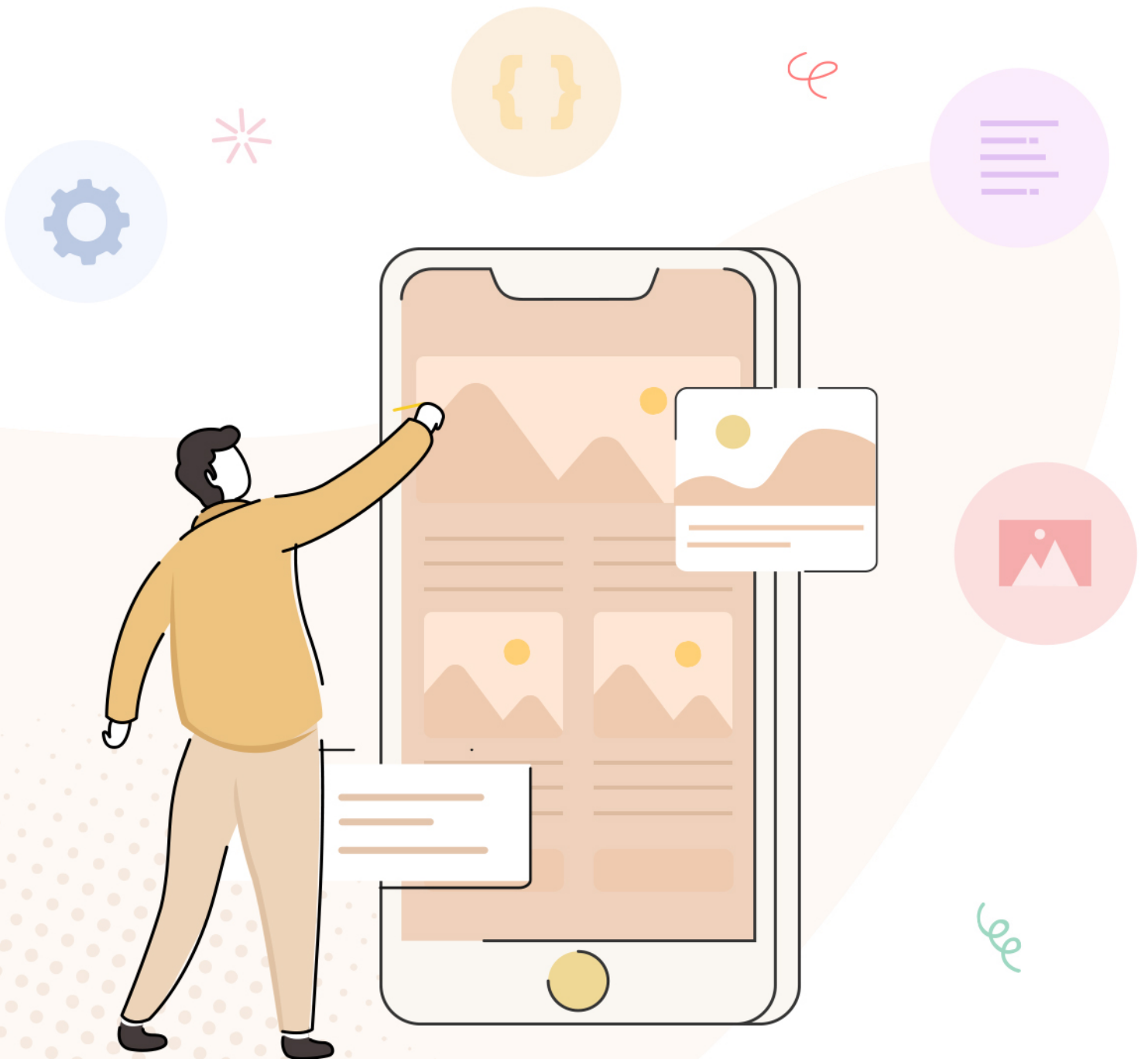
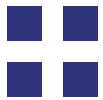


Create engaging content using **Zoho Campaigns**





Create engaging content using Zoho Campaigns

Email marketing is undeniably one of the most effective ways to engage contacts and boost your business. Even though it's the best conversion method, we live in a digital era, and marketers are constantly experimenting with different new strategies.

