PredictSpark

10

## Tips to Master Email Marketing

AUTOMOTIVE EMAIL MARKETING ELEVATED

As an automotive dealer, reseller or workshop, **effective email marketing** is essential to:

- drive **customer engagement**
- build **brand loyalty**
- increase **sales**.

In this guide, we present **10 proven tips** to help you unlock the full potential of email marketing and how **PredictSparK**'s powerful email creation tool can take your after-sales campaigns to the next level.

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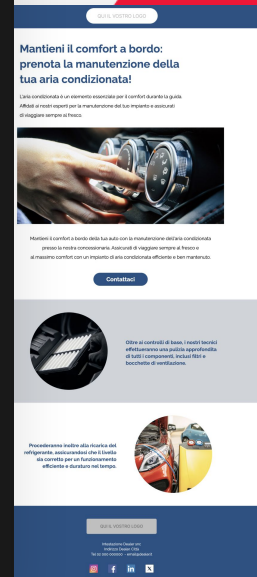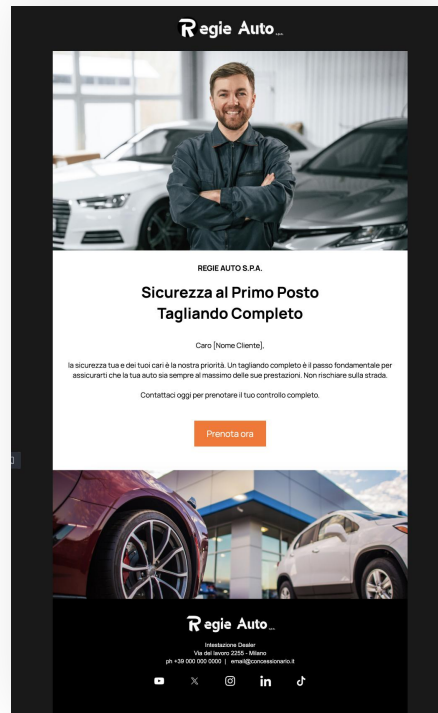
AUTOMOTIVE EMAIL MARKETING ELEVATED

WHAT CAN YOU EXPECT?

From maintaining **brand consistency** and incorporating **relevant images**, to optimising image settings and personalising your emails, these automotive-specific strategies will give you a competitive edge in the email marketing landscape.

Get ready to boost your email campaigns and watch your **open rates** and **customer conversions** go through the roof! ✨🚀

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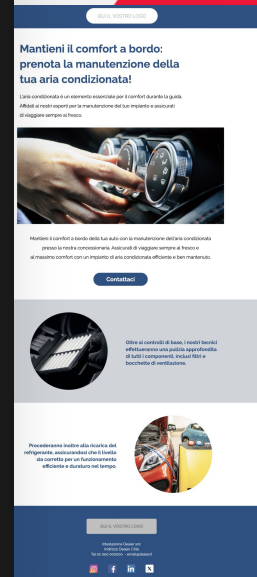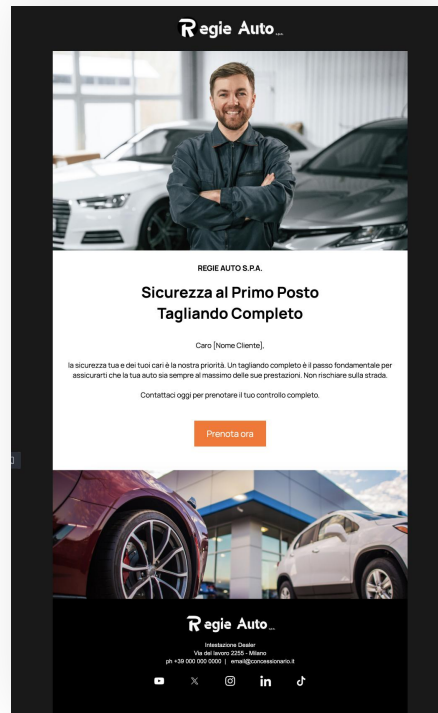
#1 USE RESPONSIVE DESIGN

Ensure your email templates are **optimised for mobile devices**, to be accessed on the go.

