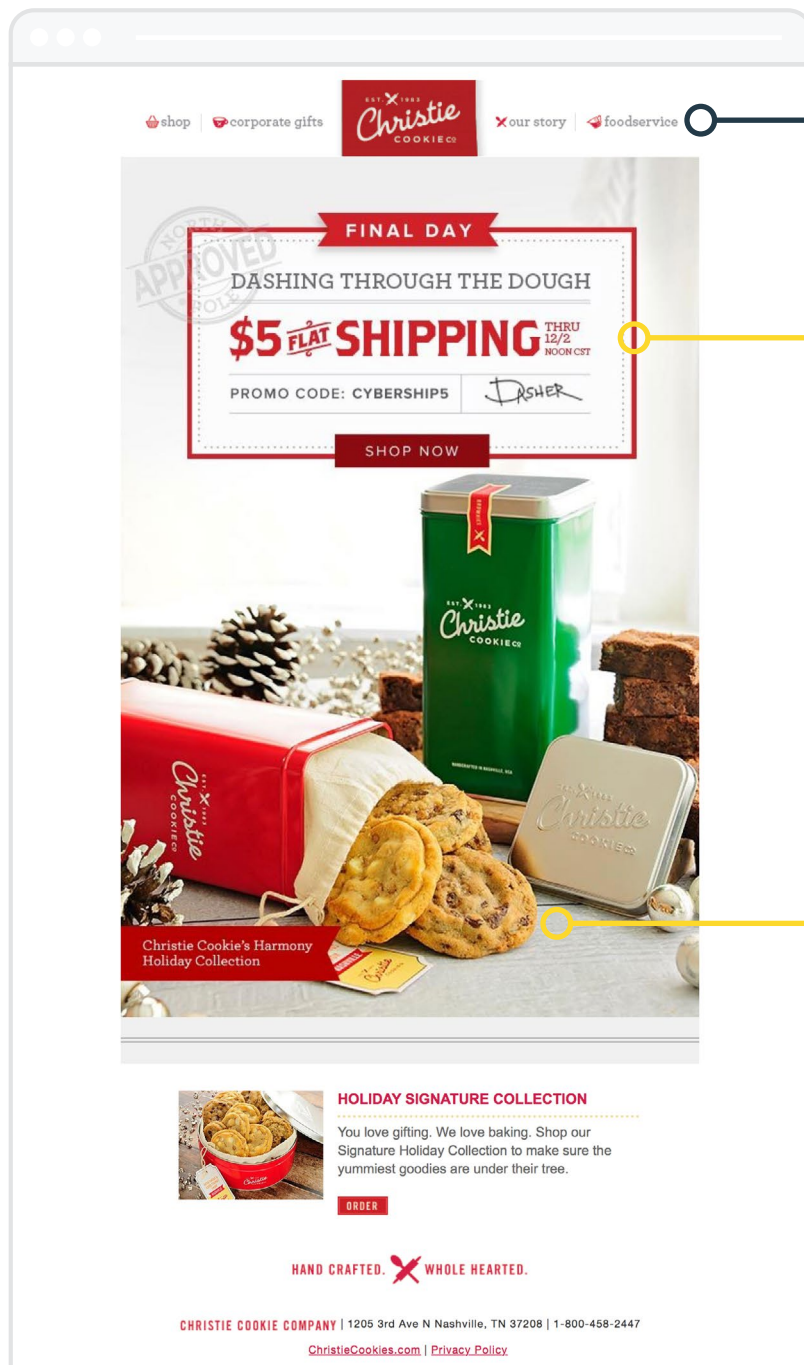
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The top navigation lets subscribers quickly get to the content they want.

Establishing urgency right off the bat is a great way to get people clicking.

SUBJECT LINES THAT CREATE A SENSE OF URGENCY AND EXCLUSIVITY GET **22%** HIGHER OPEN RATES (EMAIL INSTITUTE).

Put your product front and center with a clear CTA (especially when chocolate chips are involved).



PETER NAPPI

Peter Nappi puts the spotlight on their lux Italian leather goods, proving that the difference between a so-so and a stunning email really is black and white.

White space and heavy contrast draw attention to each product without overwhelming the eyes.

This massive button makes it effortless to tap and start shopping on a mobile device.

There's no need for lots of copy when your products speak for themselves.

65% OF RECIPIENTS PREFER EMAILS THAT CONTAIN MOSTLY IMAGES VS. 35% WHO PREFER MOSTLY TEXT (HUBSPOT).

