30 Email Campaigns You Should Totally Steal

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Sometimes your creative juices just run dry. We get it. Get your inspiration back with this list of 30 outstanding email marketing campaigns!

We won’t tell anyone if you steal a few ;)
1 Tory Burch:

By adding a pop of animation, in which the image slides open to reveal a private sale, Tory Burch raised their email marketing a step above most generic static campaigns. They evoked the image of a door sliding open, underlining the sale’s exclusivity.
Runkeeper:

By keeping the tone light and informal, Runkeeper entices lapsed users to return without seeming pushy or desperate. Informing the recipient of new features and ending with a friendly signoff engages the reader in a way that isn’t too marketer-y.
UncommonGoods:

Using action-oriented words in their CTA allowed UncommonGoods to highlight the urgency of their holiday offer. Reminding customers that their flowers are guaranteed to arrive on time if ordered NOW reinforces the value of the message.
Focus Pointe Global:

This email, prompting recipients to participate in a research survey, is simple and to the point. Within a few moments of scanning, readers can quickly comprehend the main points: what the survey is about, what they will gain by taking it, how long it will take and where to begin.
Rip Curl:

This striking email from Rip Curl activates the recipients Fear of Missing Out (FOMO) with its strong assertion that a “revolution” is occurring and owning this particular watch guarantees their customer a spot on the front lines.
Warby Parker:

This clever email, triggered by the recipient's vision prescription expiring, hits the customer at a relevant time when they might be considering new glasses. Bonus points? Warby Parker made their customer’s lives even easier by providing resources to book an appointment with an eye doctor.
Canva:

Sometimes, you say more by saying less. Canva keeps their emails simple and to the point with striking graphics and an streamlined user experience.
Dropbox:

The use of cute animations and a concise message reinforces the idea that Dropbox doesn’t want to waste your time. They’re able to remind you of the value of their service without bogging down your inbox with unnecessarily wordy emails.
Upon first glance, this email from Turnstyle Cycle could be written by a friend or coworker. The super informal “normal email” design allows the message to feel very authentic and down-to-earth allowing relationship building between your business and your consumer.
10 Poppin:

With a punny opening line of “Let’s Hold Handles,” an offered customer discount, bright engaging colors and bold images, is there anything not to love about this email from Poppin?
Masterclass:

By tucking their content away on a landing page, Masterclass was able to intrigue their customers and leave a sense of mystery, triggering consumer curiosity and growing CTRs.
Taking it a step beyond simple geolocation targeting, Uber crafted a campaign that referenced a certain area event (Harrisburg Beer Week) which offered recipients the opportunity to share an invite code and get a free ride.
Total Wine & More:

By encouraging recipients to leave a review on their site, Total Wine & More upped user engagement and strengthened the customer’s relationship to their brand. Adding an element of interactivity allows the reader to invest in the message you’re sharing.
By timing their emails to arrive at peak ordering hours, Domino's capitalized on their customer’s impulsiveness. A perfectly timed email could mean the difference between pizza or leftovers for lunch.
Lifetime Fitness:

By offering a deal on gym membership fees if the recipient brings a friend, Lifetime Fitness is solving one of their customer’s main pain points -- Mainly that it is extremely hard to get motivated to go to the gym alone!
Sally Hogshead:

How can you convince customers to voluntarily give you data that helps you further segment your marketing efforts?

Take a page from Sally Hogshead’s book and make your introduction email a quick interesting quiz that provides value to your customer and rounds out your data collection.

Hi Ashley,

You have two Advantages: Innovation and Power.
You are The Maverick Leader.
Here's what that looks like:

THE MAVERICK LEADER

PRIMARY ADVANTAGE
INNOVATION

SECONDARY ADVANTAGE
POWER

Once you know what makes you valuable to others, you're more authentic and confident, and more likely to make a positive impression.

Your tips for today:
1. For an immediate team-building activity - strike up a conversation about your Archetype with fellow co-workers
2. Ask them how you bring Innovation and Power to each situation
3. Then, tell them which Advantages you think they bring to the table (and why). You'll be surprised what you'll learn about each other

Sally and Team Fascinate
In this lighthearted April Fool’s Day campaign, H&M partnered with Facebook CEO Mark Zuckerberg. Poking fun at Zuckerberg’s signature style allowed two major seemingly-unrelated brands to connect and created a boost of media coverage.
American Apparel:

The fun pop of motion added by a whimsical GIF makes American Apparel’s email stand out, draws the customer’s attention and successfully highlights all the color options for their product.
Casper:

Putting a playful spin on typical abandoned cart messages, mattress company Casper keeps their message humorous and topical. The use of a funny quote at the bottom reminds customers that getting a new mattress is a good excuse for a day off!
This email provides the recipient with a sample use case by prompting them to link their Fitbit data to the service. Great for customers who need a little extra push to adopt a new technology, this campaign offers inspiration on how to utilize IFTTT best.
This customer retention email from Houston not only updates the recipient on the latest news with the company’s beta launch, but also provides an incentive for registering now by offering an extended free trial.
This lighthearted email from Print Studio shows that the brand isn’t afraid to poke fun at itself (comparing its app icon to that of a dating app). The information is presented in the modern easily digestible form of a text message screenshot that we’re used to seeing all over the internet, from Facebook to Buzzfeed.
Surprisingly, this email from J.Crew doesn’t feature a single image of clothing! Instead, the company activates the recipient’s curiosity in order to direct them to an outside landing page.
This simple, bright email from Jack Spade stresses the timeliness of their offer, the most relevant factor to their message. Using a universally recognized icon and a color scheme that communicates caution really drives home their customer’s fear of missing out.
Need Supply Co:

Sometimes, a strong visual campaign can be more effective than a bunch of copy. This ad reinforces their offer of up to half-off by splitting the page visually, reminiscent of a sale rack sign.
Remember that age old fashion advice to avoid mixing patterns? Well this email from Kate Spade proves that sometimes rules are made to be broken. The bright color scheme and powerful patterns make this campaign pop on the page.
This innovative campaign based around an Easter Egg hunt invites users to pore over the company’s webpage looking for clues to win a prize. What better way to get readers actively focused on your content than to hide free stuff in there?!
This hyper-friendly email from Mention reads as very uplifting and congratulatory. The use of smiley faces, exclamation points and the informal tone all come together to create an email with a real sense of positivity.
By attaching their email to a relevant local topic like the Broncos vs. Panther’s game, Automatic Labs was able to show off their data processing abilities while remaining pertinent to the consumer’s personal interests.
What better way to show that you care about your customers than to offer them your personal email and encourage them to reach out to you with any questions. That’s exactly what Ugmonk’s CEO does in this abandoned cart email and the result is surprisingly personal.
From interactive content to a simple shift in tone, these examples prove that truly outstanding email campaigns engage the recipient beyond their inbox and add value and excitement to the consumer’s life.
Want to learn more about interactive email content and how to spice up your campaigns?

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