55% of emails are opened on mobile devices
(source: eMarketer)

Responsive design is crucial, especially for automotive dealerships: potential buyers must be able to view vehicle photos and details on their smartphones.

PredictSparK's templates are designed to be fully responsive, so your emails will show at best on any screen size.

STAR.DEALER

Prenditi cura della tua auto con i nostri servizi di manutenzione specializzati!

La manutenzione regolare è fondamentale per mantenere la tua auto in perfette condizioni.

#2 MAINTAIN BRAND CONSISTENCY

Use colours, fonts, and logos that align with your **branding**—whether it's OEM or dealer group guidelines.

This helps to reinforce your **brand identity** and creates a cohesive look across all your marketing channels.

Consistency in branding is particularly important in the automotive industry, where **trust and recognition** can significantly influence purchase decisions.

PredictSparK allows you to easily apply your brand elements to your email templates.

LOGO

TOYOTA

TOYOTA TYPE

Book
Regular
Semibold
Bold

COLORS

Toyota Red
PMS 186C
CMYK 00 100 90 00
RGB 235 10 30
HEX EB0A1E

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#3 CRAFT A STRONG SUBJECT LINE

A **compelling subject line** is crucial for capturing your audience's attention.

This approach not only piques interest but also provides a **clear value proposition**, increasing the likelihood of higher open rates.

For automotive dealerships, this means creating subject lines that highlight exciting **promotions**, **new vehicle arrivals**, or exclusive **service offers**.

PRO TIPS

Aim for brevity and clarity, keeping your subject line **under 50 characters** to ensure it displays well on mobile devices.

For example, instead of a generic "*New Cars Available*" try something more engaging like "***Drive Home Your Dream Car Today!***"

Drive home your dream car today!

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#4 INCORPORATE RELEVANT IMAGERY

Use **high-quality images** that showcase your dealership's vehicles, services, and brand.

Visuals increase a person's willingness to read a piece of content by 80%
(source: HubSpot)

Include images of popular models, customer testimonials with their new cars, or service department activities.

Carefully select images that will grab the **attention** of your target audience and complement your message.

You can use **PredictSparK**'s advanced image editor to resize, add effects or round off already inserted photos.

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#5 OPTIMISE IMAGE SETTINGS

Ensure your images are optimised to reduce **loading times**.
Use the '**alt text**' to describe your images in case they don't load properly.

For your emails, consider including images of vehicles that are visually appealing yet properly sized and compressed.

PredictSparK allows you to easily adjust image settings to achieve the best results.

PRO TIPS

Maximum Width: Images should not exceed 700 px in width for desktop screens and 350 px for mobile devices. This ensures that images fit well within the email layout without distorting or overflowing the screen.

File Size: The total size of visuals in a single email should ideally be kept under 400 KB, and the entire email should not exceed 1 MB. This helps avoid triggering spam filters and ensures faster loading times.
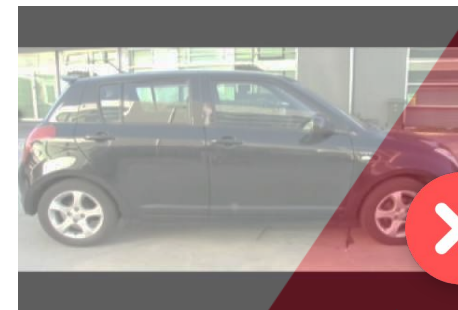
IMG-0012345

Jeep-Renegade-Offer

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#6 MAINTAIN A CLEAN COMPOSITION

Keep your email layout **simple and uncluttered**.
Use *white space* effectively to guide the reader's eye and
make your content easy to digest.

For example, avoid using more than two images per section
and ensure ample space between text and images.

