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Are Your Email Promotions Drawing a Response?

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Question: How do I improve the visual impression I create with my email marketing? How do I select imagery that will elicit a response from the right buyers?

Whenever considering making any improvements to your visual message, start off by taking a good look at what you are working on now or have been working on up to this point. Does your recipe need some adjustment? Are you sending images you love? Or are you sending images that you think people want to see? My recommendation is to always send images that you love, that give your audience a sense of your unique style. So, let's consider these essential ingredients for a successful recipe:

Make it Memorable

Are you playing it safe? Or are you taking a risk and making the email more memorable? Be bold because no one remembers "mediocre." I've always said, the image in your email is "the carrot for the donkey" – and the carrot needs to whet the viewer's appetite sufficiently for them to click through to your website to check out what else is on your menu. Is your visual message more pedestrian? Or are you going to amaze and enthrall them, or perhaps use some humor and make them laugh?

Less is More

For the most part, my suggestion is to avoid using multiple images in your email promotions. Adding more images may actually "dilute" your visual message, rather than enhance it, so it's better to stick with one or possibly two. Remember, *the goal is to direct people to your website to see more of what you do*. If you give it all up in your email, they might consequently be less inclined to click through to the website.

Put Yourself in Their Chair

Imagine that you are an art buyer or a photo editor - put yourself in their seat: you are very busy and you receive a ton of emails every day. If you as a buyer were receiving your email marketing, would it stand out from the crowd? Or would it be generic, forgettable and get deleted? Would you as an art buyer be ready to "unsubscribe" from receiving your emails? Or would you always be interested and excited to see your promotions every time? I suggest you aim for the latter!

These are some examples from a few of my clients - all are Agency Access clients as well:

Michael Sahadi – shoots environmental portraits - uses humor in the subject line & the image

Subject line: **School's out....(insert sigh here)**

If you're having trouble viewing this email, you may [see it online](#)

Week 3..."I'm bored"



MICHAEL SAHADI
PHOTOGRAPHER

Philadelphia / New York / DC

215.717.7228 / 267.979.1343

michael@michaelsahadi.com

www.michaelsahadi.com

This email was sent to louisa@chatterboxenterprises.com.

Address: 834 North Bambrey St., Philadelphia, PA, United States.

To ensure that you continue receiving these emails, please add us to your address book or safe list.
If you are no longer interested, please [unsubscribe](#)

Adriana Mullen – shoots food – mouth-watering images that make you want to see more

Subject line: **Adriana Mullen: New Work, May 2011**

Adriana Mullen FOOD PHOTOGRAPHY & STYLING



AdrianaMullen.com
908.723.0285

Adriana Mullen

Info@adrianamullenphotography.com
<http://www.adrianamullenphotography.com/>
<http://adrianamullenphotographyblog.com/>

Max Singer – illustrator - uses humor and storytelling

Subject line: **the dead blue dog is alive and well**

If you have trouble reading this click [here](#) to open in web browser

dead blue dog and other acts of satire and provocation



by max singer: half cartoonist, half wit.



Once upon a time there was a sad blue dog named cartier and he was a very sad dog indeed for his master was a painter who ignored him. And thus the tale begins. A tale of mere whimsy for those unfamiliar with that which I am spoofing. To get up to speed, visit the website of noted Louisiana artist **GEORGE RODRIGUE** the creator of the one and only original **BLUE DOG**: www.georgerodrigue.com

Stephen Flint – shoots lifestyle – one image says it all

Subject line: **ADDY Award Winner - Photography**

This message contains graphics. If you don't see them, [view this email in your browser](#)



Come and see more of the award winning photography. From the ADDYS - Miami
www.stephenflint.com

[Forward](#) this email to a friend

This email has been sent to stephen@stephenflint.com

To instantly unsubscribe from this artist only [click here](#)

To no longer receive promotional emails from any and all artists sent by Agency Access [click here](#)

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