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Test Series

Design and Content of e - Mail Marketing

Module 2 - Design and Content of e - Mail Marketing

Email marketing success depends mainly on **good design** and **strong content**. If an email looks attractive and gives useful information, people are more likely to open and click it.

**1. Email Design**

Email design means how the email looks – layout, colors, images, buttons, and overall structure.

**A. Clear Layout (Simple Structure)**

A good email should have:

1. Logo at the top
2. Attractive headline
3. Main message with image
4. Call-to-Action (CTA) button
5. Contact details and unsubscribe link

**Example:**

Amazon India sends sale emails with:

- Big banner image
- “Shop Now” button
- Simple product sections
- 👉 Simple layout = easy to read.

**B. Mobile-Friendly Design**

In India, most users check emails on mobile phones.

So emails must:

- Load fast
- Have short text
- Have large buttons
- Be easy to scroll

**Example:**

Flipkart designs emails mainly for mobile users during Big Billion Days Sale.

- ✅ Best Practice: Always use responsive design.

**C. Attractive Subject Line**

The subject line decides whether people open the email or ignore it.

Good subject lines:

- Are short (6-10 words)
- Create urgency
- Mention offers

**Examples:**

- “Diwali Sale - 60% OFF Today!”
- “Last 3 Hours Left!”

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**Real-life Example:**

Myntra uses urgent subject lines during End of Reason Sale.

**D. Clear Call-to-Action (CTA)**

CTA tells the reader what to do.

Examples of CTA:

- Shop Now
- Book Now
- Download Now
- Claim Offer

CTA buttons should:

- Be bright in color
- Be easy to click
- Appear 1-2 times only

**Example:**

Zomato uses “Order Now” button clearly in red color.

**2. Email Content**

Content means the message written inside the email.

**A. Personalization**

Emails should feel personal.

Instead of:

Dear Customer

Use:

Hi Rahul,

**Example:**

Swiggy sends emails like: “Rahul, your favourite biryani is waiting!”

✔ Best Practice: Use customer’s name and past purchase data.

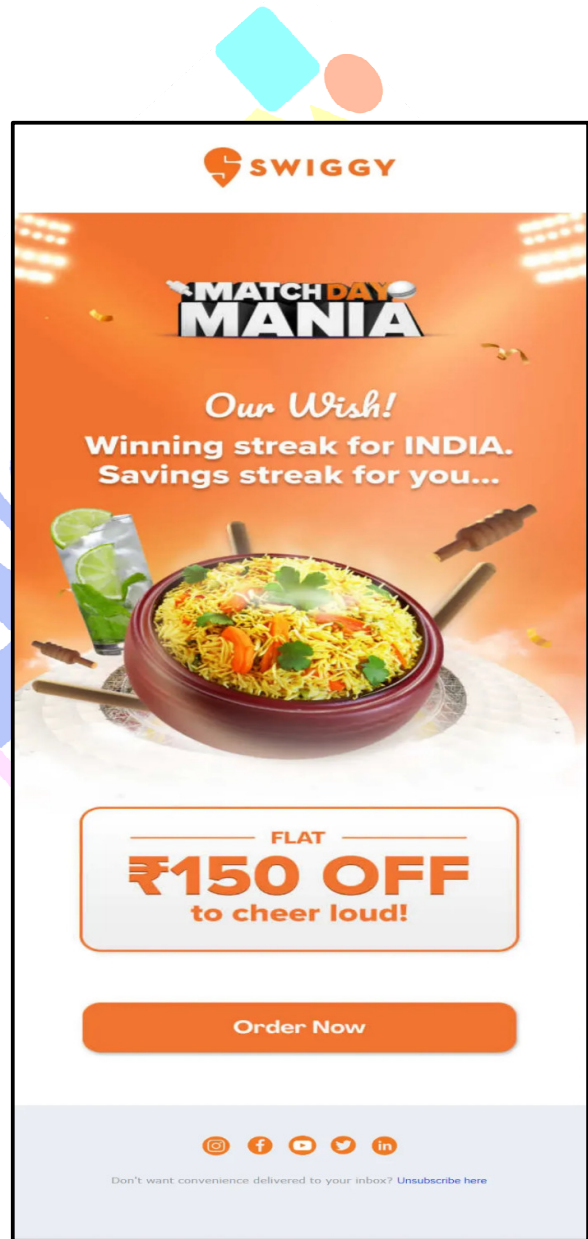
**B. Short and Clear Message**

Do not write long paragraphs.

