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What Makes A Really Good Email? [1]

March 14, 2018 by Kate O'Connell [2]

From training to support resources, the eComm Program places a lot of emphasis on creating really good emails. But what is a really good email? And how do you make one?

All of these questions, and more, are answered on a recent blog post from Really Good Emails [3]. They break down elements of strategic design and thoughtful composition in a blog post [4]. The whole post is full of great information, but here are a few highlights:

- Content that serves the constituent
- Consistency in branding
- Balance between text and images

Read the full blog post here [4].

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