Despite the fact marketing strategies are constantly evolving, email marketing will always be in trend and one cannot completely move out from the realm of email marketing.

By sending out creative email campaigns, you can easily reach your target audience, increase contact engagement, and excel. If your campaigns are not enthralling enough, they could end up being one among thousands of other emails that accumulate in your contacts' inboxes every day. But coming up with engaging content for your email campaign each time can be a hard slog.

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Images

Images play a crucial role in the effectiveness and reach of your email campaign. The use of relevant and compelling images can have a huge impact on your email's performance. Zoho Campaigns allows you to add images to your email campaign by using the Image component of the template editor.

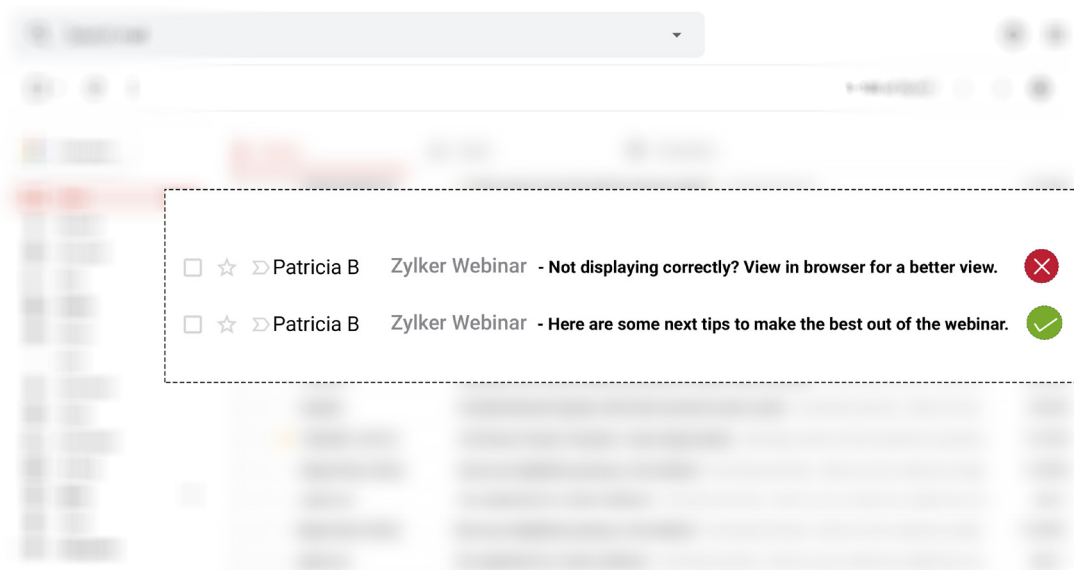
While a few marketers would prefer to add lots of images, email marketing specialists recommend to minimize the usage of visuals in email campaigns. So how do you strike the perfect balance?



Maintaining a 70:30 text to image ratio would be ideal and will boost deliverability rates and decrease spam rates. It's also a great idea to start your email campaign with a banner image. However, you should always keep in mind that some browsers may block visual content, so make sure your email campaign conveys the intended information even if images are blocked.

