

GUIDE TO DESIGN EMAILS FOR BETTER MARKETING

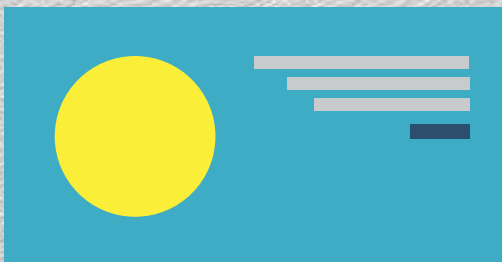
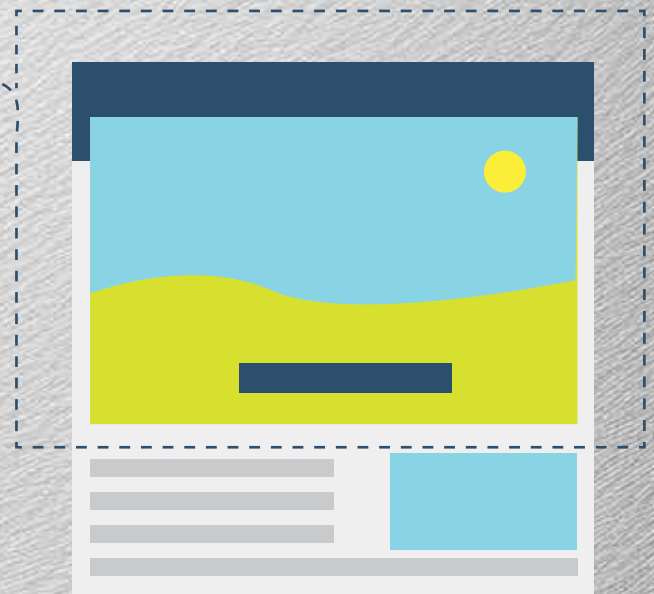


Email
marketing still gives one of
the highest ROI in digital
marketing — but only when it's
visually structured
right.

Visual Hierarchy

Place the main CTA
above the fold

focusing on one main message or
image per email so the viewer
instantly knows what action to take.



Keep a single visual focus per email.

when someone opens your email, their
eyes should instantly understand what
the email is about and what action to
take

Use Contrast to draw attention !

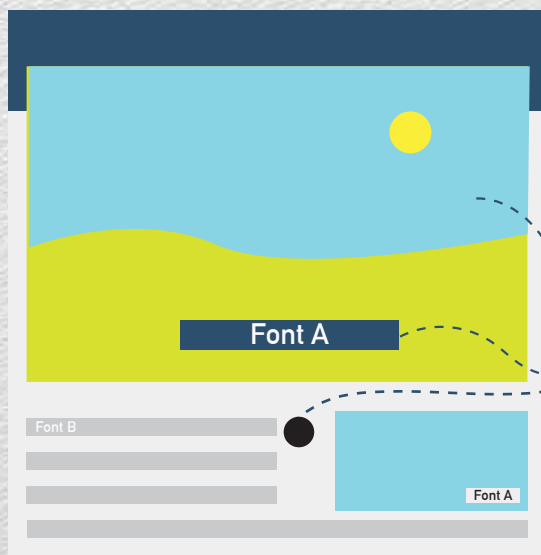
different colors, sizes, or brightness so
the most important part of your
design stands out instantly.



Brand Consistency

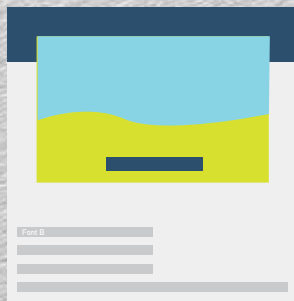
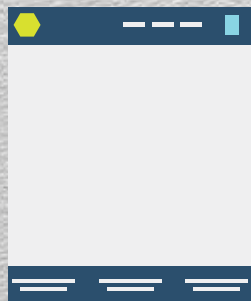
Use brand Fonts, Colors & Tone

It means you should use the same fonts, colors, and overall style that represent your brand everywhere – so your emails look consistent and people immediately recognize they're from you.



