

Email content ideas

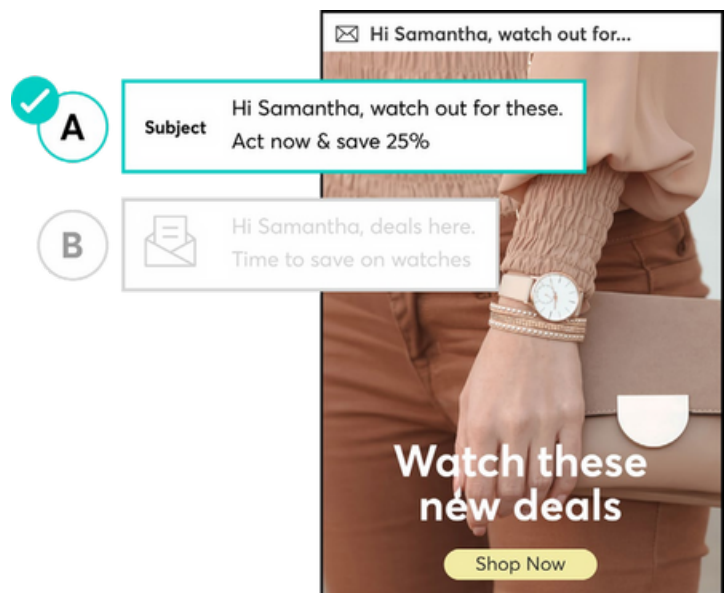
constantcontact.com



Coming up with email content can be a challenge. This guide outlines the top email communications—with tips & examples—to send to your subscribers to drive engagement.

6 Email Best Practices to Drive Results

- 1 Be concise
- 2 Personalise an email (name, location, etc.)
- 3 Subject line: 5-7 words | Preheader: 7-9 words
- 4 Always optimise for mobile
- 5 A/B test subject lines for the best open rate
- 6 Keep the main message and call-to-action at the top of your email



Welcome Email

Set up an automatic welcome email that goes out to new contacts when they join your mailing list.

Subject Line:

- You're in, let's begin!
- Welcome to <brand name>!

Let's get started.

Call-to-Action:

- View upcoming sales/ events
- See additional resources
- Stay connected on social

Recommended Template:

- [Welcome templates](#)

Business Result:

- Increase subscriber engagement and loyalty.

Suggested mailing schedule:

Automatically send to new customers after they make a purchase or sign up for a service.

Seasonal

Using the changing seasons is a great way to add some personality to your messages and it will increase your chance of getting noticed.

Subject Line:

- Include keywords: New/ Free/ Deal/ Discount/ Savings/ Holiday
- Example: Spring savings are here! Act now.

Call-to-Action:

- Buy now
- Save today
- Get started

Recommended Template:

- [Holiday templates](#)

Business Result:

- Drive traffic to your website, increase engagement, and boost sales (if promoting a product).

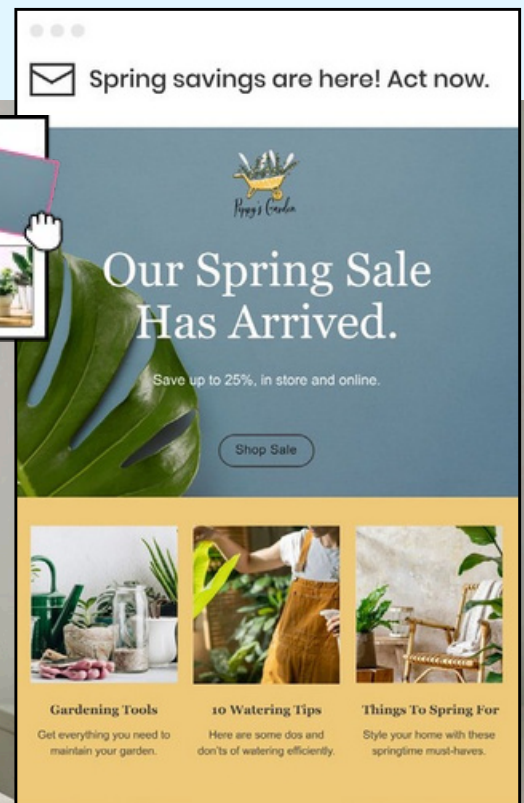
Suggested mailing schedule:

Pre-sale: 1 week prior

Sale: Week of/same day

Time-sensitive: Week of/same day

Holidays: See holiday calendar on page 4



Newsletter

An email newsletter is one of the most effective marketing tools available to small businesses today. They are an easy and cost-effective way to keep in touch with your clients and potential customers.

Subject Line:

- Ask open-ended questions to focus your readers' attention and pique their curiosity.

- Example: Destination Weddings:

Want Rockstar Treatment?**Call-**

to-Action:

- Learn more
- Leave us a review
- Get tips now

Recommended Template:

- [Newsletter templates](#)

Business Result:

- Engagement and awareness to keep your audience informed about the latest news, happenings, or updates regarding your business.

Suggested mailing schedule: Every two weeks or once per month. Keep in mind who your audience is and what type of content you'll be sharing.

Invitation

Invitations are important for big events and fundraisers to get the word out.

A great invitation also describes the event in a manner that entices its invitees to become attendees.

Subject Line:

- You're invited! Join us for <event name> on <date>.
- Include details such as: date, location, cost

Call-to-Action:

- RSVP now
- Register now
- Sign up

Recommended Template:

- [Invitation templates](#)

Business Result:

- Drive event awareness and increase attendance.

