

WELCOME TO

Digital Jam

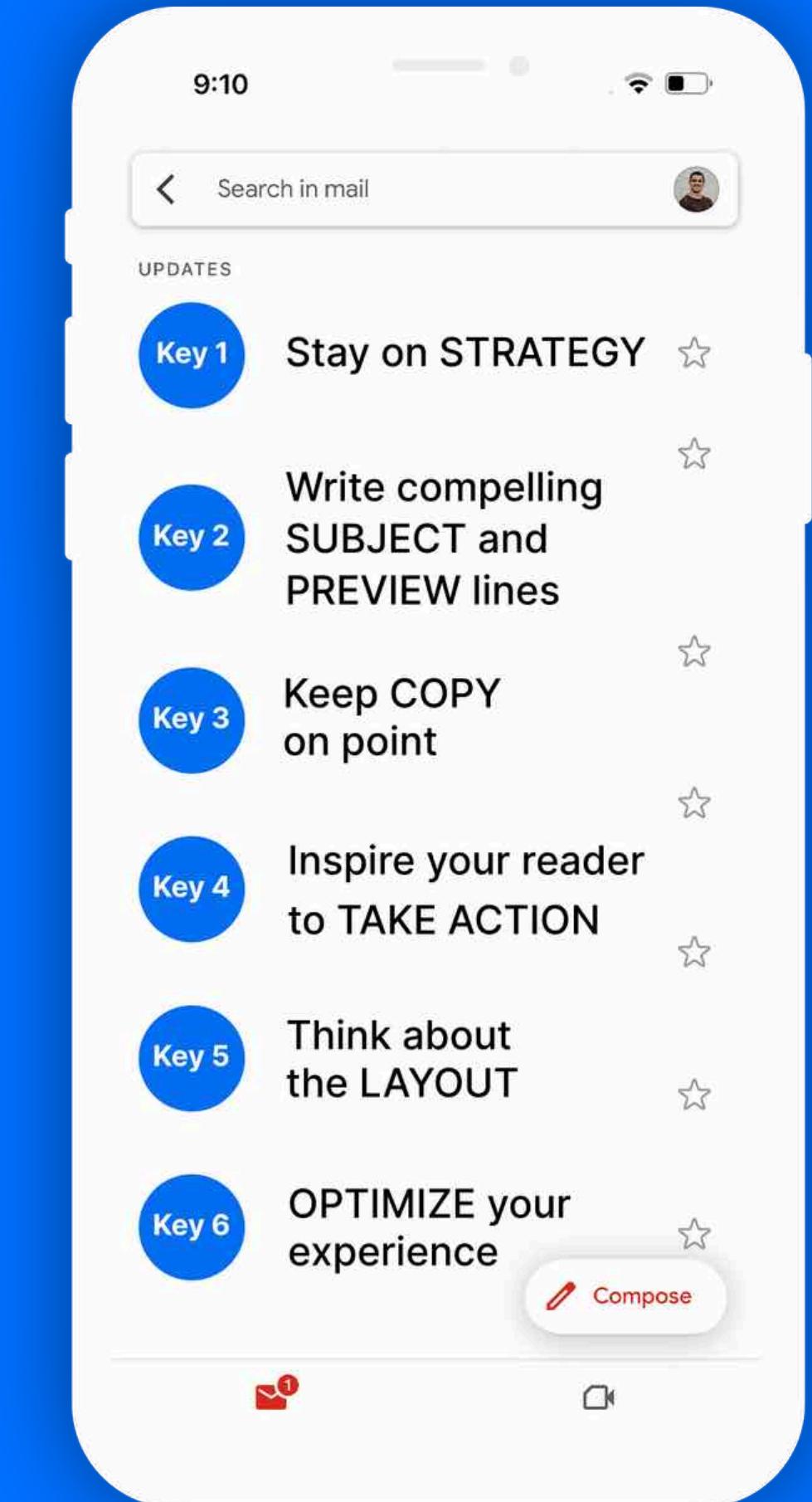


Harmonizing Email & Landing Page Flow

SESSION TWO
DIGITAL JAM // 2024

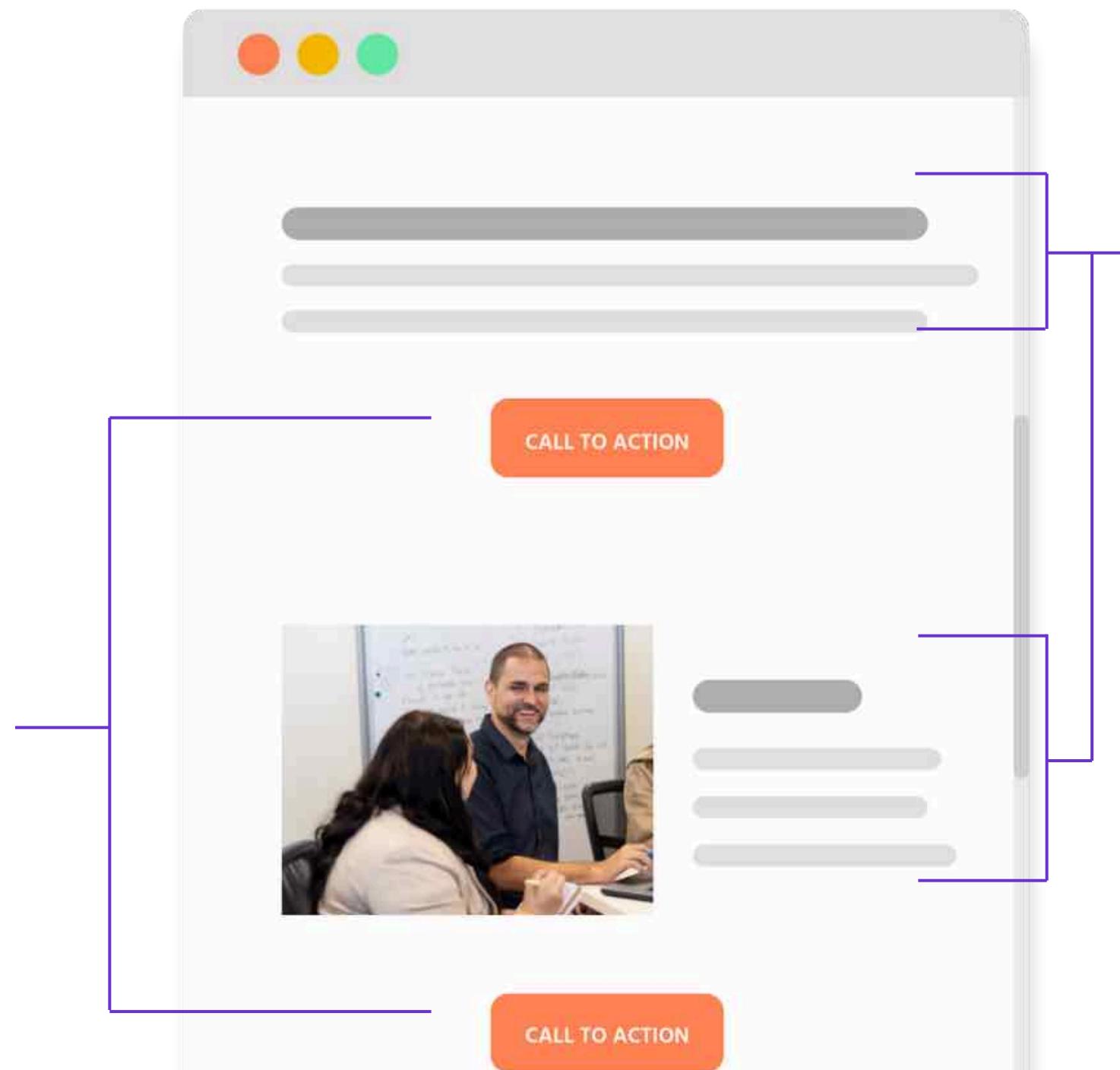
6 Strategies to help your followers:

