



Marketing Toolbox



5 Email Marketing Tips

Easy to implement and will help your email stand out!

1

Subject Lines

- a. Most subject lines will be cut off after 60 characters. Best practice is to keep it short and concise.
- b. Asking a question in your subject line that hints to your email content is a great way to grab attention.
 - i. For example: "Are you ready to start a child care center?"

For a more in-depth look at subject lines, please review the Subject Line Examples and Best Practices one-pager included in this toolkit.

2

Using Images

- a. Images are a good way to break up text, grab the eye, and reiterate your message.
- b. Always use JPGs instead of other image formats. Some email platforms don't support anything else.
- c. The larger the image file size, the longer it will take to load on the page, and you may lose your audience's attention.

Pro tip: Images should never exceed 600 pixels wide.

3

Email Text Length

- a. Keeping your message short and to the point, this will help keep your audience engaged.
- b. Using visual devices like bullet points, quotes and images helps break up long paragraphs and makes it easier for your reader to skim the text and stay engaged.

Pro tip: Your message will be cut off in some email programs if it is too long. Check with your email platform guidelines to ensure that your message is within the limit.

4

Include a Call to Action (CTA)

- a. A call to action is simply a link or button that guides your audience toward an action.
 - i. Example: (example from the Child Care Services Association)

That's right – just after the Jolly Old Elf leaves, an astute parent's next goal will be to review the summer camp options for their children's next big break from school. [Active Kids offers a helpful timeline](#) for parents who plan to enroll their children in summer camp, to help families decide when to apply.

The earlier parents begin the search for summer camp, the more prepared they will be to:

- Maximize their children's chances of being accepted at the camp(s) they prefer
- Access scholarship funding
- Access free or low-cost camp options
- Pay for summer camp early, make a payment plan, and lock in early bird rates
- Access camp options within child care centers that accept the county's subsidy vouchers
- Choose a variety of different experiences for their children, as camps operate on a week-to-week basis
- Avoid waiting lists
- Plan ahead for summer vacations

What kind of camp will your child need?

[Read More](#)

- b. Keep your calls to action short, no more than 4 words.

5

Personalization

- a. If your email software allows, personalization is always a nice touch when messaging your audience. This can mean adding their name to the subject line or to the body of the text.
 - i. Example: “Hi [FIRST NAME]”

- b. Use your audience’s location.

For example, if you are working with providers in a particular town or city, use that name.

 - i. Example: “Hi, Child Care Aware of Wisconsin”

Pro tip: If you have two or more audience types that need slightly different messaging, break those audiences into groups and send them each their own email version.