Make sure your final **composition** is effective both for
desktop and mobile consumption.

PRO TIPS

☑ Use headings, bullet points, and lists to break up text.
☑ Align elements consistently to create a sense of order.

✗ Avoid overcrowding the email with too many design
elements and images.
✗ Don't exaggerate with white space that makes the email
look empty.

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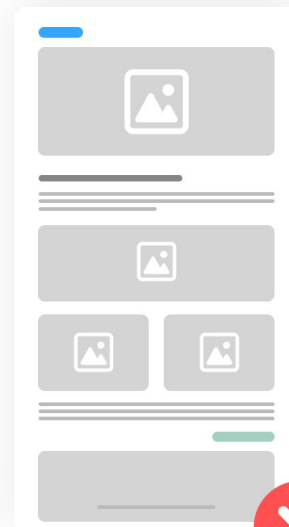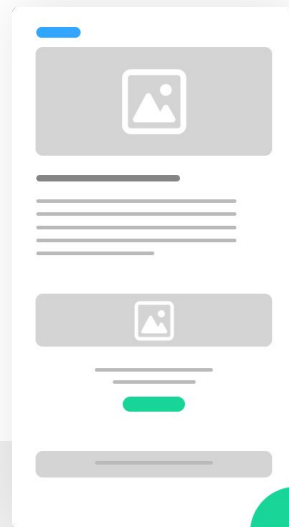
#7 MAINTAIN A BALANCED TEXT-IMAGE RATIO

Strive for a **balanced mix of text and images** to keep your emails engaging without overwhelming the reader.

A good rule of thumb is to maintain a **60:40 ratio of text to images**. This means that for every 100 words of text, you should have around 40% of that space filled with images.

By adhering to this ratio, you ensure that your message is conveyed clearly and effectively, while still capturing attention with **compelling visuals**, such as highlighting new arrivals or special promotions.
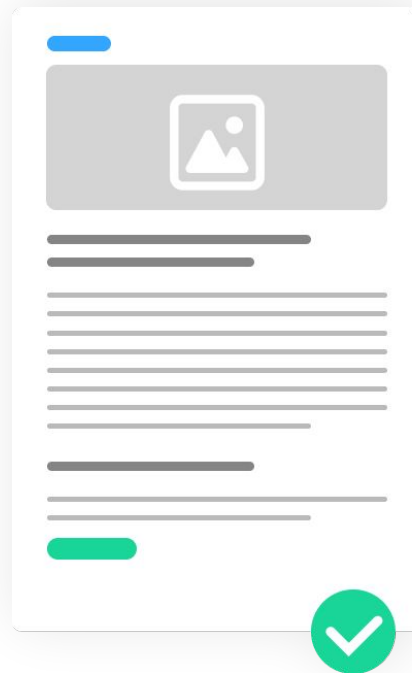
40%
Image

60%
Text

#8 HIGHLIGHT KEY FEATURES AND OFFERS

Use eye-catching buttons and **CTAs** (*calls to action*) to draw attention to your dealership's **special offers, promotions, and services**.

For instance, promote limited-time offers on vehicle maintenance or financing options.

To give emphasis to such key features and offers, always use colours that recall your branding.

PRO TIPS

Use **action-oriented and concise** CTA labels, such as "*Schedule a Test Drive*" or "*View Latest Offers*."

Use **contrasting colours** for your CTAs, to draw attention.

To maximize engagement, always position your CTA and related buttons ***above the fold*** in your email design. This means placing it in the upper portion of the email, where readers can see it without scrolling down.