Avoid mixing multiple design styles

Should stick to one consistent visual style in your email – don't combine modern, vintage, and playful looks together – because mixing different design styles makes the email look messy and unprofessional.



Keep header and footer aligned with website/social identity

It means making your email's top and bottom parts match your website and social media style so your brand looks consistent and recognizable.

Mobile Optimization

80% of users open emails on phones



Keep width under 600px

That means your email design should not be wider than 600 pixels, so it displays properly on all devices – especially mobiles and tablets – without cutting off or requiring sideways scrolling.



Avoid long columns or tiny text

It means keep your email layout short and readable, using wide enough text blocks and clear font sizes, so people don't have to zoom in or scroll too much on mobile screens.



Typography

Font One

font two

Stick to 2 typefaces max

It means you should use no more than two different fonts in your email design — one for headings and one for body text — to keep it clean, professional, and easy to read.

Highlight CTA or key lines with bold text

It means you should make important parts like buttons or key phrases bold so they grab attention quickly and guide the reader toward the main action you want them to take.

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Prioritize readability

Don't let the design obstruct the readability of the viewers. Make sure your text is easy to read at a glance — by using clear fonts, proper size (around 14–16px), good spacing, and enough contrast between text and background.

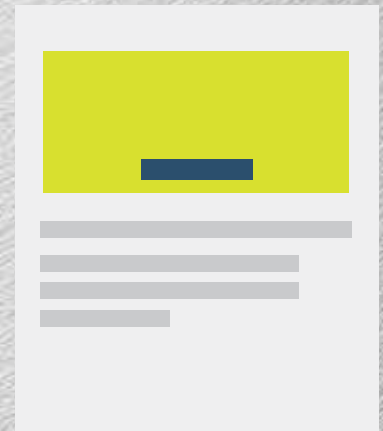
Reada

Readability

Call-to-Action

Use one clear CTA (not 5 links!)

That means your email should have only one main call-to-action (CTA) — like one main button or link ("Buy Now," "Book a Call," etc.) — instead of many different links, so people don't get confused about what to click.



Make buttons contrast with background

That means your CTA button color should stand out clearly from the background — for example, a bright orange button on a white email — so it instantly catches the reader's eye and encourages them to click.



Power words should be used in CTA

That means you should use strong, action-oriented words in your buttons or CTAs — like "Get Started," "Claim Offer," or "See Designs" — because these words create excitement and motivate people to take action immediately.

Get Started.

Claim Offer !

See Designs.

Images & Spacing



VS

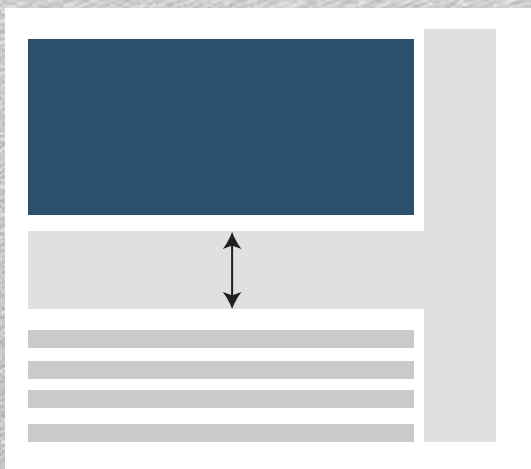
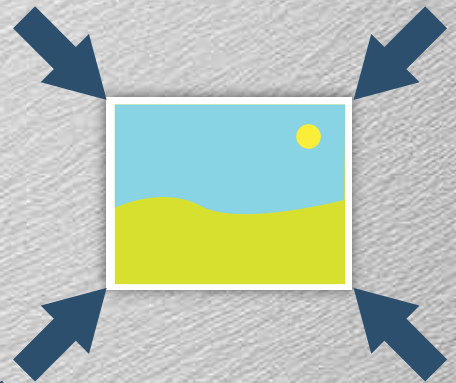


Use 60:40 text-to-image ratio.

writing a short, clear summary that highlights the main benefits users will get from downloading your guide.

