

A GUIDE TO EMAIL BEST PRACTICES

At Franklin Energy and AM Conservation Group, one of the ways we celebrate collaboration and drive innovation is through *Innovation Projects* hosted by our Innovation Lab. During these projects, we work with cross-functional teams of industry experts to identify ways to improve our current operations and create new products—all backed and verified by user testing. In our most recent Innovation Project, we explored the most effective way to build emails for residential customers. Use our insights below to build your next email template!

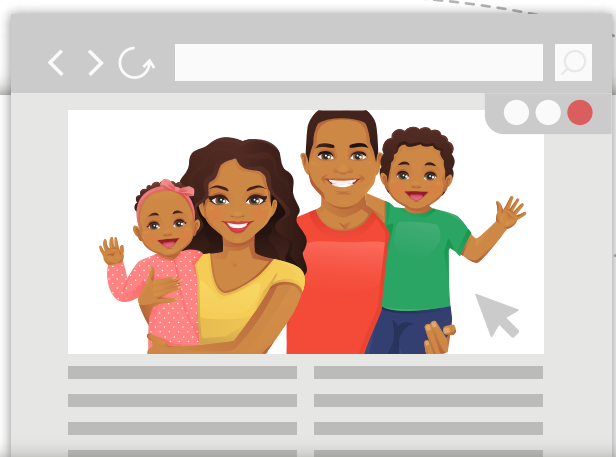
1 TEXT:

Emails with less text, a succinct content summary and an easily identifiable offer deliver the best results. More text often results in ambiguity around the purpose of the content.



2 IMAGERY:

Imagery with a direct connection between the image and the content should be the centerpiece of your email. Lifestyle imagery, particularly of families, prompts the most delight in user testing.



3 VALUE PROPOSITION:

Incorporate an offer or value proposition that includes clear examples with limited variety. Just like with imagery, offers with multiple options introduce confusion. Your value proposition should clearly outline what you're offering the reader and the benefits it provides them.



REDUCE YOUR UTILITY BILL BY 25% WHEN YOU ENROLL IN PEAK SAVINGS.

4 OFFER VALUE:

Email users find the most value in immediate discounts and concrete bill savings. Free gifts and sweepstakes do not effectively motivate or inspire engagement.

5 PARTICIPATION REQUIREMENTS:

Uncertainty around an offer's required steps is the most common barrier to participation. Increase participant engagement by clearly identifying program requirements and next steps.



To dive deeper into Innovation Lab and how Franklin Energy and AM Conservation Group have grown an innovative culture, check out our Innovation Lab Brochure.



Innovation Lab Brochure