Use:

- Bullet points
- Short sentences
- Simple language

Indian users prefer quick reading.



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**C. Relevant Offers**

Send offers based on customer interest.

**Example:**

- If someone buys shoes, send shoe offers.
- If someone orders food often, send food coupons.

Nykaa sends beauty product emails only to interested users.

**D. Value-Based Content (Not Only Sales)**

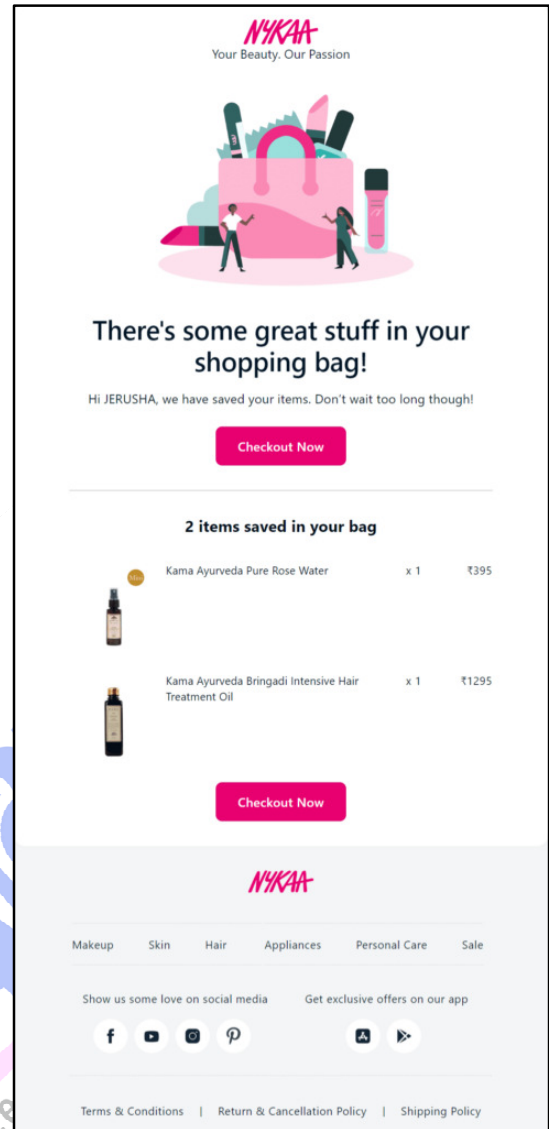
Every email should not just sell. Some emails should give useful information.

**Examples:**

- Beauty tips
- Fitness advice
- Study tips
- Festival greetings

**Example:**

Byju's sends exam tips and learning resources, not just course promotions.



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**3. Best Practices of Email Marketing Design & Content**

**1. Use Simple Language**

Avoid difficult words.

**2. Keep Subject Line Catchy**

Make users curious.

**3. Add One Main CTA**

Too many buttons confuse users.

**4. Optimize for Mobile**

Very important in India.

**5. Use Images but Don't Overload**

Too many images may go to spam.

**6. Follow Legal Rules**

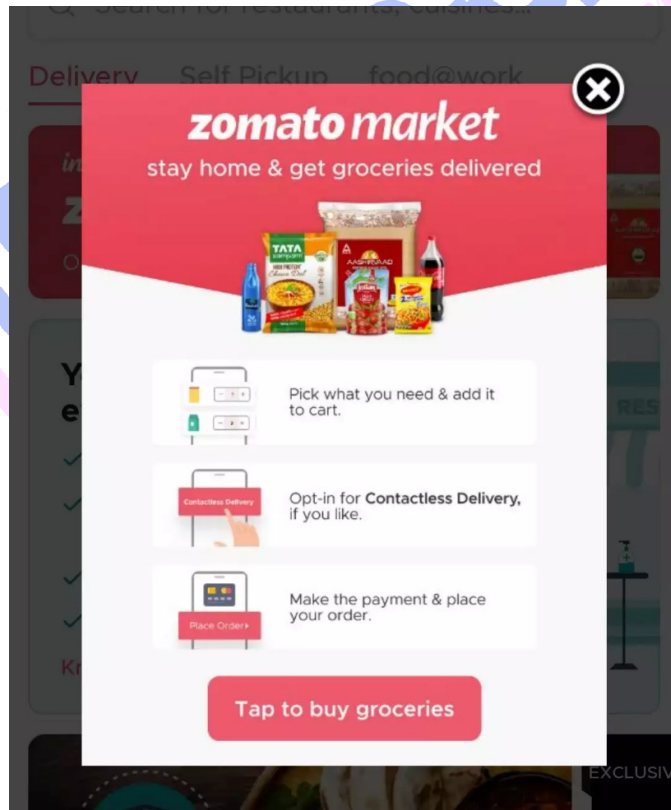
Companies must follow the Digital Personal Data Protection Act 2023 and provide unsubscribe option.

