

The Anatomy of a Newsletter



✓ **Open rate hacks:** If your open rates are lower than desired, spend more time developing subject lines that will actually catch interest! Get creative with resources already available to you – sales data, website traffic, social media engagement, etc. can all make a big impact in only a few words. (Ex: “The Recipe Visited 90,000+ Times”)

View in browser: Allows recipients to see email correctly if something goes wrong.

Body: No limit, of course, but keeping it as concise as possible leads to a much better user experience.

★ **Jazz it up a little bit!** Use design to help break up your content and make it digestible – think section breaks, headlines and illustrations.

Footer: Remember to always include your social media links.

Unsubscribe link: You only want to send emails to the people who want them. It should be easy for users to unsubscribe.

At S/B, we know your email marketing strategy will be most successful when fully integrated with the rest of your plans, objectives and strategies. [Contact us today](#) to start a conversation about how we can help move your business forward.

i Don't forget: Most CRMs come standard with link click tracking, but it's just as important to know what they do when they get to your website! Easily track this data in your Google Analytics account by utilizing UTM Parameters.

- **UTM Parameters 101:** <https://blog.hubspot.com/customers/understanding-basics-utm-parameters>
- **Create them:** <https://ga-dev-tools.web.app/campaign-url-builder/>
- **Read our blog article for more info:** <https://stephanbrady.com/blog/email-marketing>