

# AESTHETIC

ON EMAIL DESIGN & TRENDS

## Storytelling

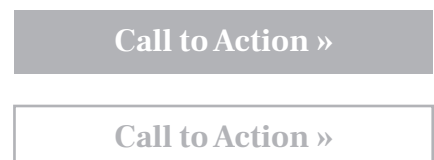
- REPLACE THE SALES PITCH WITH CONCISE STORYTELLING
- PUT YOUR PRODUCT IN CONTEXT THAT'S FAMILIAR TO YOUR RECIPIENT
- WEAVE THE FACTS INTO THE STORY
- DON'T FORGET HIERARCHY: STORYTELLING SHOULDN'T BE MONOTONOUS
- ELOQUENCE DOESN'T HAVE TO BE UNAPPROACHABLE
- KEEP IT SIMPLE AND EASY TO FOLLOW
- KEEP YOUR FINGER ON THE 'CHEESE PULSE'

## Content: Less is More



## Prominent Calls to Action

- CALLS TO ACTION SHOULD DRIVE THE ENTIRE EMAIL DESIGN PROCESS
- A CLICK IS THE MAIN OBJECTIVE, BUT IT'S PART OF THE PROCESS, NOT THE END



## Pros & Cons of Images (vs. Live Text)

- CONTROL OVER STYLING
- CONSISTENCY REGARDLESS OF EMAIL CLIENT
- MUCH MORE FLEXIBLE IN TERMS OF DESIGN
- MORE LIKELY TO BE MARKED AS SPAM
- IMAGES NEED TO BE DOWNLOADED BY RECIPIENT
- NOT AS EASILY SCALABLE

## Keeping It Casual & Refined

KEEP YOUR EMAIL'S TONE CASUAL AND ITS STYLE SOPHISTICATED WHILE MAKING SURE THE INFORMATION FLOWS SEAMLESSLY FROM TOP TO BOTTOM. SUBTLE COMPLEXITY LIES WITHIN CALCULATED SIMPLICITY AND A REFINED EYE FOR DETAIL ALONG WITH A STRATEGIC APPROACH TO DESIGN MAKE THE DIFFERENCE BETWEEN GOOD AND GREAT WORK.

## Making It Different

BRANDING CONSISTENCY ACROSS A SET OF EMAILS IS KEY, BUT TRY TO KEEP IT EXCITING. IT'S EASY TO FALL INTO REPETITIVE, PREDICTABLE EMAIL MARKETING, WHICH WILL EVENTUALLY LEAD TO LOWER OPEN AND CLICK RATES, ULTIMATELY DEFEATING YOUR PURPOSE. PLAN YOUR MESSAGING AND SCHEDULING CAREFULLY WITH YOUR AUDIENCE IN MIND AND PAY ATTENTION TO THE RESULTS.

# **AESTHETIC**

FOR INQUIRIES AND DETAILS,  
PLEASE GET IN TOUCH.

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