Compress images for faster load time.

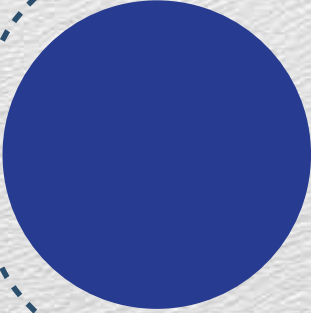
Reducing image file sizes so your emails load quickly and don't make readers wait.



Add breathing space — don't clutter.

leaving enough empty space around text and images so your email looks clean, organized, and easy to read.

Psychology of Color

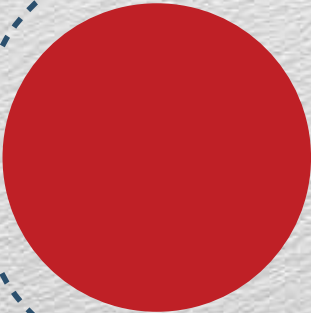


Blue = Trust

Blue makes people feel safe, calm, and confident.

It's often used by banks, tech brands, and professionals (like PayPal, Facebook, LinkedIn) because it builds a sense of reliability and honesty.

Best for: corporate, finance, tech, healthcare designs.



Red = Urgency

Red creates a sense of energy, passion, and urgency.

It grabs attention instantly and encourages people to take action quickly (like "Buy Now" or "Limited Offer").

Best for: sales, promotions, call-to-action buttons.



Green = Action

Green represents growth, progress, and positivity.

It's easy on the eyes and often signals "Go" or "Confirm."

It also connects to nature, freshness, and success.

Best for: CTA buttons, eco-friendly, health, or finance-related brands.



Yellow = Optimism

Yellow conveys happiness, creativity, and friendliness.

It attracts attention and adds warmth — but too much can feel overwhelming, so use it as a highlight color.

Best for: lifestyle, food, travel, and cheerful brands.