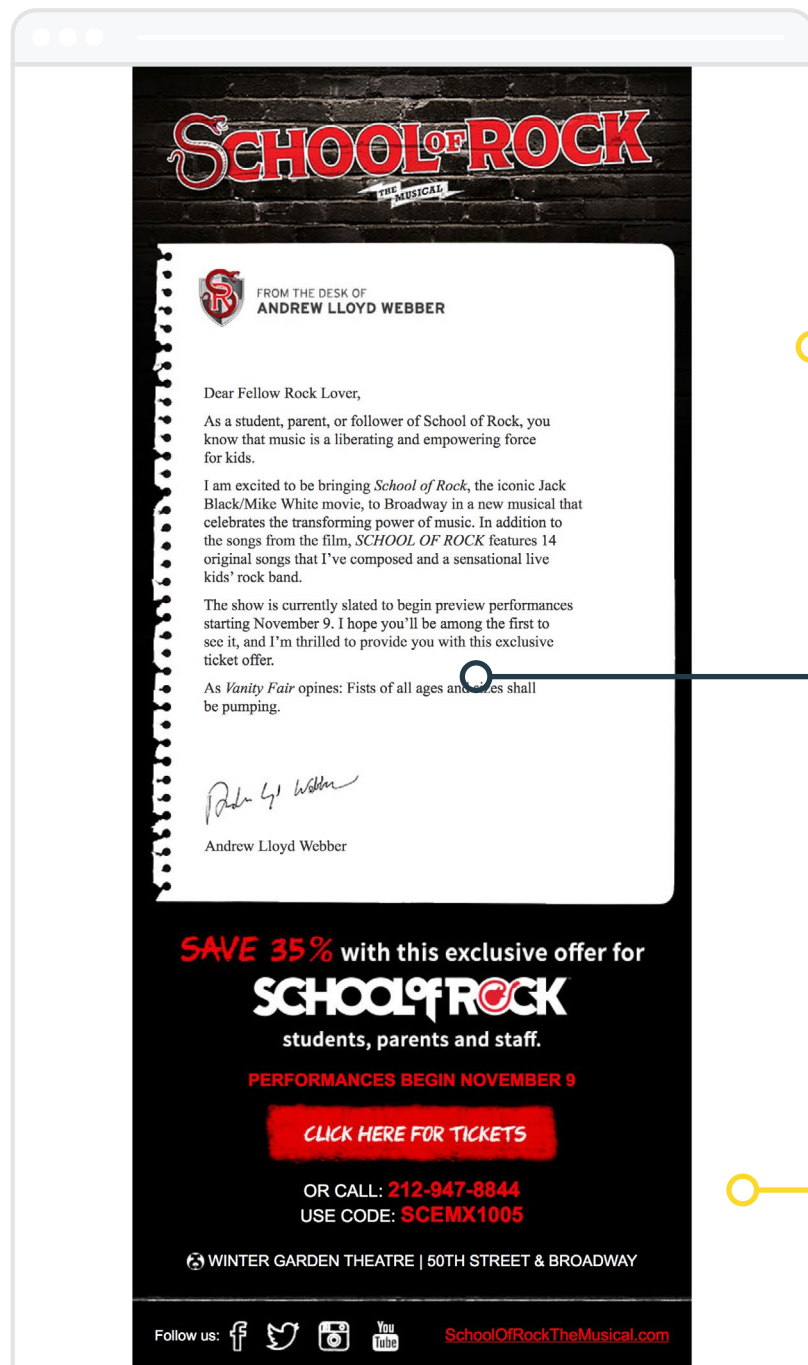


SCHOOL OF ROCK

A major franchise with an awesome mission, *School of Rock* hits all the right notes with this email promoting *School of Rock: The Musical*.

11

NUMBER



A big, dramatic logo in the header reels you in as soon as you click "open."

This fun, throwback approach to an old-school letter made us stop scanning and (gasp!) actually read.

EMAILS WITH A SINGLE CALL TO ACTION INCREASE CLICKS **371%** AND SALES **1617%** (TOAST).

The special offer and CTA really pop against the black background.

GOLDIEBLOX

GoldieBlox is a different kind of toy company that seeks to empower girls to become engineers and “disrupt the pink aisle” for good. And their emails are just as smart as the female role models they promote.

...what’s going on here? This crazy screen grab above the fold has us hooked and ready to click!

PEOPLE SPEND **80%** OF THEIR TIME LOOKING AT THE INFORMATION ABOVE THE FOLD (NIELSEN NORMAN GROUP).

The playful images, smiling faces and lively color scheme keep you engaged from top to bottom.

A cool toy and a good cause? What an awesome way to spread the cheer during the holiday season.



GIVE ROLE MODELS

At GoldieBlox, we believe in the importance of Role Models. Today we are thrilled to be launching “Fast-Forward Girls,” highlighting the women leading the next generation by example. We’ve teamed up with some of our heroes (grown-ups and kids) to feature our favorite girl-powered moments of 2015. Get ready to get inspired. #shesworthit

CLICK TO WATCH



GIVE PLAY

Play is for everyone - please join us in inspiring ALL girls to engineer, create, and dream bigger than the pink aisle. **You** are our greatest resource for reaching as many girls as possible.



emma[®]

READY TO CREATE EMAILS LIKE THESE?

At Emma, we're on a mission to help
marketers do their very best work – and to
have a great time doing it.

[SEE WHAT WE MEAN](#)