

WHY DO EMAIL RECIPIENTS CLICK 'DELETE'?

SIX COMMON EMAIL MARKETING MISTAKES

Email recipients use their inbox for a variety of purposes: work correspondence, keeping in touch with friends and family, personal finance, social networking, newsletters. These messages help people stay connected with the news and information that is most relevant to them; which is why an extraneous marketing message is likely to be ignored or deleted. To make sure your message is on-point, avoid these 6 common pitfalls that contribute to lack luster email campaigns.

#1: The reader isn't sure what is expected of him/her

Establish a clear objective. Think about what you want the reader to do: Fill out a lead-qualification form? Buy a product? Register for an event? The reader is more likely to respond if they immediately understand what you want them to do. Competing calls to actions create 'opportunity paralysis' and detract from your objective.

#2: The message is out-of-touch with the audience

Visualize where researchers are reading emails- at their desk, in the lab, at home- and imagine all the distractions that may be competing with your message. Put yourself in their shoes and consider "What's in it for the reader?" Give them a reason to open your email, read it, and follow through the desired action.

#3: The copy is focused on features rather than benefits

Rather than focusing on the technical features of your product or service, try talking about the benefits to the reader such as fewer mistakes or saving time. By focusing on benefits to the reader, your product becomes more attractive to the individual and more likely to generate the desired response.

#4: The marketer makes assumptions about how images are displayed

Some services, like Gmail, do not display images by default. Additionally, many people have opted to disable images in their email account. Keep in mind that important content, links, or call-to-action that are locked in an image may not be visible to many recipients. Always include alt-text for those with images disabled.

#5: The designer assumes that readers will view the email in its entirety

Emails are viewed in many different ways: in Outlook preview panes, in Gmail accounts, on mobile devices. Don't design your email to be viewed on a full screen. If your key message is not visible on what's immediately displayed, readers are less likely to open it or take action.

#6: The email format is not screen responsive

More email is viewed on mobile than on desktop. In a recent study, 42% of emails are now opened on a mobile device*. Emails that do not automatically adjust to the readers' screen may not display correctly and may cause some important information to be unseen. Non-responsive emails may also increase the likelihood of broken links and distorted images.

Still need help?
We can help you create the perfect email for your audience.

For more information on advertising opportunities, contact your Account Manager or our Sales Operations Team.

To keep up-to-date on marketing solutions like these, sign up for our alerts at partnerships.nature.com

✉ salesoperations@nature.com

📞 (US): +1 (212) 726 9682

📞 (EU): +44 (0) 20 7843 4960

SPRINGER NATURE

*Source: Litmus, 'The 2019 Email Client Market Share', July 2019

THE ANATOMY OF AN EFFECTIVE EMAIL

HOW TO ATTRACT AND RETAIN THE READER'S ATTENTION AND GENERATE RESPONSE

Successful emails need several components working together to achieve a specific objective. Now that you are aware of the most common email oversights, use the checklist below to ensure that each component is contributing to the overall success of your email campaign.

The Subject Line

The message is clear and concise

It peaks interest by focusing on benefits to the reader

Words that readers respond to are incorporated; common search terms on the company website, popular blog post titles, and successful PPC headlines have been considered

The subject is not misleading; any interest generated is rewarded by the email content

The Preheader

The preheader has not been neglected; it is valuable real estate visible at the top of preview panes

It grabs attention with a quick summary of the main message and call to action

It links to the landing page most relevant to the campaign

The message is short and succinct; space is not wasted with the term "click here"

The Header

The company logo and an enticing headline are included at the top of the email

The head image(s) is not too large; it does not consume an entire preview pane

Important information, calls to action, and/or links are not locked within the header image(s)

The Primary Message

The main message is presented in an F-shaped pattern; readers scan emails first across the top and then down the left-hand side*

The most important messages and actions are at the top (ideally the top-left) of the email

Bullet points or headings are used to emphasize key points and capture the eye as readers scan the left side of the email

The desired action is obvious to the reader

Clutter is eliminated; everything in the copy is moving the reader toward the desired action

The Closer

The bottom of the email is in harmony with the header

The call to action has been repeated to capture anyone who sail through the main message

Contact information or a link to the company's contact page is included at the bottom of the email

Bring it all together.

Always, before sending an email, test it on a full screen, in a preview panel, a mobile device, and with the images turned on and off. Look at each email component and ask yourself "Is the message getting through?"

For more information on advertising opportunities, contact your Account Manager or our Sales Operations Team.

To keep up-to-date on marketing solutions like these, sign up for our alerts at partnerships.nature.com

✉ salesoperations@nature.com

📞 (US): +1 (212) 726 9682

📞 (EU): +44 (0) 20 7843 4960

SPRINGER NATURE

*Source: Nielsen Norman Group, 'F-Shaped Pattern of Reading on the Web: Misunderstood, But Still Relevant (Even on Mobile)', November 2017