



ADMA EDM BEST PRACTICE

DESIGN

- Email design must be mobile optimised
- Always ensure there is a text version of the email
- Use at least a 12-point font size
- Ensure all important information is placed at the top of the email, as its usually the most clicked on and reduces the need for the reader to scroll down



SUBJECT LINE

- Keep the subject line as 10-15 characters
- Always include personalisation, preferably in the first word
- Place most important content at the beginning of the subject line, in case its potentially cut off on different devices
- Always add preheader text that is different from the subject line



FOOTER

- Must have a functional unsubscribe button and link to manage email preferences
- Provide all links to social channels
- Provide office address
- Footer design must be on-brand with company colour palette
- Optional: link to view privacy policy and website terms and conditions



UNSUBSCRIBE LINK

- Always adhere to The Spam Act
- Must be able to unsubscribe at no cost
- The link must remain functional for 30 days
- Unsubscribe to be actioned within 5 days



CTA BUTTONS

- Size: approximately 50 pixels tall so it can be viewed easily on mobile
- Colour: use brand colours to make it pop amongst the copy
- Frequency: use minimal buttons and only for the most important links
- Language: Use an action verb



TIPS

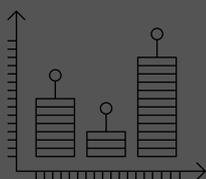
- Calculate your sender reputation score to ensure your emails are not being rejected or placed in spam
- Improve this score by processing unsubscribes quickly, removing hard bounces, and avoid changing your IP address
- Always test your email by sending it to yourself and your manager and always view it on different devices



INDUSTRY BENCHMARKS

Education Industry

- Open Rate: 34.30%
- Click to Open Rate: 16.40%
- Click-Through Rate: 5.70%
- Unsubscribe Rate: 0.30%



Learn more [here](#).

EDM ELEMENTS THAT IMPACT YOUR ENGAGEMENT KPIS

Open rate

Subject line

CTR rate

eDM design and content

Unsub rate

eDM content and database quality

Learn more [here](#).