- ✓ Hear your message.
- ✓ Respond to your call
- ✓ Become active donors



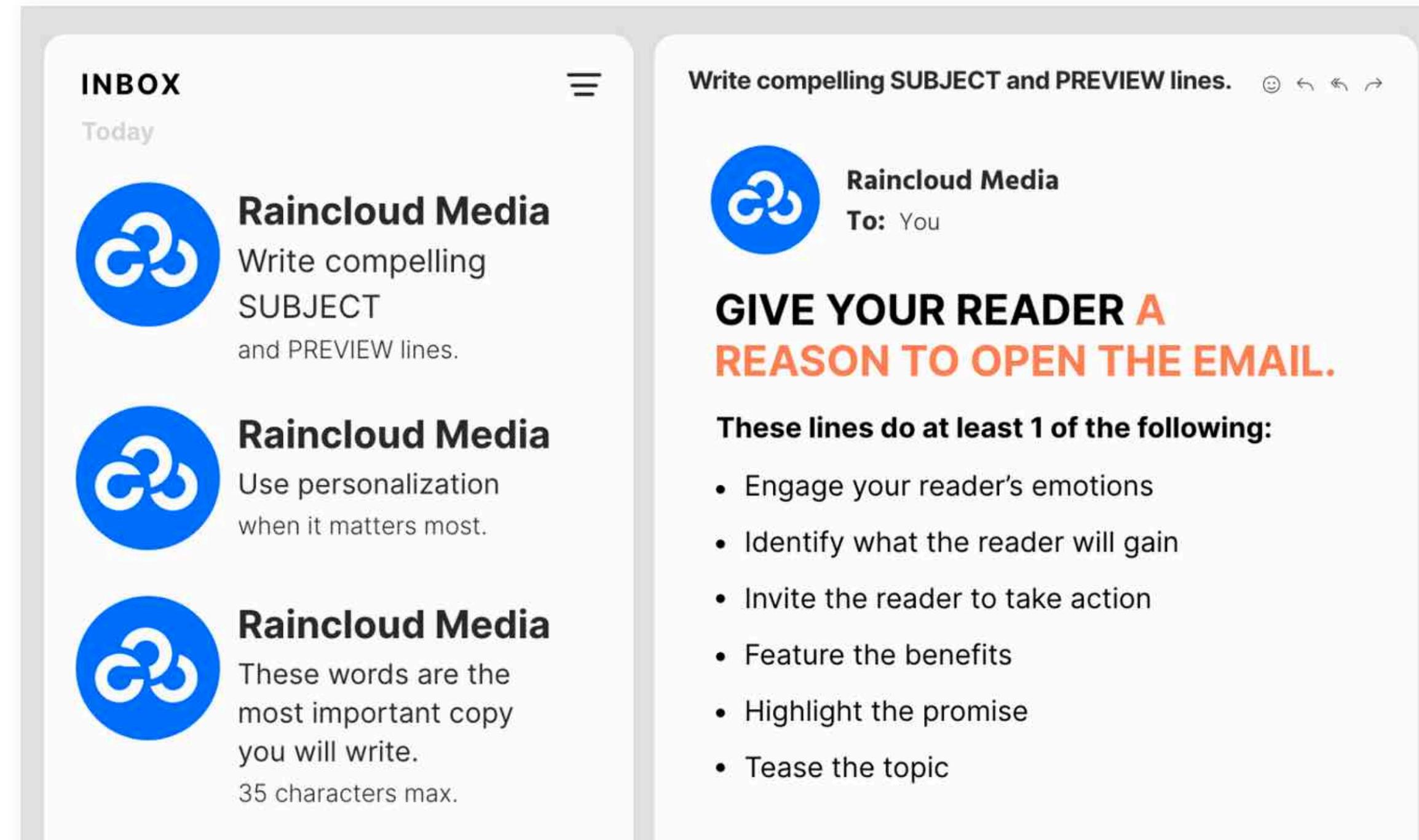
1. Stay on STRATEGY

Calls to action should support the goal and be **easy to spot**. Consider placement and language used.



Identify the **specific goal** of your and the action you want the reader to take.