Email Layouts

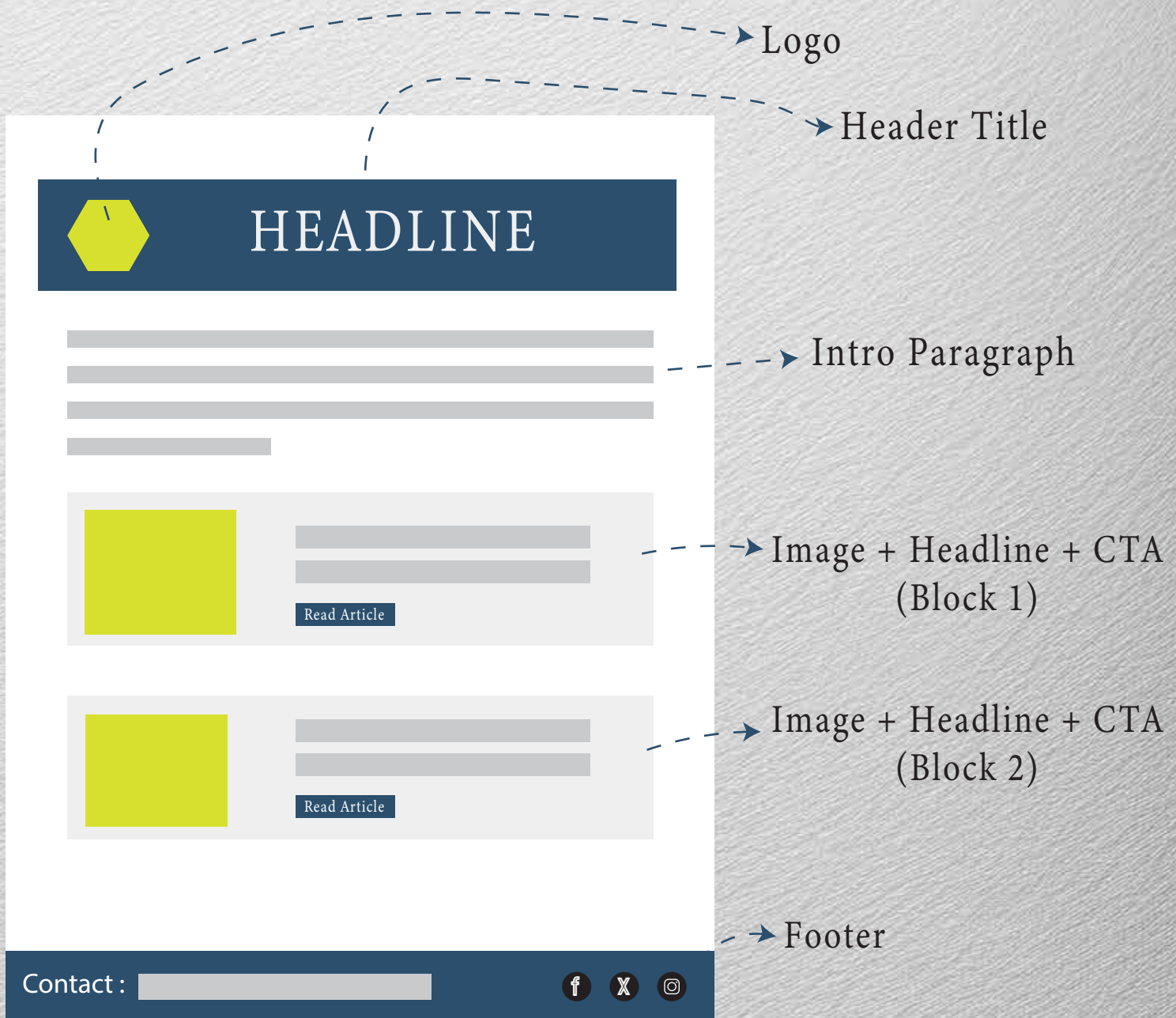


Classic “Hero Focus” Layout (Most Popular)

Ideal for promo or campaign emails.

Tip: Use strong visual hierarchy — big hero, small text, bright button.

💡 Add arrows or labels explaining each part.



