



YOU TALKED TO US ABOUT:

EMAIL MARKETING AND DESIGN

HERE'S WHAT WE LEARNED...

85% OF YOU DESIGN YOUR OWN EMAIL TEMPLATES

THE OTHER 15% OUTSOURCE TO GRAPHIC DESIGNERS OR BRIGHT PEAK

21% OF YOU SAY YOUR TEMPLATE DOES NOT MATCH YOUR BRAND



ON A SCALE OF 1-5, HOW IMPORTANT IS EMAIL DESIGN WHEN CREATING EMAILS?



“THE THREE KEY RULES OF MARKETING ARE BRAND RECOGNITION, BRAND RECOGNITION, BRAND RECOGNITION.”
-ANON



COMPARE RESULTS FROM DESIGN A VS. DESIGN B? THE MAJORITY DON'T.

TEXT OR IMAGE AS CALLS TO ACTION?



65% SEE A HIGHER CLICK THROUGH RATE WHEN THEY USE IMAGES AS THEIR CALL TO ACTION.

ON A SCALE OF 1-5, HOW IMPORTANT IS EMAIL DESIGN WHEN READING EMAILS?



YOU SAID EMAIL DESIGN IS...

- THE *MAGIC SAUCE* THAT IMPROVES RESPONSE RATES.
- TIME CONSUMING BUT *WORTH THE EFFORT*.
- HARDER THAN I FIRST THOUGHT*.
- CRUCIAL TO GET ATTENTION!*
- SIMPLE YET COMPLICATED.*
- CRITICAL TO OUR SUCCESS.*
- AN ART AND A SCIENCE.*
- ESSENTIAL.*
- EXCITING.*
- TEDIOUS.*

