



2. Don't use hard-to-read fonts



Serif font

- Best for printed material
- Harder to read online
- Popular serif fonts are Baskerville, Georgia & Times New Roman




Sans Serif font


- Easier to read on the web
- Used on websites & for small text
- Popular sans serif fonts are Arial, Helvetica & Verdana

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3. Don't use the wrong colors



85%
of shoppers buy a product because of color



Color increases brand recognition by **80%**



40%
of people in the world say blue is their favorite color

Source: Loyalty Square, ColorMatters.com


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5. Don't forget images

Make it engaging with photos

- 82% of people pay more attention to emails with pictures
- Use alt text and preheader text: email readers may not see images by default
- 3 or fewer images for highest click through
- Spotlight your products, services, employees and customers
- Don't use images of your content

Source: ContentLAD, Infographic: Anatomy of the Email Marketing Message, 2015
Source: Constant Contact Data Reveals Direct Correlation Between Email Campaign Effectiveness and Number of Images and Text Lines Featured, 2015



March Madness: \$100 off June Tours
Ends March 31
Join us for fun, friendship and memories!

Trail to Cicero leading offshore in the San Juan Islands
Ride can-lead like paths through picture-perfect valleys on the Trail of the Copper Mines. Sample friendly brews and take-in friendly culture. Experience a wilderness paradise or the convenience of Cicero and June.
Or bring the whole gang for an annual, exciting family trip on well-trodden bike paths, with terrifically fun guides and seats to please like a countessgroup or Seattle's Space Needle


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5. Don't forget images

Make it engaging with videos

- Mention your video in the email subject line
- Consumers are 50% more likely to read emails that include video
- Keep videos under 90 seconds
- Use video for product demos, testimonials, promotions

Source: Animoto, the 2015 Video Marketing Cheat Sheet
Source: The Power of Visual Content, Market Domination Media



JOIN THE MOVEMENT!

A Day Due Give

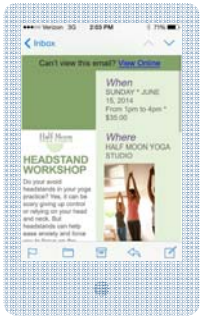
Thank you to everyone who gives to Pajama Program throughout the year.

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Avoid these mistakes...

- Lengthy text
- Tiny fonts
- Multiple columns



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Instead, keep it simple...

- Less text is more
- Large fonts are legible
- One column only




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Avoid these mistakes...

- Large, off-screen images
- Hard-to-find or hard-to-read calls-to-action



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BEFORE EMAIL MARKETING


The Business:
Promotional specialties

Annual Sales:
~\$50,000 from 2010 - 2013



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2017:
OVER \$1,000,000
USING ONLY
EMAIL
MARKETING



**For this client of The Countess Group,
the ROI
Email Marketing
delivers is over
800:1***

*Your results may vary

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free 15-minute consultation.

Learn about our coaching packages

<http://bit.ly/meet-with-ken>

www.TheCountessGroup.com 407-242-4200 info@thecountessgroup.com



Ken & Vicky Countess
The Countess Group
Marketing & Communications
407-242-4200

info@thecountessgroup.com
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linkedin.com/in/kencountess
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... and more

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