

## The fine art of email

**By Sandra Jezo, Marketing Director of the NP6 Group**

**London, January 31st 2013** - With unopened messages crowding every inbox there is no room for the commonplace in the overcrowded inbox. Graphic design has become a vital element of email marketing, ensuring that messages create a compelling first impression.

Good graphic design is one of the fundamental components of creating a well-crafted message and goes hand in hand with the image that you want to communicate to your target audience. However, how do you balance appeal, information and the technical demands of delivering your message?

Emails are read on a wide variety of devices, email clients and web browsers, resulting in widely different displays. According to the Return Path Campaign Insight study, 2012 email open rates on mobile devices have already over taken those on desktop. As such designers need to consider how they are utilising the smaller real estate of the smartphone screen.

Basic steps like making the subject line and body of your email easily readable by increasing the size of the font and using a single-column layout are essential but often overlooked. By eliminating the need to zoom in, the barrier for engagement has already been lowered. It is important to keep in mind that mobile devices do not allow users to preview an email; therefore, it is the 'from' and the subject line that will convey your message's appeal.

One commonality for viewing emails on all of these devices is that the upper left hand corner of your email is the most visible part. As a result, your emails and website must keep with the same visual style in order to allow your target audience to recognise your message at a glance. This can be done by altering your website banner and the navigation tabs in particular.

Use of mobile devices and tablets whilst we're on the move or doing other things is changing the way we view our emails. As such rendering for a mobile is not just a case of making your email smaller; it requires a new approach to ensnaring attention.

Clever and artistic graphic design comes to the fore here using graphic design and artistic trends to stamp your mark. The burgeoning trends such as using retro elements, simple or child-like line drawings and doodles or even minimalism are all used to help support company branding and underlying messages around authenticity, simplicity and personalisation. Originality of design is key to creating a unique and memorable impression upon target audiences.

However as we know creative design is only as effective as the technical know how that supports it. Tags, image size, font choice... an email's appeal is synonymous with its readability and compliance with Internet standards. Optimising the layout and HTML code included in emails will increase readability and effectiveness of the message.

Emailing might be easy but it is still an art! The advice you should follow, whatever your industry, is the following:

- Make sure you can be identified immediately by the recipient (sender's email address, subject line)



- Develop a design that is consistent with the company's visual identity
- Focus on highly visible or trafficked zones and keep them simple and effective
- As ever, identify relevant target audiences and appropriate objectives
- Be original in design but thorough with the basics
- Test test test!

Discover all the key tips for successful e-mail campaigns by downloading MailPerformance's latest Whitepaper: <http://mailperformance.co.uk/whitepaper/>

For more information about e-mail campaigns: [www.mailperformance.co.uk](http://www.mailperformance.co.uk)



Sandra Jezo, a graduate in computer science and marketing, has more than 10 years experience in emarketing project management. Strategy, team management and coordination: this is her motto. A passion for marketing, Sandra Jézo plays a key role in maintaining the group's high profile in the industry by participating in Marketing training seminars and conferences (Social Marketing, Mobile Marketing, and Data gathering...) as well as heading up the MP Users Club – MailPerformance users club. A veteran traveler, her open-mindedness and sense of adventure ensure that innovation is always high on the agenda.

## ABOUT MAILPERFORMANCE

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MailPerformance is part of the NP6 Group which achieved excellent results in 2012 with turnover in excess of 10 million Euros. Recognised as an expert in email deliverability, NP6 Group with its solution, MailPerformance, remains the only Email Marketing solution in Europe to carry [ISO 9001 quality-certification](#). The [MailPerformance](#) brand and technology is owned entirely by NP6 Group. Founded in France in 1999 NP6, as an emarketing solutions provider, it has become one of Europe's largest Email and SMS broadcasters.

NP6 Group now offers its expertise and email broadcasting platform to the UK market from their offices in London's Soho. With over 50 employees in the UK and France NP6 is able to offer a number of services, including: Email and SMS broadcasting, Self Service or Full Service Management of Campaigns, Full API platform integration, Deliverability consultation, White-listing accreditation, Behavioural and Dynamic Segmentation, Advanced personalisation, A/B Split testing, Personalised barcodes in emails, Form and questionnaire building and Anti-Phishing certification.

With a customer satisfaction rate as high as 95%, MailPerformance strives to serve its clients with the highest quality and performance possible. Customers include Microsoft, Total, Natixis, Endsleigh Insurance, Qsoft Consulting Ogilvy, American Express...

For further details, please visit: [www.mailperformance.co.uk](http://www.mailperformance.co.uk)



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