

next tuesday afternoon

May 20, 2008

You already know that certain words are automatic spam-filter traps in email marketing, but many still fall into these Letterman-worthy Top Ten Language Pitfalls in Email Marketing:

10. Typos and misspellings due to poor editing. There really is no excuse.
9. Subject lines in ALL CAPS - yes, it is akin to screaming.
8. Use of punctuation marks and numbers within the subject line. If absolutely necessary, use only functional punctuation such as a hyphen or colon. Do not ever put phone numbers in your subject line!
7. ALL CAPS within the message body - more screaming.
6. Excessive or unnecessary "power word" repetition, i.e., free, guaranteed, etc. As we say often, don't say it, be it.
5. Copy written in passive rather than active voice. Get to the point as quickly as possible - this is email.
4. False or inflated sense of urgency - it can be a real turn off. Subtly mention deadlines or expiration dates when necessary.
3. Vague calls-to-action - be specific, such as "download your free white paper."
2. Exaggerated modifiers like "Amazing," "Revolutionary" and "Great," especially when used in the subject line. Hype is a hallmark of spam. Assuming they are relevant, they will already be perceived as important or great. Why state the obvious?
1. Including the word "spam" in your message (such as "this is not spam"). The very existence of written justification that your email is ethical calls its legitimacy into question.

I'm Lisa Davis. Let me know if I can help you in any way, please feel free to visit at OneAlliance.com and I'll be back next Tuesday afternoon.

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