2. Write compelling SUBJECT and PREVIEW lines



The image shows a mobile email application interface. On the left, the 'INBOX' screen displays three messages from 'Raincloud Media'. The first message, 'Write compelling SUBJECT and PREVIEW lines.', includes a preview of the content. The second message, 'Use personalization when it matters most.', and the third message, 'These words are the most important copy you will write.', both have a note at the bottom: '35 characters max.' On the right, the 'Compose' screen is open with the subject 'Write compelling SUBJECT and PREVIEW lines.' and the recipient 'To: You'. The message body contains the text 'GIVE YOUR READER A REASON TO OPEN THE EMAIL.' in large, bold, black and orange letters. Below this, a section titled 'These lines do at least 1 of the following:' lists six bullet points: 'Engage your reader's emotions', 'Identify what the reader will gain', 'Invite the reader to take action', 'Feature the benefits', 'Highlight the promise', and 'Tease the topic'.

INBOX

Today

Raincloud Media
Write compelling SUBJECT and PREVIEW lines.

Raincloud Media
Use personalization when it matters most.

Raincloud Media
These words are the most important copy you will write.
35 characters max.

Write compelling SUBJECT and PREVIEW lines. ☺ ← ⌂ ⌂ ⌂

Raincloud Media
To: You

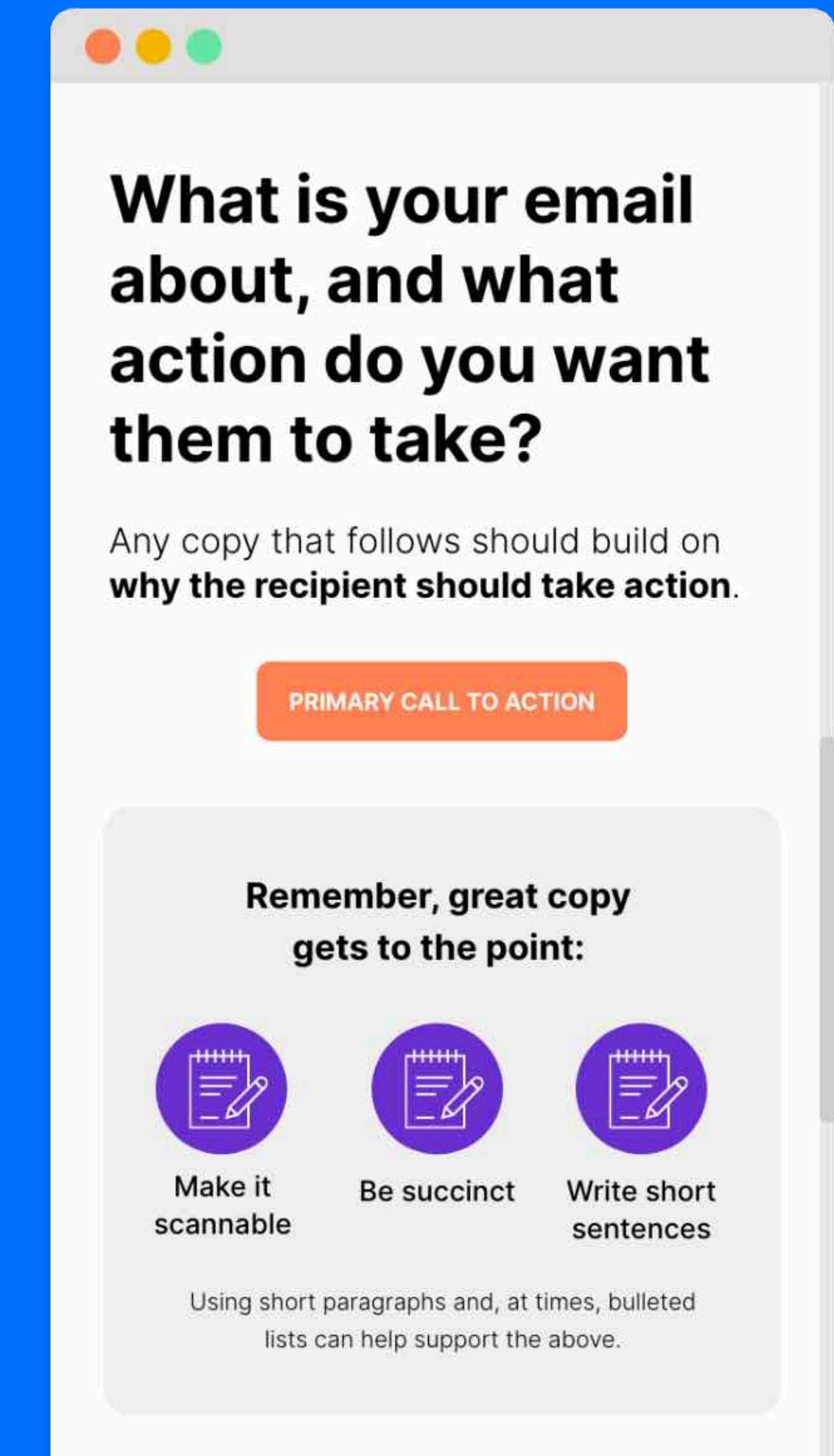
GIVE YOUR READER A REASON TO OPEN THE EMAIL.

These lines do at least 1 of the following:

- Engage your reader's emotions
- Identify what the reader will gain
- Invite the reader to take action
- Feature the benefits
- Highlight the promise
- Tease the topic

3. Keep COPY on point

- ✓ You have **7 seconds (max!)** to engage your reader and get them to take action.
- ✓ Most people scan emails, so your copy should be: **scannable, simple, and clear, while also inspiring an emotional response.**



“

Your **first 10 words** are
more important than
the next ten thousand.

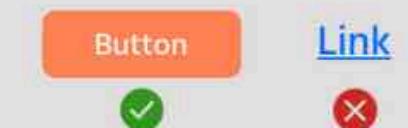
Elmer "Sizzle" Wheeler

4. Inspire your reader to **TAKE ACTION**

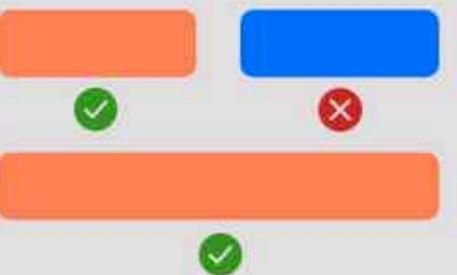
✓ Include 2+ actionable buttons and hyperlink your call to action within the body copy. **Your first CTA should be above the fold.**

✓ Make buttons consistent in color and shape across your campaign (email and landing page) as it trains readers how to engage.

