



**Spitfire Communications can help you with your email marketing – from simple to complex campaigns, we can engage your employees.**

## TIPS AND STRATEGIES

- **Brand it.** Coordinate your email design with your brand identity.
- **Keep the design simple.** Use a clean design with a clear call-to-action button. Do not use too much text. Make it easy to skim, by using bold section headings and easily digestible paragraphs with bullet points. Adequate white space improves readability.
- **Personalize it.** 47% of email recipients decide to open emails based on the subject lines alone. *(Tidio, 2020)*

## DID YOU KNOW?

A majority of email views come from mobile devices (41%), followed by desktop (39%).

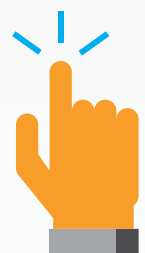
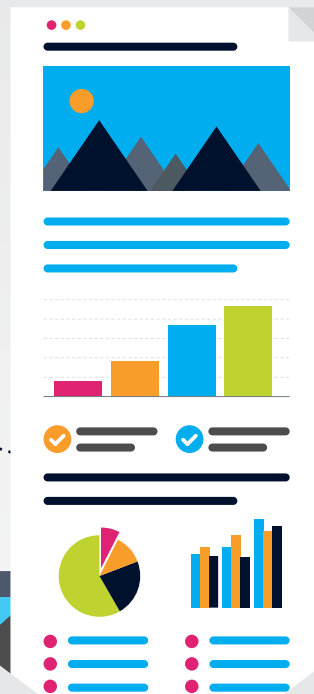
*(HubSpot, 2022)*

Emails perform better between 8-9AM, with an open rate of over 25%.

*(Wordstream, 2022)*

Only 28% of organizations personalize their email channel communications.

*(Poppulo Inside, 2022)*



## THE PROCESS



**DEFINE YOUR  
CAMPAIGN**



**TEST**



**DELIVER IMMEDIATELY  
OR SCHEDULE  
SENDING LATER**



**MEASURE  
CLICK RATES**



**REPORT BOUNCES,  
OPENS, ETC.**

## HOW CAN SPITFIRE HELP?

- Email Service Provider (ESP) setup
- Coordination with IT and HR staff
- Email testing
- Secure mailing list management
- Security and multi-factor authentication
- Comprehensive reporting and analytics
- Secure Personal Identifiable Information (PII) management and processing
- Personalized engagement
- Call-to-action campaigns
- Expertly designed and developed emails and/or matching landing pages
- Incorporate a survey or questionnaire
- Corporate/CEO messaging and announcements
- Event/meeting announcements and/or registration
- Program and culture engagement/launch/announcement

## WHY SHOULD YOU USE AN EMAIL SERVICE PROVIDER (ESP) INSTEAD OF AN HTML EMAIL THROUGH AN EMAIL CLIENT?

- To track your email bounce rate
- Provide greater deliverability
- Mobile readiness with responsive formatting
- Comprehensive reports/analytics of your email campaign
- Ensure that all current email and mailing list requirements and standards are met
- Personalization
- Send from your own domain for legitimacy and to avoid being marked as spam and Domain-based Message Authentication, Reporting & Conformance (DMARC) authentication filters (DomainKeys Identified Mail (DKIM) and Sender Policy Framework (SPF) authentication)



**If you'd like to learn more, please contact:**

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