**7. Test Before Sending**

Send test email to check:

- Spelling errors
- Broken links
- Image loading

**Example: Zomato Marketing e-mail**



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Assignment

Ques 1: What does Email Design mainly refer to?

- A. Only writing long paragraphs in emails
- B. The look and structure of the email
- C. Sending emails without images
- D. Writing only promotional offers

Ques 2: A good email layout should start with the \_\_\_\_\_ at the top.

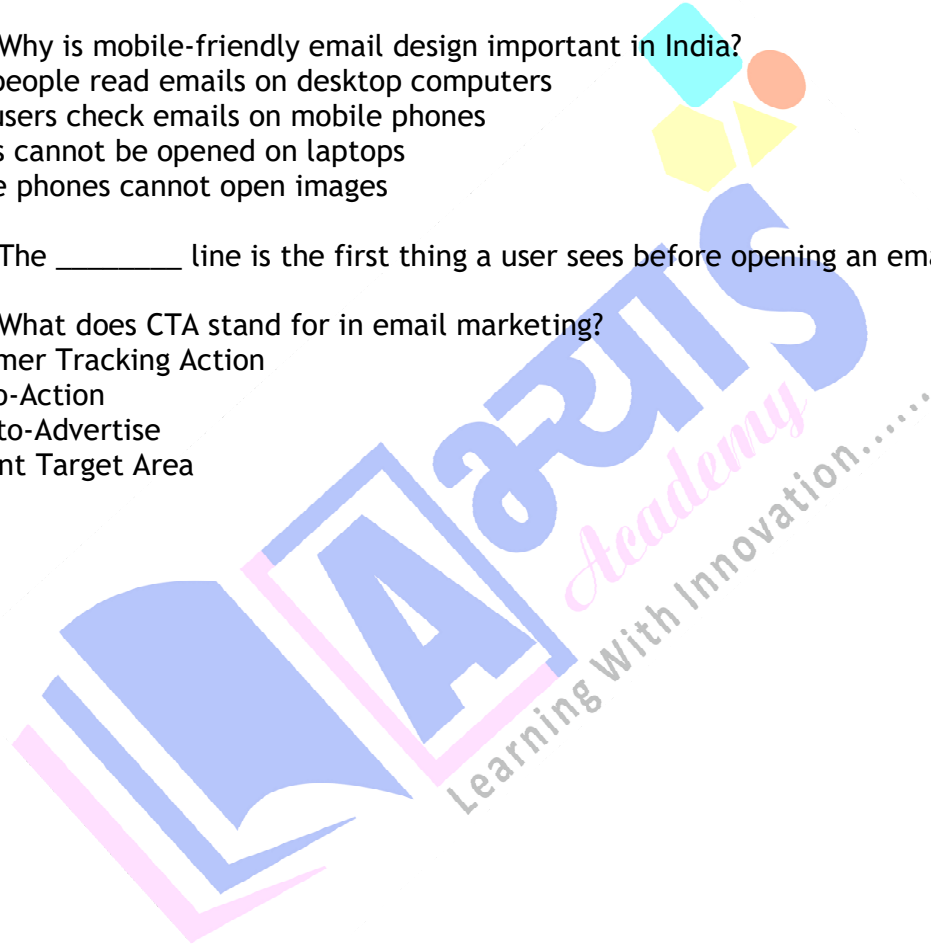
Ques 3: Why is mobile-friendly email design important in India?

- A. Most people read emails on desktop computers
- B. Most users check emails on mobile phones
- C. Emails cannot be opened on laptops
- D. Mobile phones cannot open images

Ques 4: The \_\_\_\_\_ line is the first thing a user sees before opening an email.

Ques 5: What does CTA stand for in email marketing?

- A. Customer Tracking Action
- B. Call-to-Action
- C. Click-to-Advertise
- D. Content Target Area



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