Your primary CTA should be a button.



Keep buttons consistent in design



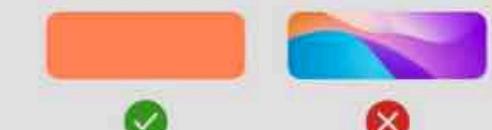
Button copy should be 2-3 words or 20 characters max.



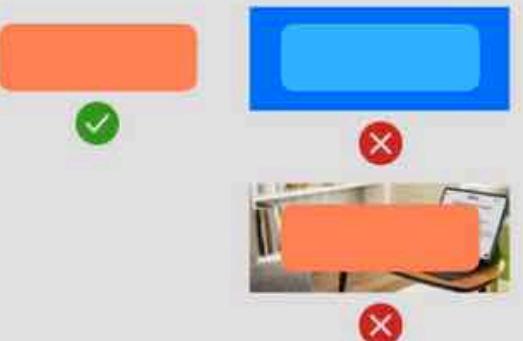
Use clean and bold fonts on buttons.



Build buttons with code instead of images.



Buttons should stand out in



Lastly, they will read this.

Later on, they will notice this.

**First, they
will read
this (H1).**

Then, they will read this (H2).

After, they will read this (H3).

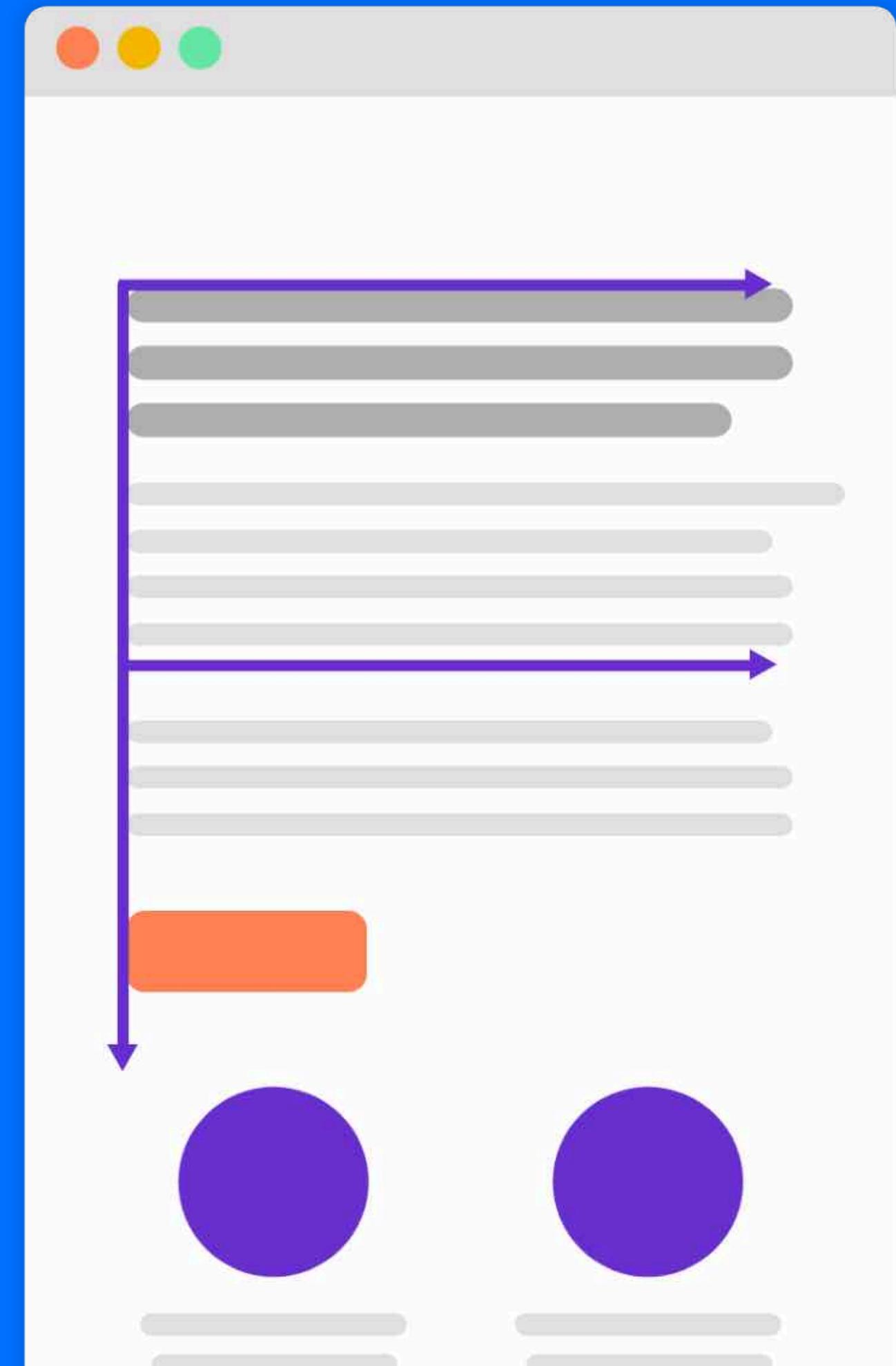
5. Think about the LAYOUT

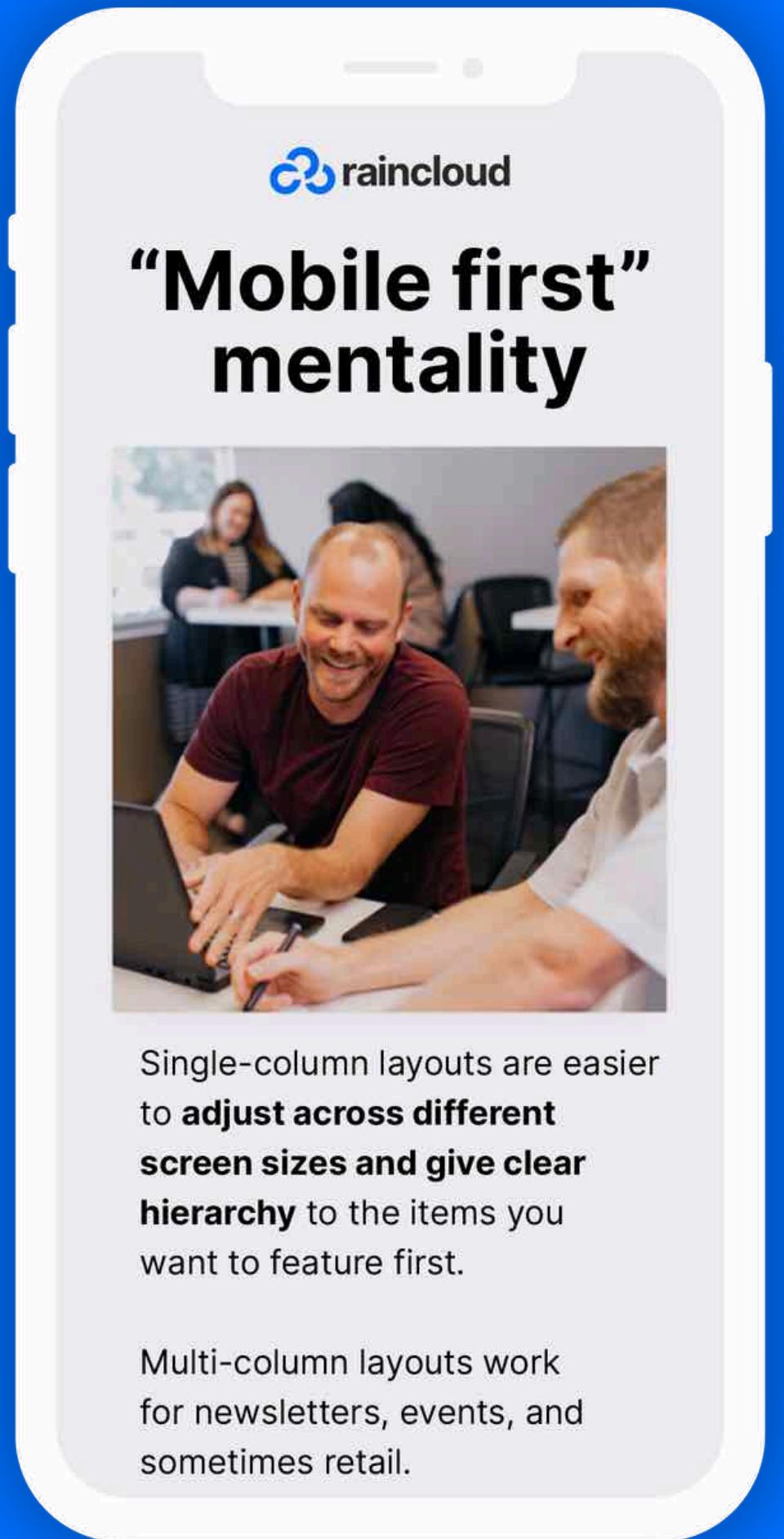
- ✓ Utilize the section above the fold to capture attention and convince the reader to scroll or click now.
- ✓ When the email is textheavy, an “F pattern” helps the scanning experience. Align copy left to right (natural reading style).

✓ Use anchor points like headlines, images, quotes, and bulleted lists to **help your reader understand the action you want them to take.**

✓ Animation can bring **considerable value by engaging readers**, drawing the eye, and **elevating brand personality.**

✓ Images **reinforce your message and take less time** to understand than words.





6. OPTIMIZE the experience

- ✓ 55%+ view on a mobile device. **Design for mobile to boost accessibility.**
- ✓ Segment audiences to ensure your sends **remain relevant** to your recipients, and **continually test** subject, copy, buttons, images, and offers to **optimize your emails**.

LANDING PAGE

A web page **designed to engage** a **specific audience** and encourage them to perform a **specific action**.

This is the final and most important step in your marketing funnel for **conversion**.

Design for your audience!

Let your data direct your “mobile first” (or not) mentality.