Pre-header

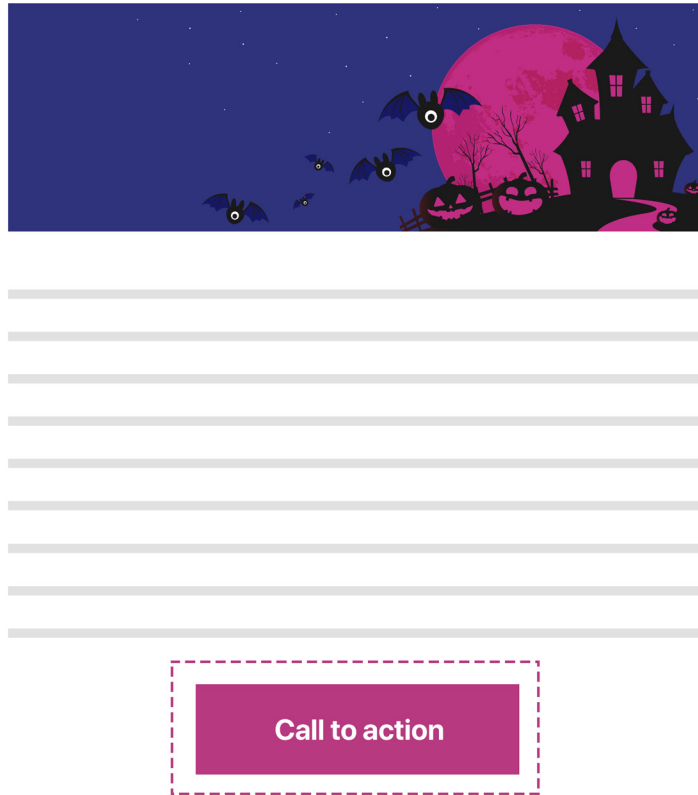
Pre-header text is a short summary that follows the subject when your email is listed in the inbox. Marketers often underestimate the importance of pre-header text. This is the first thing that will catch the contact's eye—even before the email is opened—and should certainly not be neglected. Zoho Campaigns has an option that enables you to easily add a Pre-header text to your campaign. Email campaigns with a pre-header text have an edge over the ones without a pre-header, and marketers should definitely exploit this advantage.



Call to action (CTA)

A call to action—or CTA—is a critical component of an email campaign and can have a huge impact on your conversion rates. Often marketers pay attention to every other component of their content but neglect the CTA, leaving it as an afterthought.

Employing creativity in your email campaign is definitely important to engage contacts, but what ultimately matters the most is if your contacts did what you were expecting them to do in your email. This is where a CTA comes in handy as it instructs the reader exactly how you want them to respond to your email.



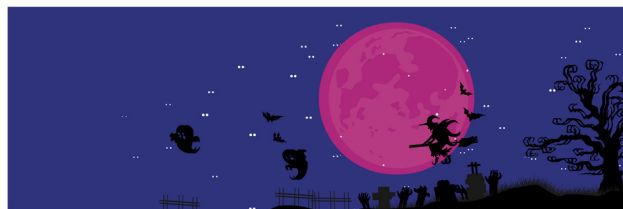
Zoho Campaigns allows you to add a CTA by using the Button component of the template editor. Using this, you can create a CTA button that redirects a recipient to a webpage or a landing page.

For example, you could have a CTA button that says “Sign up” that takes a visitor to your signup page when clicked. Campaigns also provides you with options to customize these CTAs.

Social widgets

Social media has become an irrefutable part of email marketing in recent times and is also a crucial factor for promoting your brand. Embedding social widgets in your email campaign is a great way to make your content more engaging and visual. It makes it easier for your recipients to follow your page for regular updates, share your campaigns on social media, and spread the word about your brand to their peers. Also, it increases the prospects of landing new potential leads without much effort.

The most popular social widgets you can use are Facebook, Twitter, LinkedIn, and Pinterest. Zoho Campaigns allows you to add social widgets to email campaigns by using the Widgets component of the template editor. Apart from just placing these widgets in your campaign, Zoho Campaigns also allows you to customize them according to your requirements and strategies.

