SHOW NOTES

@mjkabir Notes

https://shownotes.app/show/xet5y
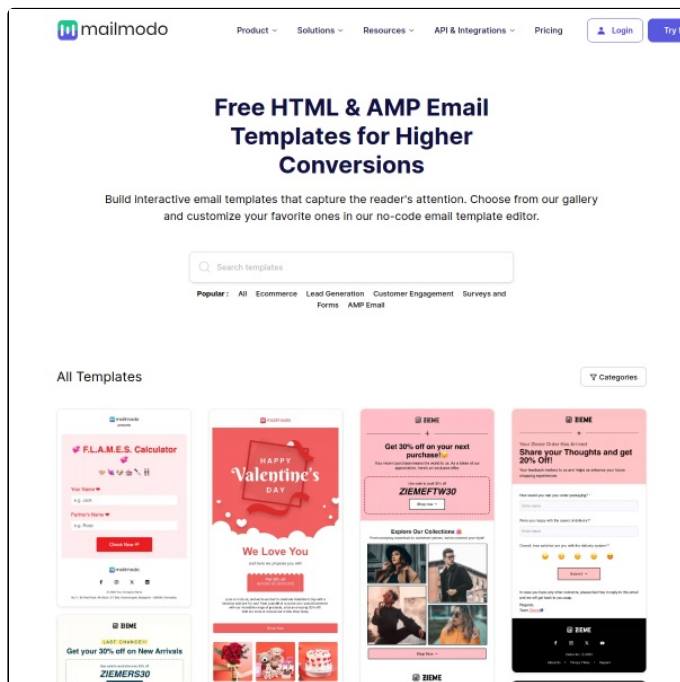
Email Marketing 101

Email is NOT dead.
I honestly believe it and see it in action based on my enterprise customers spending hundreds of thousands of dollars every year on email marketing.

I am compiling a list of tools and techniques for helping me use email marketing effectively. You can enjoy my open source research to save you some time!
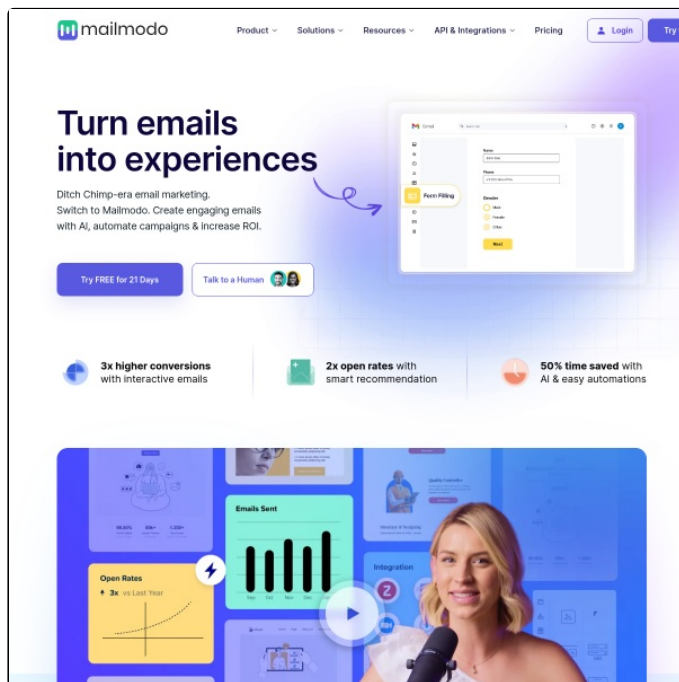
	AI REVIEW PASSED.

Free HTML & AMP Email Templates for Higher Conversions

Build interactive email templates that capture the reader's attention. Choose from our gallery and customize your favorite ones in our no-code email template editor.

546 days ago

Website:

https://www.mailmodo.com/email-templates/

Mailmodo - maybe better than MailChimp

I have to check this platform out soon. The big thing I saw when just reviewing this on the surface level is the support for AMP (Accelerated Mobile Pages) email support which allows us to turn emails into interactive app-like
experiences. This is very interesting.

Key features and benefits of AMP Emails:

Interactivity: Users can perform actions like filling out forms, booking appointments, or responding to surveys without leaving the email.

- **Real-time content**: Emails can include live, up-to-date information like weather updates, stock prices, or countdown timers.
- **Improved user experience**: AMP Emails load faster and provide a seamless, app-like experience within the email client.
- **Reduced friction**: By allowing users to complete tasks directly in the email, AMP Emails reduce the number of steps required, potentially increasing conversion rates.
- **Security**: AMP Emails are subject to strict security guidelines and are only rendered if they pass validation, reducing the risk of malicious content.

Currently, AMP Emails are supported by Gmail, Yahoo Mail, and Mail.ru, with other email clients considering adoption. To send AMP Emails, the sender must register with Google and comply with their guidelines.While AMP Emails offer new possibilities for email marketing and user engagement, they require development resources and may not be suitable for all types of email content.

