



# From Inbox to Outcome

## Create Emails That Make a Difference

The average worker receives **over 120 emails a day**. Recipients need a strong reason to open what's in their inbox. In order create emails that get citizens to take action at your organization, you need to include certain elements in your email. The framework below is a good template to follow to make sure your emails are making a difference.

### STRONG SUBJECT LINE

- Limit to 50 characters or, 8 words or less
- Avoid using excessive punctuation or text in all caps
- Avoid SPAM trigger words like "Free" or "Percent off"
- Reflect email content using words like "alert," "results," "news," or "video"

### FROM NAME

- Make it clear you're a trusted source
- Include your agency, department or division name

### THE BODY

- Engage your quick-scrolling audience
- Keep it to one column
- Balance headlines and text for a reader-friendly experience
- People are visual - engage your audience with meaningful images

### PRE-HEADER

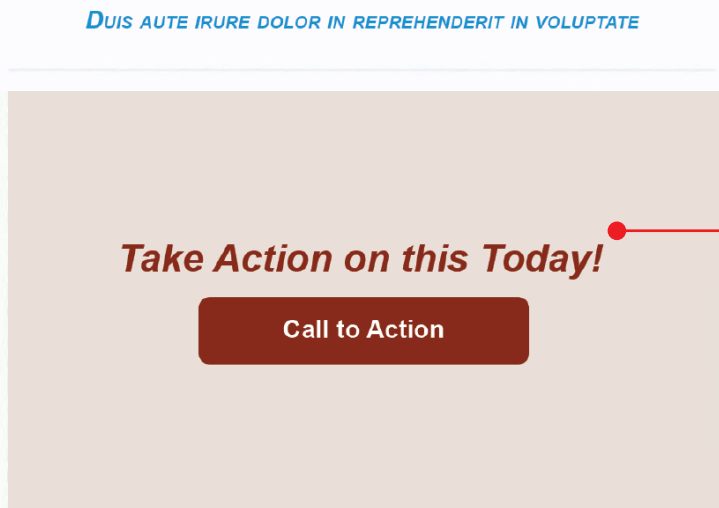
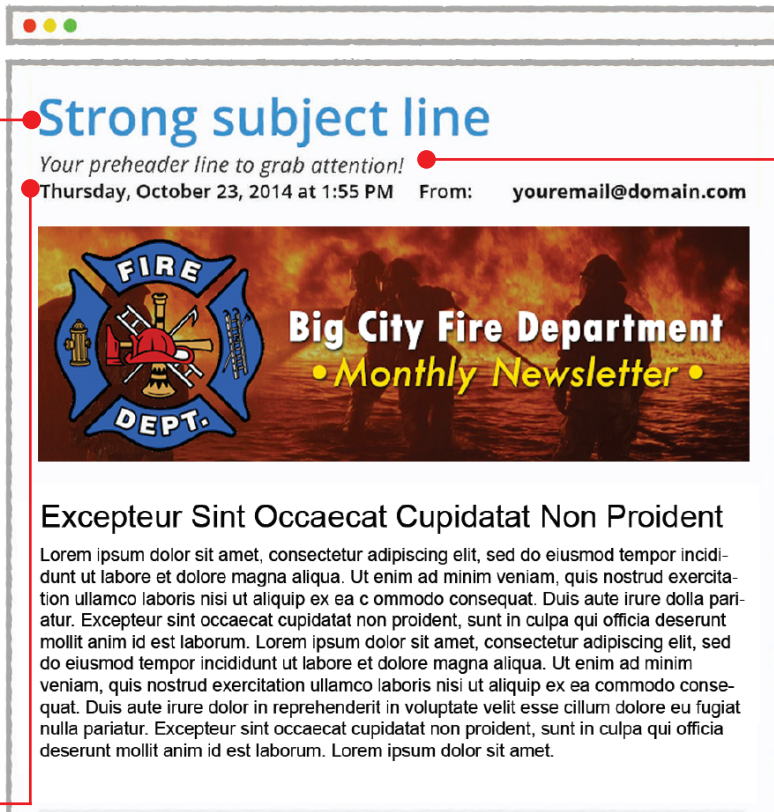
- Build on the subject line to let recipients know what's inside
- Be succinct and engaging

### CALL TO ACTION

- One CTA is enough - 86% of recipients take only one action in an email
- Make the CTA button or link prominent with enough space for a finger to click
- Clear, compelling, CTAs placed at the top can be clicked without needing to scroll

### MOBILE

- A one column design will ensure your email will look great on all email clients, including mobile phones
- Set up buttons and images to be readable on smaller screens



Does your organization want to create emails that get your citizens to do take action? Email us at [info@granicus.com](mailto:info@granicus.com) or visit [granicus.com](http://granicus.com).