55%

of emails are opened
on mobile devices

Key components to consider

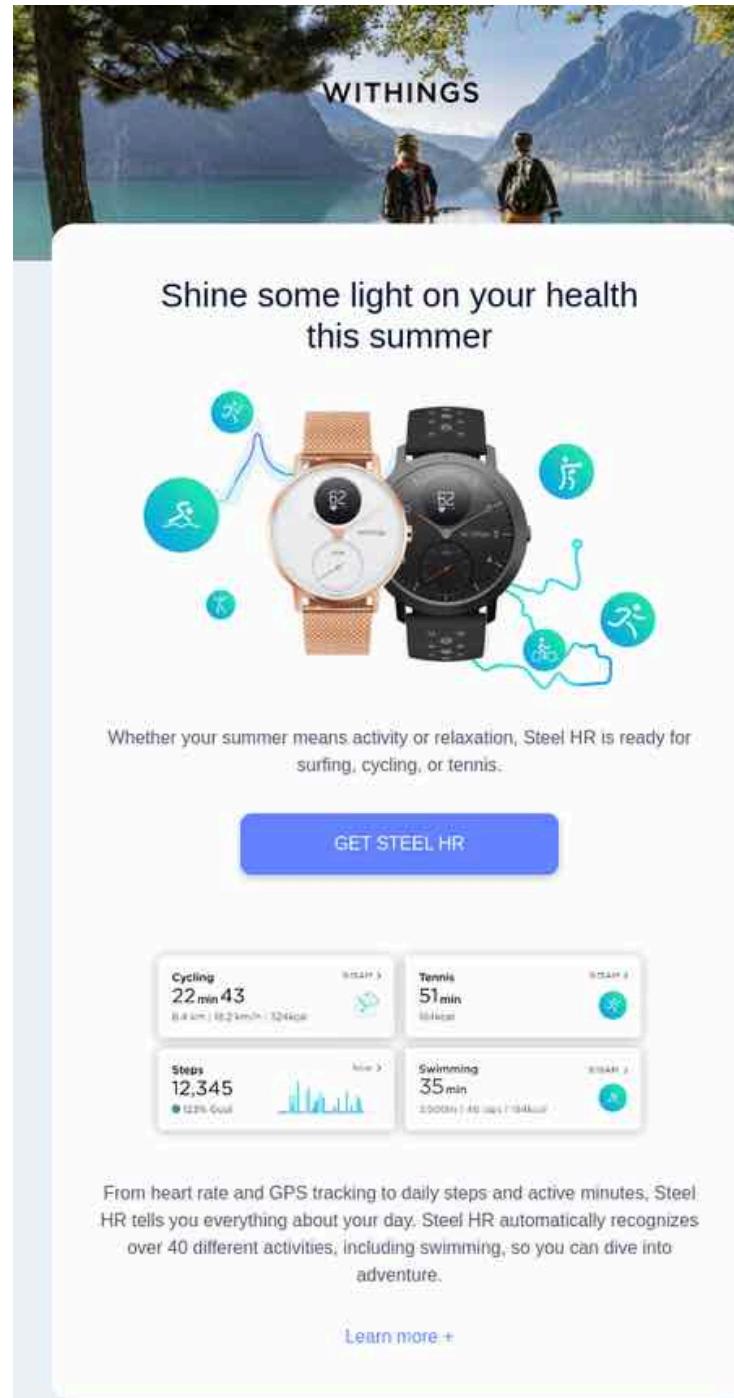
- ✓ Users who get to your landing page via email are **warm leads** who need **much less convincing** than those who get to the landing page from paid ads.
- ✓ **Lead with a compelling headline** (short and