545 days 24 hrs ago

Website:

https://www.mailmodo.com/

Free Survey Report: State of Email 2024

The survey was conducted via email campaigns leveraging Mailmodo's interactive survey forms within emails for better submissions. We also shared the survey as Google Forms on socials and requested pitches on HARO and HAB2B to invite interested marketers to participate.The survey targeted Mailmodo subscribers, marketing audience, and previous respondents (State of Email 2022 and 2023 participants) through email, social media, and our newsletters. We also sought input from industry thought leaders.The collected data from 250+ marketers was transformed into insights and compiled by our in-house team for this report.
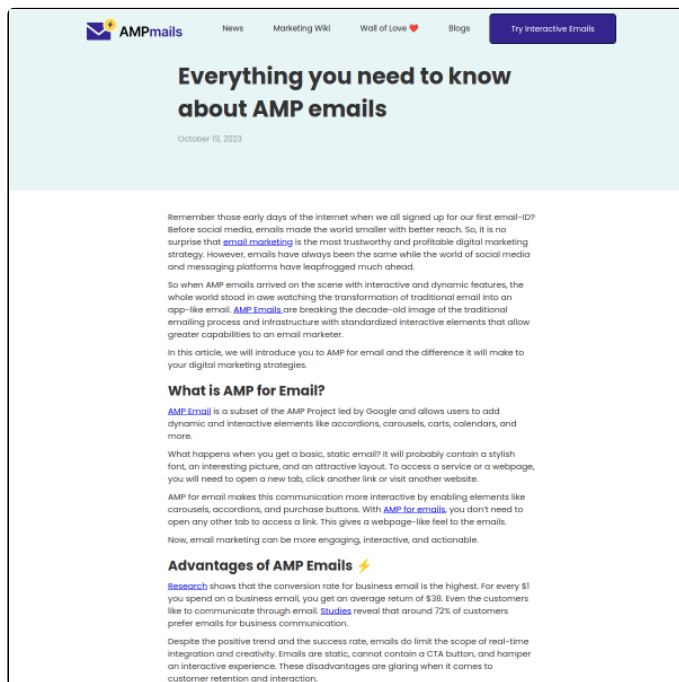
546 days ago

Website:

https://www.mailmodo.com/ebook/state-of-email/2024/
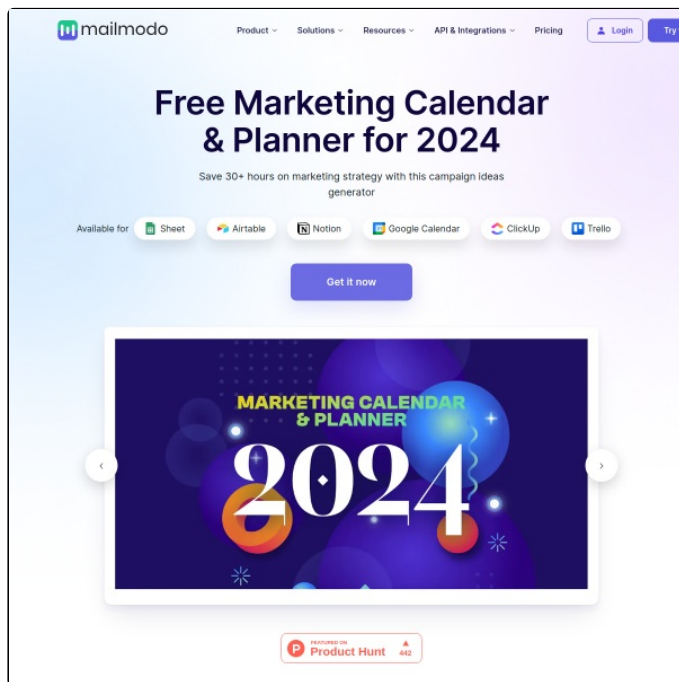
Free Marketing Calendar & Planner for 2024

I need to check this out.

546 days ago

Website:

https://www.mailmodo.com/tools/marketing-calendar/

Everything you need to know about AMP emails

AMP Email is a subset of the AMP Project led by Google and allows users to add dynamic and interactive elements like accordions, carousels, carts, calendars, and more.What happens when you get a basic, static email? It will probably contain a stylish font, an interesting picture, and an attractive layout. To access a service or a webpage, you will need to open a new tab, click another link or visit another website.AMP for email makes this communication more interactive by enabling elements like carousels, accordions, and purchase buttons. With AMP for emails, you don't need to open any other tab to access a link. This gives a webpage-like feel to the emails.Now, email marketing can be more engaging, interactive, and actionable.

545 days 23 hrs ago

Website:

https://www.ampmails.com/blog/amp-emails

Email Content Checklist

By following this checklist, you can ensure your email content is engaging, accurate, and optimized for delivery and performance.

- **Brand Tone:** Ensure email copy aligns with your brand guidelines and use case.
- **Accurate Information:** Verify all details in the email, such as offers and dates, are correct.
- **Text-to-Image Ratio**: Aim for a 40:60 text-to-image ratio for optimal balance.
- **Email Size:** Keep email size under 102 KB to avoid clipping in Gmail.
- **Image Size:** Ensure each image is less than 100 KB for faster loading.
- **Grammar and Spelling:** Use tools like Grammarly to check for grammatical and spelling errors.
- **GIF Rendering**: Confirm GIFs are properly rendered by sending a test email.
- Subject Line Testing: For large campaigns, conduct A/B testing on subject lines.

545 days 23 hrs ago

Email Copy & Template Design Checklist

By following these design and copy guidelines, you can create an email that looks professional, is easy to navigate, and provides a smooth user experience across various devices and email clients.

- **Links:** Avoid using bit.ly links to prevent spam filters. Verify link functionality on popular devices. Test all links to ensure they lead to the correct pages.
- **Unsubscribe/Preference Center:** Include a clear and functional 'Unsubscribe' or preference center link.
- **Fonts:** Limit the email to a maximum of 2 fonts for a cohesive look. Use email-safe fonts that render well across different email clients.
- **Buttons:** Ensure buttons are large enough for easy tapping on mobile devices.
- **Layout:** Adjust margins and padding of content and images to improve legibility.

545 days 23 hrs ago