

## **What Makes A Really Good Email?** <sup>[1]</sup>

March 14, 2018 by [Kate O'Connell](#) <sup>[2]</sup>

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](#) <sup>[3]</sup>. They break down elements of strategic design and thoughtful composition in [a blog post](#) <sup>[4]</sup>. 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](#) <sup>[4]</sup>.

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What Makes A Really Good Email?

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