clear). Your emails create interest and get the click, but landing pages determine if you get the conversion.



Your landing page should visually reflect your email.



Your buttons should always lead your user to a related experience.

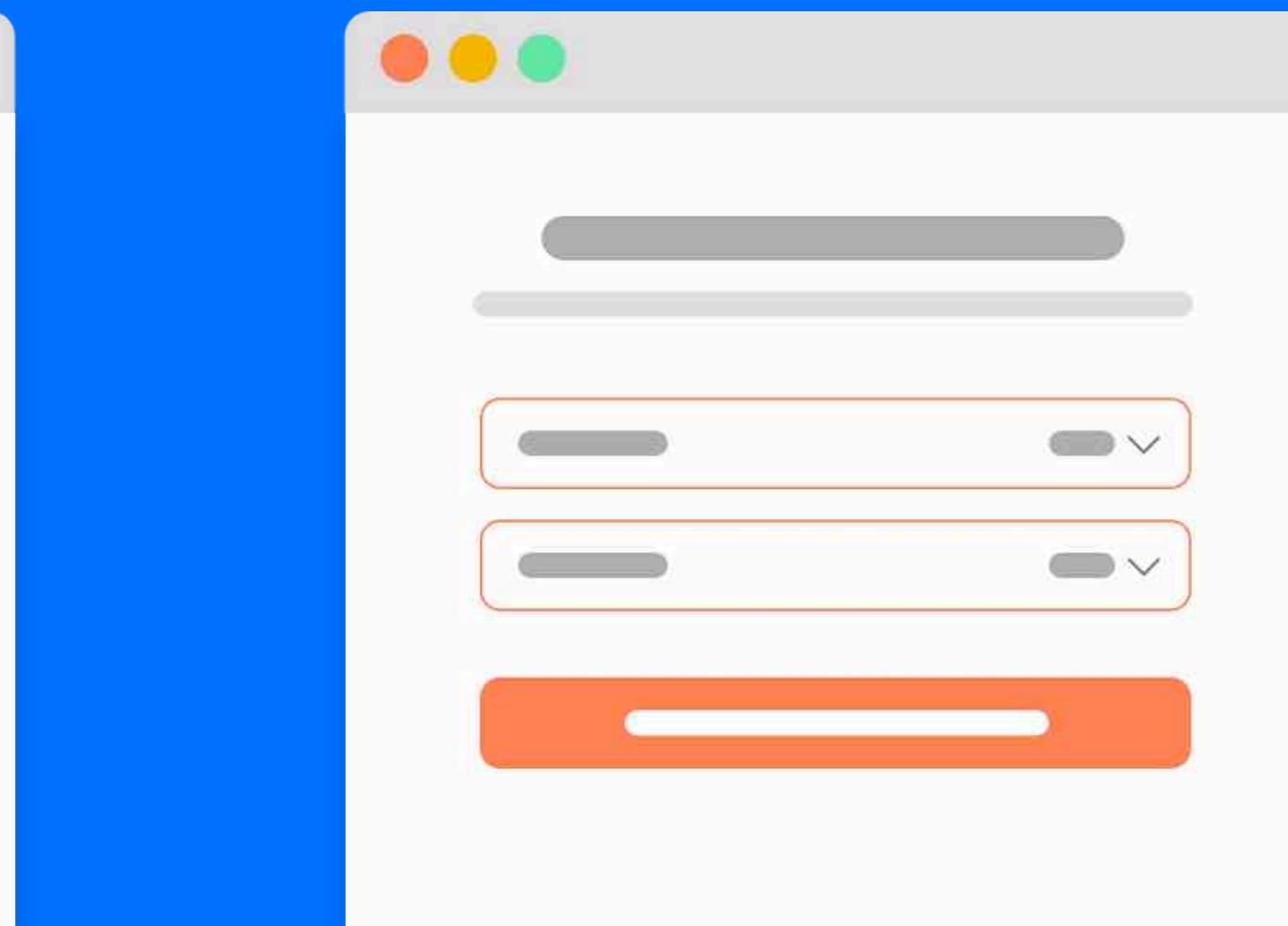
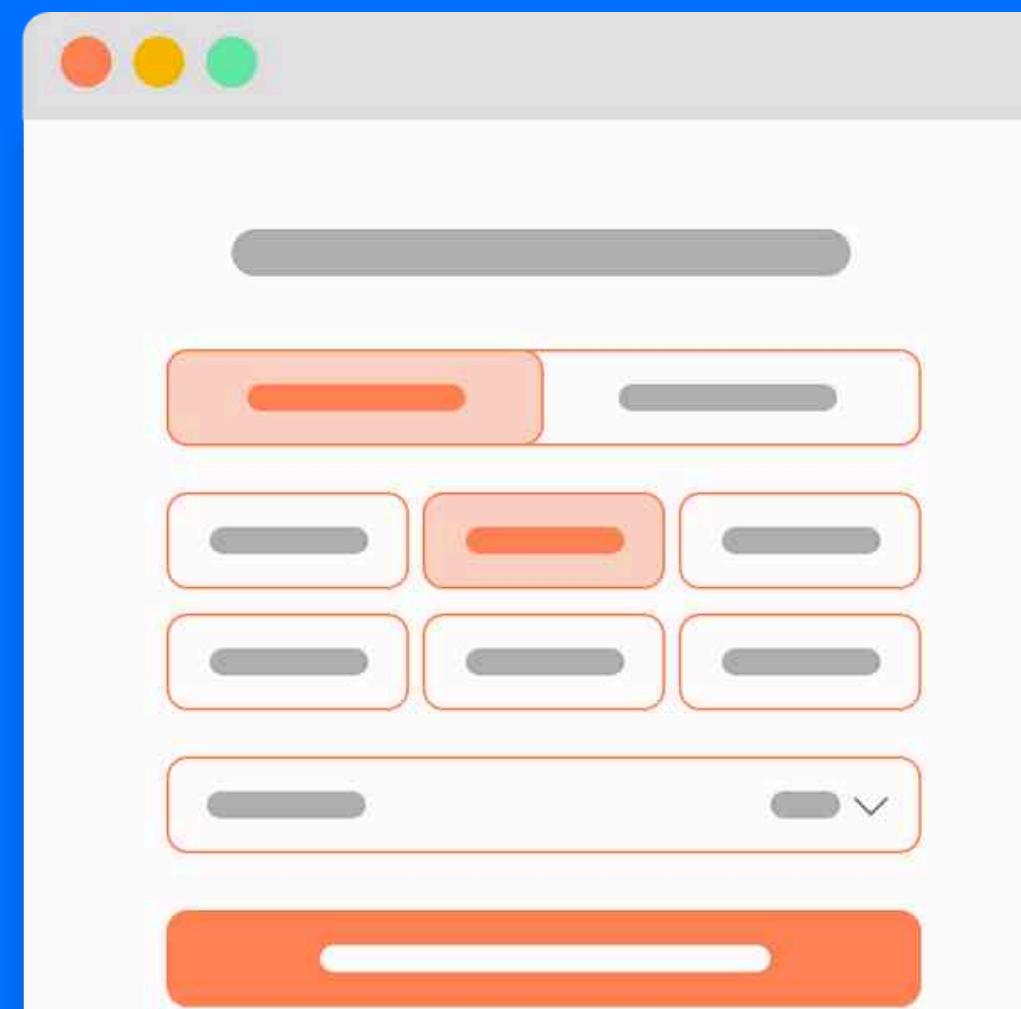


