



TOP TIPS FOR Effective Eblasts

Eblasts are simple ways to reach customers directly and highlight your latest sales, new products and big events.

Use this diagram to make sure you're following best practices to send high-impact eblasts.

Clear Headline

Greet your email readers just like you would greet customers. Don't be afraid to have fun with headlines, but be sure to include specifics about the point of the eblast. Keep your headlines to one or two lines and use a larger font to set it apart.

Body Text

Tell your readers what's new at your business! Eblasts are affordable ways to advertise the latest news at your business, so take a paragraph or two to tell readers why they should visit your store in person or online.

Store Contact Info

Make sure you include your full business name, address, phone number and hours of operation to the very bottom of your eblast to help increase foot traffic or help customers contact your team directly.

Subject Line

Keep your subject lines short and specific. Write a quick summary of the eblast's purpose and consider adding an emoji to catch your readers' eyes.

Brand Header

Include a clear version of your company's logo to help readers quickly know the source of the eblast and connect your brand with the message you're sending.

Point of Focus

Use your smartphone to take pictures of new product arrivals, special events or your friendly staff to use as a central graphic in your eblast. This helps the reader make an immediate, visual connection to your message.

Social Media Buttons

Don't forget to link your social media accounts to your eblast. This can be a steady way to build an online audience and amplify your message across platforms.