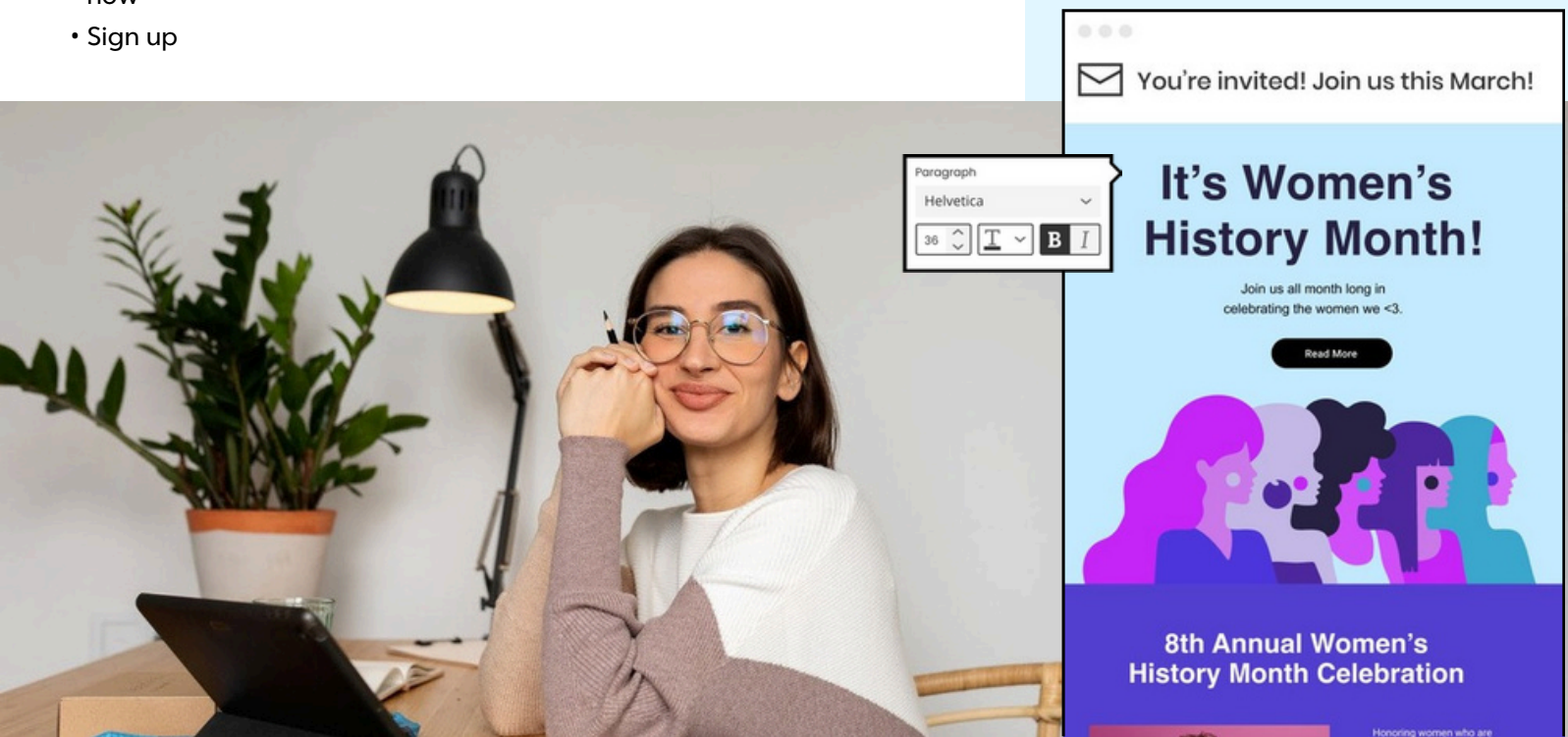
Suggested mailing schedule:

Touch 1 (one month prior to event):

Invitation with a link to register

Touch 2 (one week prior to event): Event reminder with referral promotion

Touch 3 (day before event): Event reminder with logistics



Take advantage of the upcoming holidays by sharing new inventory, specials, gift ideas, or tips related to:

Winter

December

- Anniversary of the Statute of Westminster
- Cyber Monday
- Make a Gift Day
- Salesperson Day
- Hanukkah
- Ugly Christmas Sweater Day
- Re-gifting Day
- Christmas Eve
- Christmas Day
- Boxing Day
- New Year's Eve

Spring

March

- Commonwealth Day
- World Compliment Day
- Dream Day
- I Want You to be Happy day

Summer

June

- National Camping Month
- World Environment Day
- Father's Day
- National Indigenous Peoples Day
- Public Service Day
- Social Media Day

Fall

September

- Labour Day
- International Dot Day

January

- New Year's Day
- Epiphany
- International Creativity Month
- International Sweatpants Day

April

- Earth Awareness Month
- Tartan Day
- Vimy Ridge Day
- Good Friday
- Easter Sunday
- Easter Monday
- Easter
- Earth Day
- International Dance Day

July

- Bikini Day
- Canada Day

October

- Breast Cancer Awareness Month
- Thanksgiving Day
- Halloween

February

- Heart Month
- Groundhog Day
- Valentine's Day
- Random Acts of Kindness Day

May

- Mother's Day
- Victoria Day
- Barbecue Month Begins

August

- Civic/Provincial Day
- Heritage Day
- World Wide Web Day
- Friendship Day
- Back-to-School

November

- Remembrance Day
- Black Friday
- Giving Tuesday