Which Withings smartwatch
is the best for you?



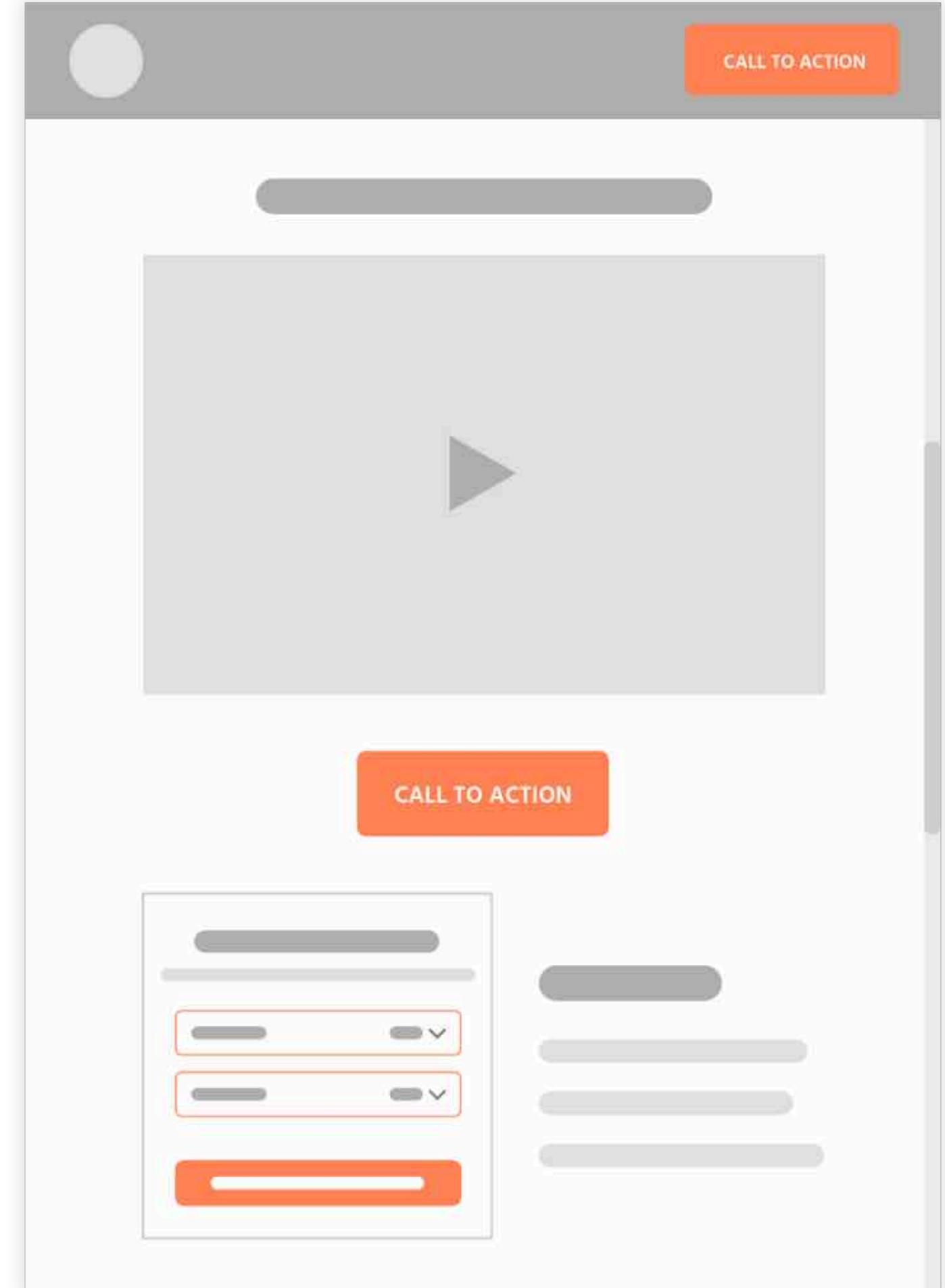
Giving Forms

- ✓ **Keep it above the fold.**
- ✓ **Don't overwhelm the user** with too many fields. Forms perform best with up to three fields per window (an average of 25% conversion rate).

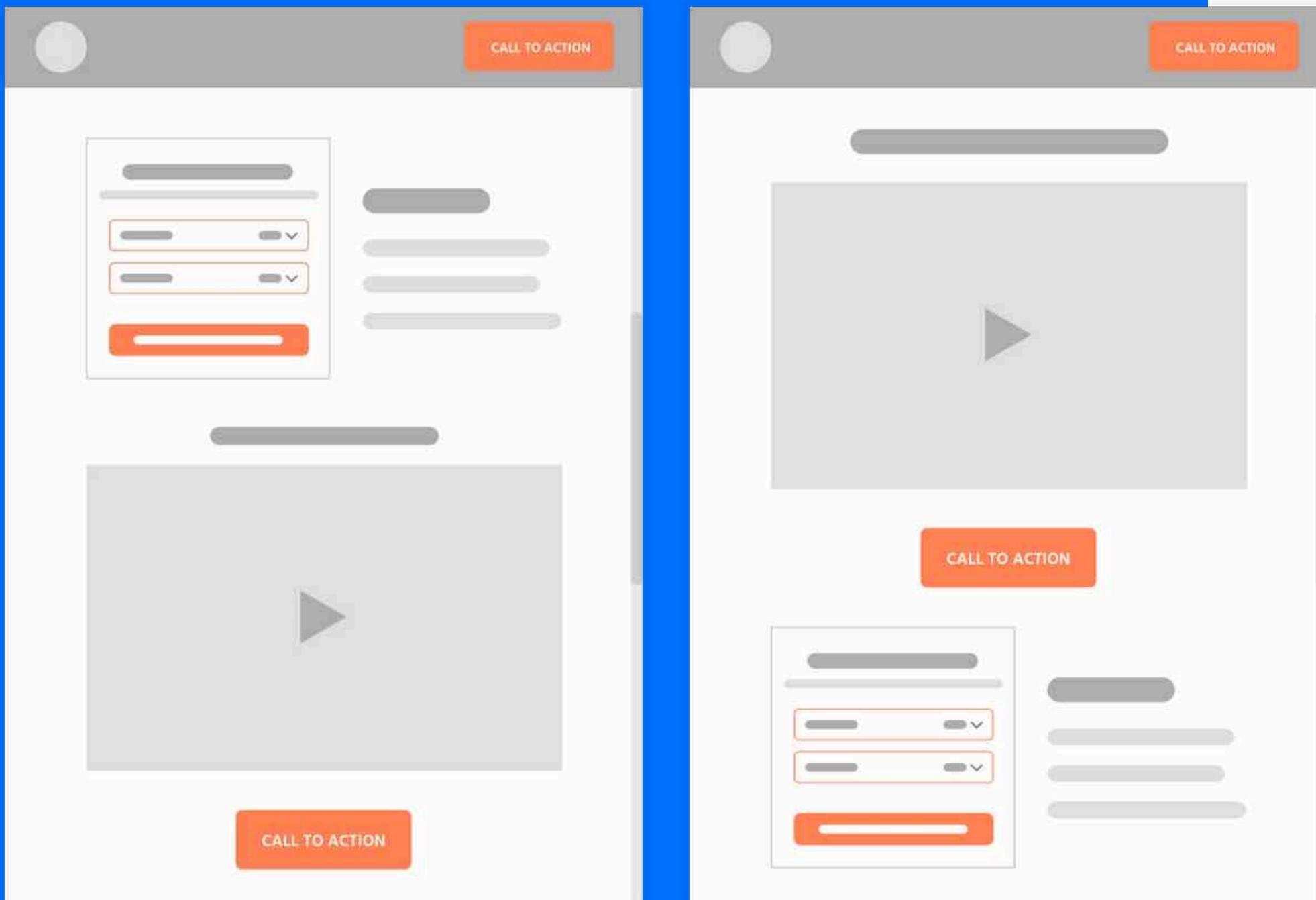


Helpful Tips

- ✓ Copy shouldn't exceed more than 500 words
- ✓ Including videos on your landing page can increase conversion rates by 80%
- ✓ Measure your results by assigning a unique link or “code” on the landing page associated to your email.



Helpful Tips



- ✓ **Include testimonies.**
- ✓ **Always test.**
- ✓ Remove main web nav from conversion landing pages — **each link in your navigation is a possible path to non-conversion.**
(keep your logo if they want to navigate to the homepage)

Questions



How could you more seamlessly connect the user experience from your emails to landing pages?



What steps do you want to take to improve conversion on your website/landing pages?

The background features a dynamic, abstract design composed of overlapping blue circles and rectangles of varying shades. The circles are positioned in the upper left, while the rectangles create a grid-like structure in the lower right, partially obscured by the circles.

THANK YOU!

Digital
JAM