



# Guidelines for perfect eCommerce newsletters

*This is an extra resource to go along with the original article:*

[What's the ideal length of an eCommerce email?](#)

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Before you design your next eCommerce newsletter consult this checklist to make sure you send an effective email.

- ☐ 75-125 words (no more than 200)
- ☐ Personalize the content for the recipient with segmentation
- ☐ One primary call-to-action per email (you can have other links, though)
- ☐ Images should take up no more than 30 percent of the email's space
- ☐ Keep your [subject line](#) around 50 characters
- ☐ Make the main benefit/point clear by placing it high and big
- ☐ Write 20 subject lines before choosing two to test against one another
- ☐ A/B test your subject lines to find the one that works best
- ☐ Check to ensure the email displays well in all browsers/devices
- ☐ Include your physical address and unsubscribe link
- ☐ All images should be high quality and optimized for email
- ☐ Break up sections with dividers or transition images
- ☐ If you have to explain something complex, send recipients to a landing page or article
- ☐ Include tasteful, but memorable branding (your logo will suffice)
- ☐ Place useful links (for customers *and* non-customers) in the footer
- ☐ Segment your customers according to the [customer lifecycle](#)
- ☐ Consult your [buyer personas](#) before writing
- ☐ Add tracking tags to your links to collect data on what your customers click
- ☐ Only add content your customers care about; not things *you* care about
- ☐ Monitor your [email deliverability](#) and take steps to improve it
- ☐ Don't send an email just to send one; have a purpose
- ☐ Make your email easy to scan
- ☐ Keep it organized and well laid-out
- ☐ Make your copy clear and concise; excise unnecessary words/images
- ☐ Make sure the email makes your point if images are disabled
- ☐ Don't be afraid to build your brand personality into your newsletters