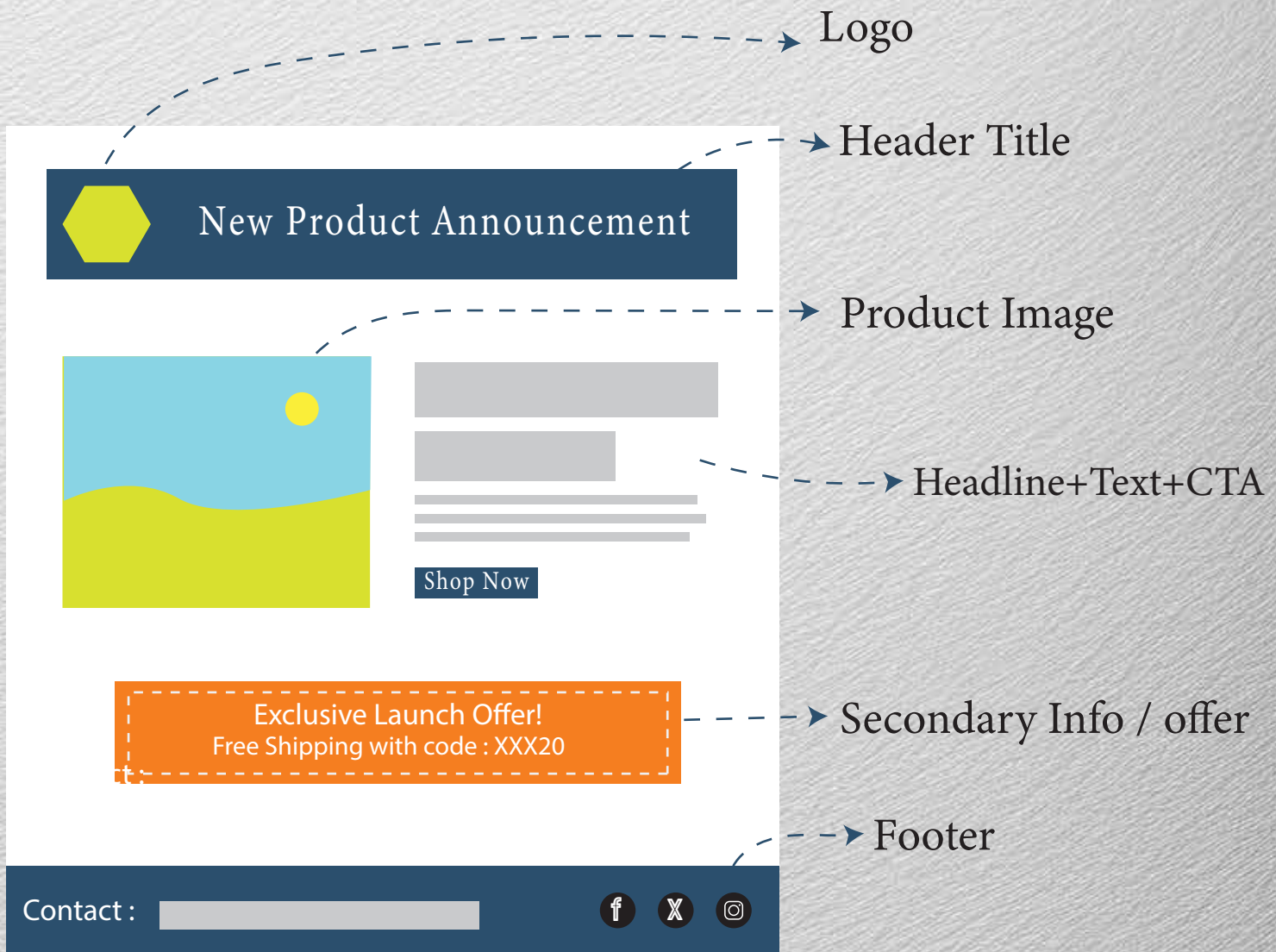
“Newsletter Block” Layout

Great for content-heavy or multi-topic emails.

Tip: Use consistent grid spacing and similar image sizes.




Add alternating left-right image alignment for flow.

