

# Wolfe Writing

The Blog

## How long should my marketing email be?

So, you want to send a marketing email to your clients. How long should it be?

Generally speaking, you should limit your copy to between 200 and 300 words, or no more than 20 lines.

Why?

With small attention spans and even smaller screens (think iPhones) to battle against, you need to keep your message short and to the point or else you risk your readers losing interest before they get to your call to action.

How can you do that?

First, focus on your goal. Why are you sending an email? What are you hoping to achieve? What do you want your recipients to do? Identify one desired response and base the entire email on that goal.

Second, limit your content to three key areas: your offer, the benefits to your readers, and your call to action. Again, keep your copy in each of these areas brief.

Of course, as is the case with just about anything marketing, what works for one company, even one campaign, doesn't necessarily work for all companies or all campaigns. You have to test, and you have to consider all the factors, including your audience's preferences and the scope of your call to action. The more you ask of your readers, the more information they're going to need.

No matter how long your copy ends up, don't forget to include images. Particularly important if you're promoting a product or service, images help readers identify the tone and message of your email before reading a word. With so many other messages competing for your readers' attention, pulling them in with relevant, complementary images could mean the difference between a read email and an abandoned one.

*Posted October 11, 2018, [www.wolfewriting.com](http://www.wolfewriting.com).*

**About Wolfe Writing:** Established and operated by Janet Wolfe, Wolfe Writing provides writing, editing, and marketing services for businesses, organizations, and individuals looking to improve their communication efforts, build relationships with customers, and stimulate business growth. To schedule a free consultation, visit [www.wolfewriting.com](http://www.wolfewriting.com) or email Janet directly at [janet@wolfewriting.com](mailto:janet@wolfewriting.com).