



Worksheet module 3

Writing emails

Flexmail

Define email content

What do you want to communicate to your customers? Every email that you send to your contacts contains a message. Write down what message(s) you want to convey and complement with content that will reflect that message. Get inspired! Make sure you have a good balance between bringing valuable content and promoting your products/services.

Tip: We recommend to centre every email around a single message.

Message	Content
Promotional collection of women's clothes especially for Valentine's Day	<ul style="list-style-type: none">- Garment images from the collection- Price of garments (incl. discount)- Tips with combinations of clothes for different activities on Valentine's Day (e.g. dining out, going to the cinema, evening stroll...)
Launching new product X	<ul style="list-style-type: none">- Tips on using such a product- Launching discount- Highlighting the benefits for the recipient

Design a call to action

Now that you have determined exactly what you want to communicate, you probably also know exactly what you want your contacts to do with your email. Design matching CTAs so your recipients know what action to take. Some examples: making a purchase, downloading something or simply retrieving additional information.

Tip: When choosing the right call to action, ask the following questions:

- Does the CTA clearly show what action to take?
- Does the CTA make it clear what clicking on it will achieve?

An example:

Message: Promotional women's wear collection for Valentine's Day

Call to action: Buy your perfect Valentine's outfit now

Message:

Call to action:

Message:

Call to action:

Message:

Call to action:

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Call to action:

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Call to action:

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Message:

Call to action:

Write email

Develop one of your ideas into a complete email. You can write your entire email in a word processor and/or create it in an email marketing tool. You can always use Flexmail for this. Create a demo account on flexmail.be and start writing your email or discover [how to create an email in Flexmail](#).

Before you start developing an email, it is important to keep in mind both your SMART goal(s) and your target audience(s) from Worksheet module 1. Determining a visual identity aligned with your brand, is also of utmost importance.

Your email should consist of:

- Subject line that prompts action
- Copy taking into account the 4 P's: Promise - Picture - Proof - Push
- Power words
- Personalisation
- Call to action
- Visual elements like your logo, relevant images...
- Tone of voice adapted to your target group
- Your contact details

Be creative, relevant and clear!

Tip: [Download our email design checklist](#) and check whether you have included all crucial design elements in your email.

After creating your email, you can test it by sending it to yourself, a friend and/or colleagues. How do they experience this email? With their feedback, you can create better emails for all of your readers every time.

The logo for Flexmail, featuring the word "Flexmail" in a bold, blue, sans-serif font. The letter "x" is stylized with a white diagonal line through it.

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