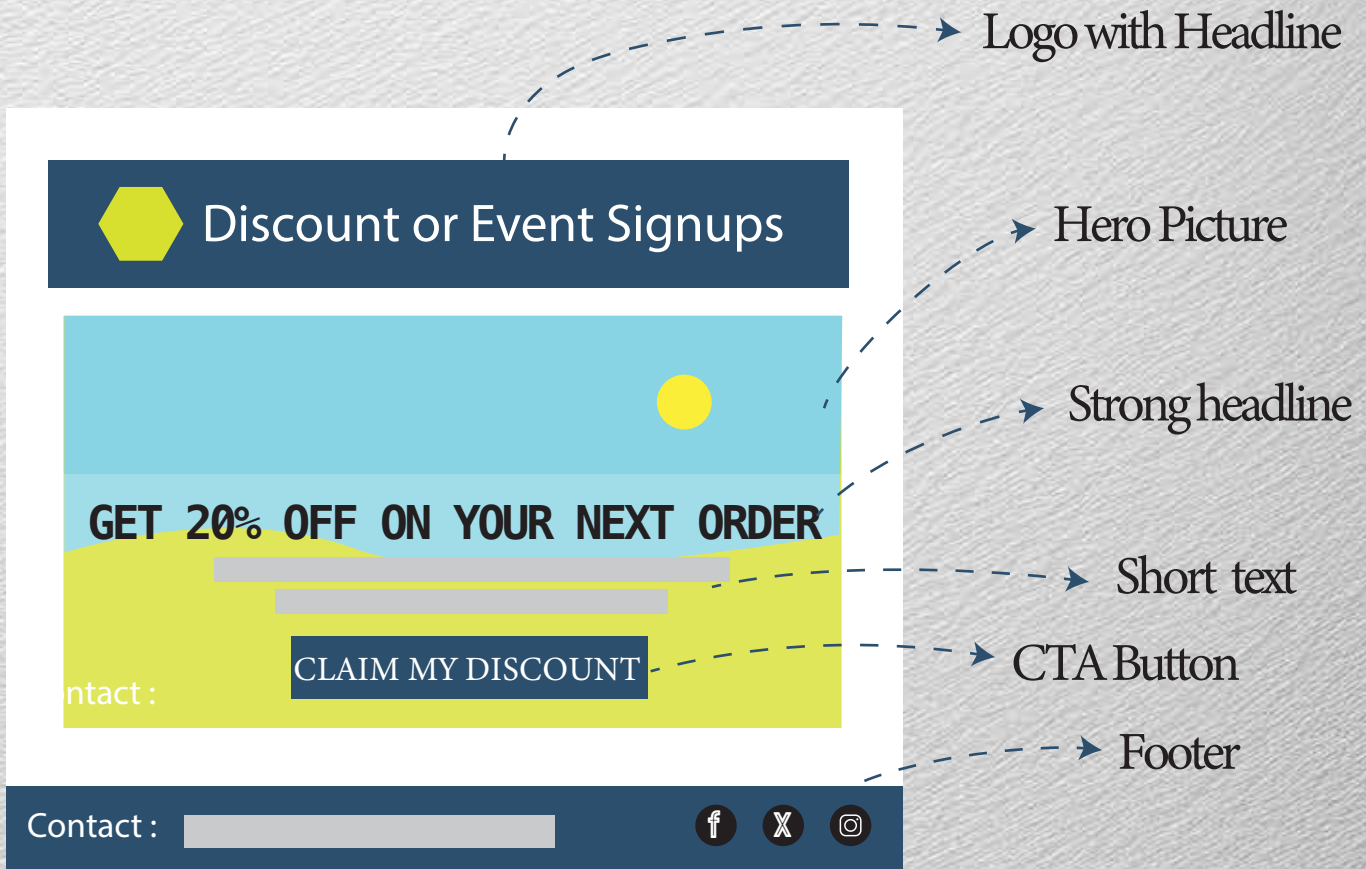


“Split Hero” Layout (Text + Image Side by Side)

Best for product launches or announcements.

Tip: Maintain equal padding; ensure responsive stacking for mobile.

 Label: “Balanced text-image ratio for clarity.”