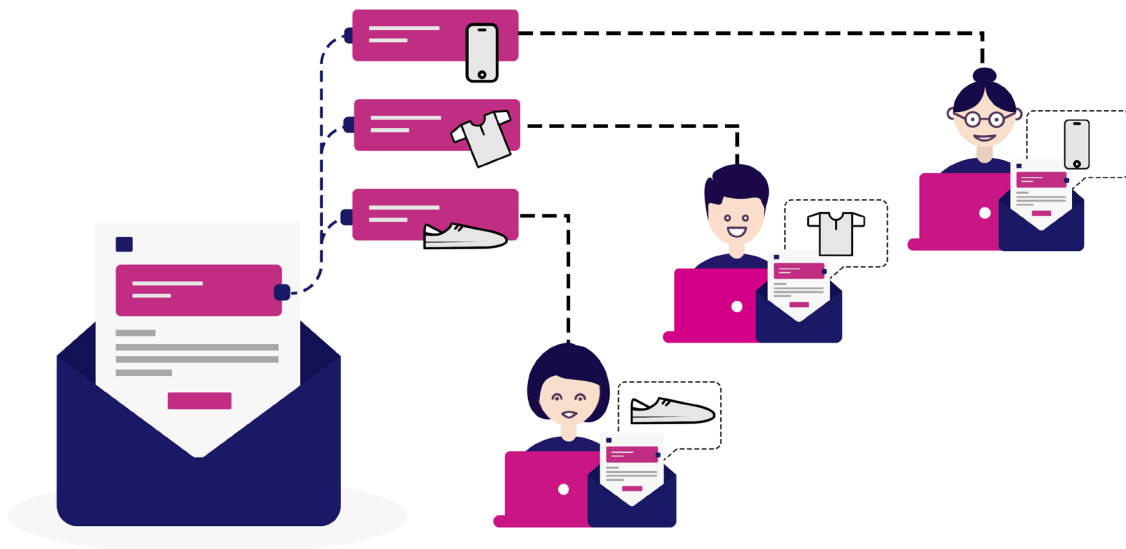


Call to action



Dynamic Content

All of your contacts are unique, and each of them has their own needs and requirements. Thrashing their inboxes with irrelevant emails will naturally make them lose interest and eventually lead to decreasing open rates and increasing unsubscribes. This is where dynamic content comes into play. Dynamic content has evolved as a real game-changer in email marketing. It is simply the process of displaying the most relevant content to your contact based on their interests and choices.



Using Zoho Campaigns Dynamic Content feature, you can tailor the emails you send to your contacts. It allows you to personalize the content based on a specific field value. This allows you to send unique content to each contact while only drafting just one email. Emails from a familiar sender are more likely to be opened by the recipients.

Creating polls

Polls are a powerful tool to grab your contact's attention and derive near-accurate results. They give you an opportunity to gauge the reach of your brand and get an insight into your contact's thoughts.

By adding polls to your email campaigns, you can get instant feedback from your contacts. This way you get to know their preferences and what they really want from your product.

This also turns out to be an essential business strategy to keep your contacts engaged and mailing lists intact.

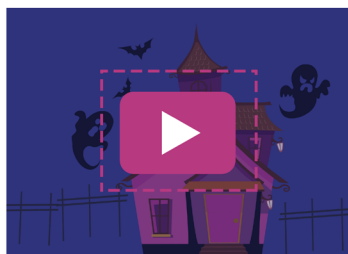


Zoho Campaigns provides you with a Create Poll component that allows you to create and conduct a poll that's embedded in your email campaign. It also provides two poll customization options where you can choose between a numbered list and a bulleted list.

Videos

Adding videos to your email campaign is a new-age marketing strategy that has its own perks. Not everyone has the patience to read through a lengthy email—some would rather choose to sit through a video and get the intended information. Also, videos can convey a substantial amount of information in a short time span.

We live in a digital era, and videos are becoming increasingly popular with every passing day. They can undoubtedly elevate your email campaign to the next level and boost your conversion rates.



Call to action



Zoho Campaigns offers Video Merge Tags, which allows you to add videos to your email campaign. These videos show up as thumbnails in your campaign and will load in a new tab when clicked.

This feature also provides a wide range of customization options on how you would like to display the video thumbnail.

Tips and Tricks

Here are a few additional tips for you:

- 1) Use merge tags to add a personal touch to your newsletters.
- 2) Make sure you provide alternate text for your images. This comes to your rescue in case your image doesn't load.
- 3) Personalize your subject lines using first or last names.
- 4) Personalize your email's 'From' and 'To' addresses.
- 5) Choosing the right font style and size is a basic requirement when it comes to creating engaging content.
- 6) Before you send out the email campaign to your contacts, it's always a good practice to send a test email first.
- 7) Make sure the links in your newsletters are recognizable.
- 8) Customize your header and footer and make sure you don't miss out on elements like sender information and links to unsubscribe and to view in browser.



Contact us:

Zoho Corporation,
4708 HWY 71 E,
Del Valle, TX 78617-3216

+1 (888) 900 9646 (USA)

+44 (20) 35647890 (UK)

support@zohocampaigns.com

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