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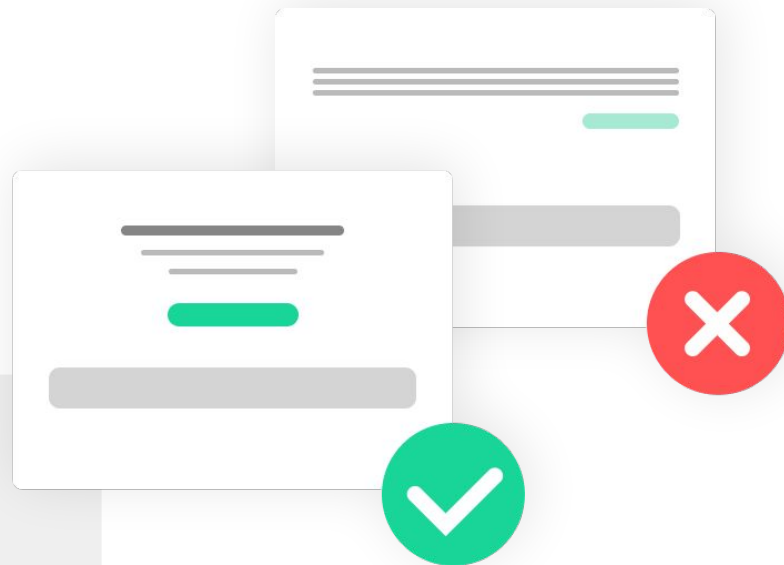
#9 PERSONALISE YOUR EMAILS

Add **dynamic content** by leveraging merge tags to personalise your emails with the recipient's name or other relevant information.

This helps to build a stronger connection with your customers: emails that are perceived as more **tailored to individual interests** generate higher interaction rates and, ultimately, conversions.

74% of marketers report that targeted personalisation increases customer engagement
(source: eConsultancy)

Personalised email marketing can produce an average increase of 20% in sales and generate revenues 5.7 times higher than standard, non-personalised emails
(source: Monetate and Rich Relevance)

Thanks to **PredictSparK**, you can add dynamic elements to your predictive marketing campaigns and customise your messages for each individual customer.

Hello *Peter*, we have great news for you!

#10 USE BACKGROUND IMAGES WISELY

Incorporate **background images** to create depth and visual interest in your emails.
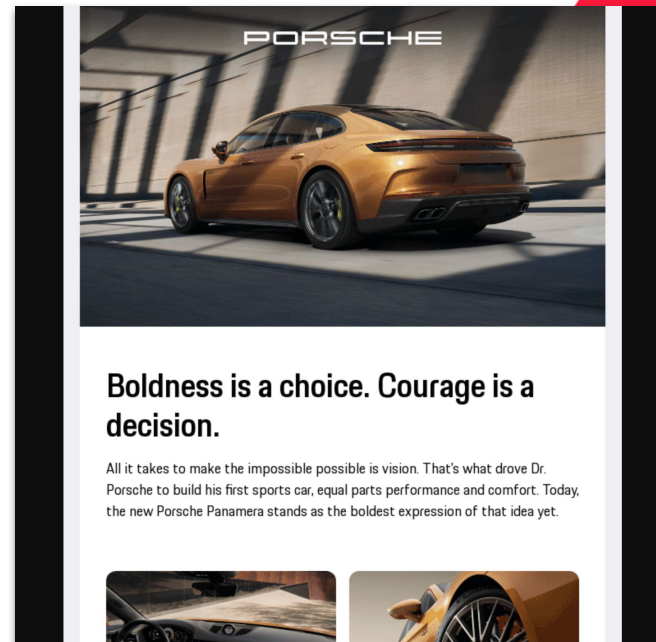
Visual content has a demonstrated impact on the performance of an email marketing campaign

Visually appealing content is key to capture attention: choose images that reflect your brand and resonate with your audience, such as a scenic view of your dealership or a sleek car model.

PRO TIPS

Ensure that background images do not overpower the text; use a subtle overlay (like a semi-transparent colour) to ensure readability.

PORSCHE

Boldness is a choice. Courage is a decision.

All it takes to make the impossible possible is vision. That's what drove Dr. Porsche to build his first sports car, equal parts performance and comfort. Today, the new Porsche Panamera stands as the boldest expression of that idea yet.

MOTORK

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