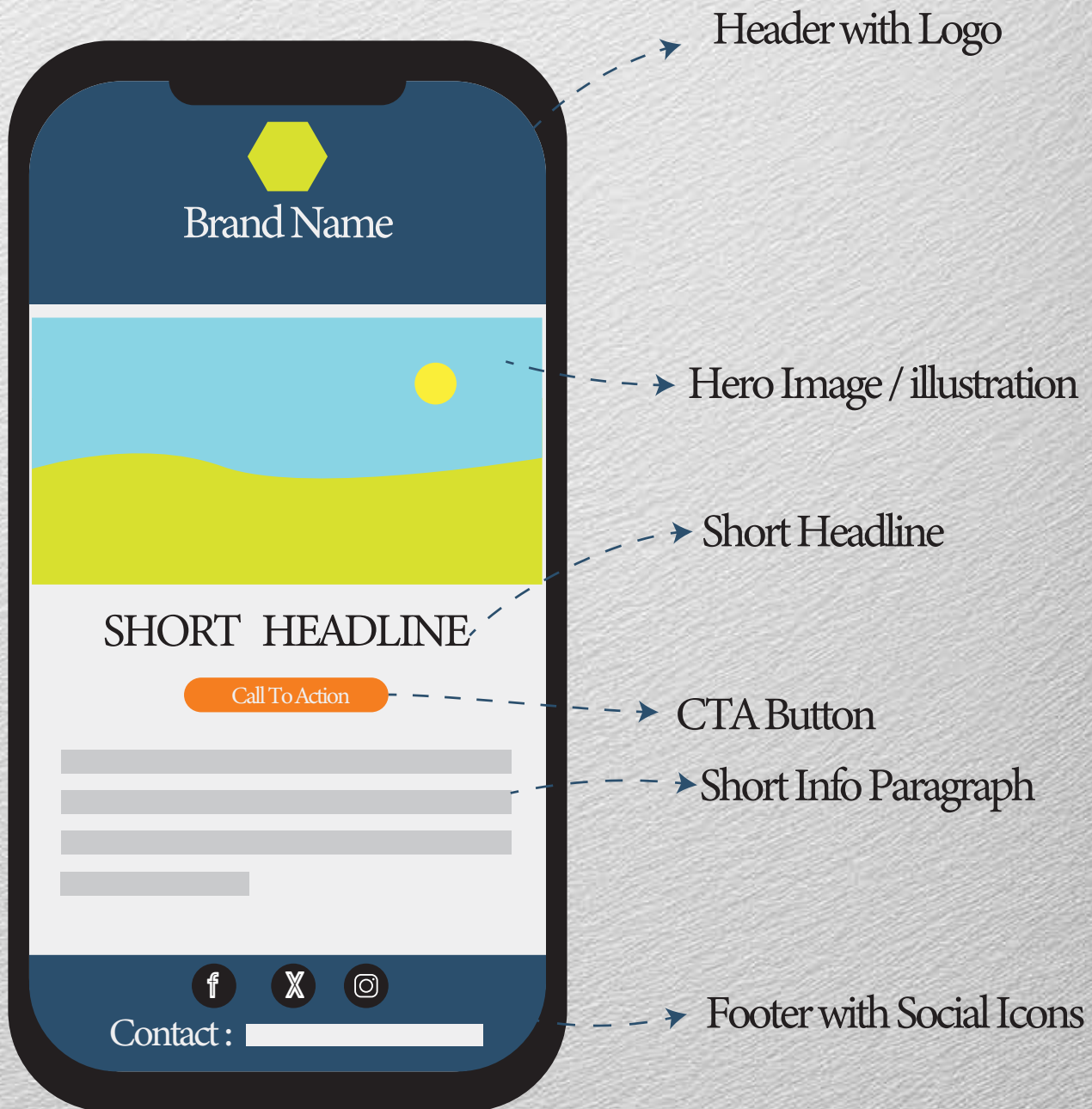


“Single Focus CTA” Layout (Minimalist Design)

For simple campaigns like discount or event signups.

Tip: Keep background subtle, one clear focal point.

Highlight this one as your “Best for Conversion” layout.



“Mobile-First Stack”

Layout (Modern Responsive Look)

Optimized for phone screens.

Tip: Use vertical spacing and large buttons for touch-friendly design.

📱 Show mobile preview beside it for comparison.

Case Studies

1

SHAPEWAYS

Shapeways — targeted email + better design = big CTR lift

Problem: Low engagement from a general list.

Design change: Used tag-based segmentation and tailored email content/creative to each group (more relevant visuals & messaging).

Result: Click-through rates increased dramatically (Mailchimp reports a 525% CTR increase for this case).

Takeaway: Personalization + relevant visuals beat one-size-fits-all design.

ref :

<https://mailchimp.com/resources/shapeways-increases-their-click-through-rate/>

2

AVON

Avon (Promodo case study) —
redesign + optimized creative = higher conversions

Problem: Email channel underperforming for sales.

Design change: Email campaign redesign focusing on clearer layout, stronger CTAs and improved visual hierarchy.

Result: Conversions from email rose by 33% for the campaign reported.

Takeaway: Clean layout + clearer CTAs directly improve conversion rates.

ref :

<https://www.promodo.com/case-studies/email-marketing-case-study-avon>