

Words that work: Crafting compelling email content in Mailchimp

In a crowded inbox, it's essential to make sure your email stands out. This guide will provide some best practices to help you optimize your subject lines and email content for maximum engagement and conversion.

1 Subject line best practices

Keep it **short and concise**. Create a **sense of urgency** with time-sensitive offers. **Personalize**. Avoid words like "Free," "Buy Now," or all-caps text, which can trigger spam filters. Emojis can increase open rates but shouldn't overwhelm the message. **A/B test your subject lines** to discover what works (A/B testing is included in the Essentials plan or higher).

EXAMPLES:

- **Urgency:** Last chance to save today!
- **Curiosity:** What's inside? An exclusive offer awaits!
- **Personalization:** [First Name], we've got an offer for you.

2 Writing engaging preview text

The preview text should **complement, but not duplicate, the subject line**. Keep it under 100 characters. Emphasize limited-time offers or tease what's inside the email. Include a subtle call-to-action (CTA).

3 Structuring your email content

Start with a **strong headline** to grab attention immediately. Use **short paragraphs, bullet points, and subheadings** to improve readability. Ensure the key message and CTA are visible without scrolling. Use compelling visuals that enhance your message, not distract. End with a **clear and actionable CTA**.

4 Crafting compelling calls-to-action (CTAs)

Use **strong, clear action verbs** like 'Download,' 'Claim,' or 'Explore.' **Avoid generic language** like 'Click Here.' Limit to **one primary CTA per email**; this improves conversion rates by focusing readers on a single action.

5 Personalizing your emails

Use **merge tags** to add personal details such as the recipient's name or location. **Group contacts** based on behavior, purchase history, or demographics, and send targeted messages for each segment's unique needs. **Leverage dynamic content** to show different content to different subscribers within the same email.

QUICK TIP

Use Mailchimp's subject line helper tool to test and improve your subject lines in real time.



KEY TAKEAWAYS:

- **Compelling subject lines** can be key to increasing open rates.
- **Well-structured email content** keeps readers engaged and drives action.
- **Clear, action-oriented CTAs** are essential for conversions.
- **Personalization** increases relevance and engagement.

Remember, your email's success hinges on both the subject line and the content inside. Always focus on what value you're providing to the reader.

A/B testing is available on certain plans. Availability of features and functionality varies by plan type. For details, please view Mailchimp's various [plans and pricing](#).