

Live Optimization Notebook:

Welcome and Onboarding Emails

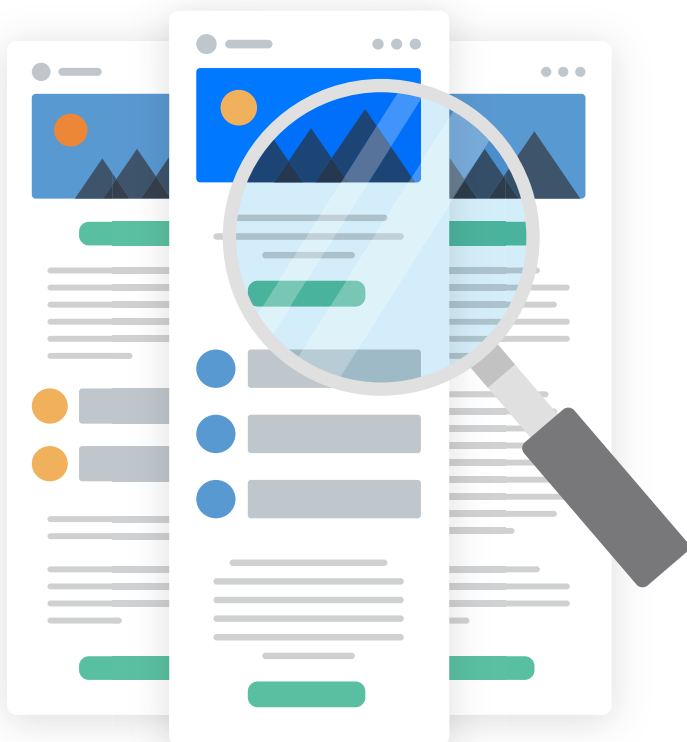
Improve Your Program Through These Critiques of Real-Life Emails Submitted by Litmus Community Members



Live Optimization is one of our most popular sessions at our Litmus Live conferences because our panel of email experts helps marketers improve real-life emails and everyone learns in the process. We're bringing the spirit of Live Optimization directly to you in this report.

Onboarding email expert Val Geisler and Litmus' Chad S. White and Jason Rodriguez examine eight emails submitted by Litmus Community members. With decades of email marketing experience between them, they'll share their advice on improvements and tips on things to A/B test.

Through these critiques, you'll learn how to build trust and create a great onboarding experience via email. Along the way, you'll also pick up email design, coding, and copywriting tips you can apply to your other emails.



How to use this report:

- Gather your email team and do your own review of these emails without looking at the comments from our panel of experts. After discussing each one, then look at our feedback and advice and see how it matches up with yours.
- After reading this report, review your own welcome and onboarding emails and see which of our comments, if any, might apply to your emails.
- If you don't currently have a welcome email or an onboarding email, which elements of these examples would you like to emulate?

Get Litmus Live Updates and More

Join over 300,000 email marketing pros who rely on Litmus for expert advice and analysis. Sign up for our emails to get updates on our [Litmus Live conferences](#), our newest reports and whitepapers, upcoming webinars, and more.



Our Live Optimization Panel of Email Experts



Val Geisler

Val Geisler is ridiculously obsessed with email. An Email Marketing Conversion Copywriter and Strategist, Val spent over a decade on the inside of companies from nonprofits to 7-figure businesses to tech startups. She brings her background in content creation, customer experience, and digital strategy to her incredible clients every day. Email isn't dead, and Val is here to help you bring yours back to life. You can find out more about Val at www.valgeisler.com.



Chad S. White

Chad S. White is the Research Director at Litmus and the author of *Email Marketing Rules* and thousands of posts and articles about email marketing. A former journalist at Condé Nast and Dow Jones & Co., he has spent more than a decade researching email trends and best practices at the Direct Marketing Association, Responsys, ExactTarget, Salesforce.com, and in his current role. Chad is the Email Experience Council's 2018 Email Marketer Thought Leader of the Year.



Jason Rodriguez

Jason Rodriguez is the Community and Product Evangelist at Litmus and the author of three books and countless posts on email design and development. He's written for publications like A List Apart and CSS-Tricks and given dozens of talks at industry events. Jason is an advocate for openness, accessibility, and inclusion on the web and in email, and spends his time helping people get the most out of their email marketing, growing their businesses, and making genuine connections along the way.



About Litmus

Litmus helps more than 250,000 marketers make email better. They use the Litmus Email Creative Platform alongside their existing email service provider to ensure a consistently great brand experience for every subscriber, work more efficiently, accelerate campaign performance, reduce errors, and stay out of the spam folder. For more information about Litmus and the latest email news and trends, visit litmus.com.

The Emails We're Reviewing

We'd like to extend a huge thanks to every Litmus Community member who submitted their emails for Live Optimization. This wouldn't be possible without you!

California State University, Fullerton.....06

Industry: Nonprofit, Higher education

Type of email: New subscriber welcome email

Mind Movies.....07

Industry: B2C, Media service

Type of email: New subscriber welcome email

Trek Bicycles.....08

Industry: B2C, Brand manufacturer and retailer

Type of email: New subscriber welcome email

FreshBooks.....09

Industry: B2B, Software

Type of email: New subscriber welcome email

Paula's Choice Skincare.....10

Industry: B2C, Brand manufacturer and retailer

Type of email: New subscriber welcome email

Skechers Elite.....11

Industry: B2C, Brand manufacturer and retailer

Type of email: Loyalty program welcome email

Alamy.....12

Industry: B2B, Media service

Type of email: New user welcome email

STIHL Community.....13

Industry: B2C, Brand manufacturer and retailer

Type of email: New subscriber welcome email

For more Live Optimization of real-life welcome emails from the Litmus Community, check out our on-demand webinar: [Supercharge Your Welcome and Onboarding Emails](#).

Use Litmus Builder to Fully Explore Each Email

For every email we review, we include a link to it in Litmus Builder. Clicking that link will allow you to view the full email, see the email's code, toggle images off and on, and experience both the desktop and mobile versions of the email.

These links are public shareable links to Builder projects and do not include many of our code editor's most popular features, including [Email Previews](#), [ESP Syncing](#), [Processed HTML](#), [Code Analysis](#), [Snippets and Partial](#)s, and more.

With Litmus Builder, you can build bulletproof emails quickly. Utilize pre-tested templates and reusable code snippets to easily build and edit your emails, and ensure brand consistency. Plus, preview your campaigns across 90+ popular email clients to ensure your emails look great everywhere.

Sign up for free and see how Litmus helps you build better emails, faster.



View the Code

See the full code of each email so you can fully understand the design.



Toggle Images Off

See what happens when the images in the email are blocked.



View on Mobile

Experience the email on the small screen of a mobile device.



View on Desktop

Experience the email on the large screen of a desktop computer.

The screenshot displays the Litmus Builder interface. On the left is a code editor with HTML code for a digital marketing program. On the right is a preview of the email. The email content includes a header with a woman's image and the text 'DIGITAL MARKETING Professional Development', followed by a section titled 'Next step: Download your Program Guide'. The email body contains a personalized greeting and a list of bullet points: 'Download your DM Program Guide' and 'Learn more about the first course: The Digital Marketing Landscape'. The interface also shows a menu with options like 'File', 'Templates', 'Partials', 'Snippets', 'Tracking', 'Timeline', 'View', and 'Help', along with buttons for 'Share', 'Send Test', and 'Sync to ESP'.

California State University, Fullerton

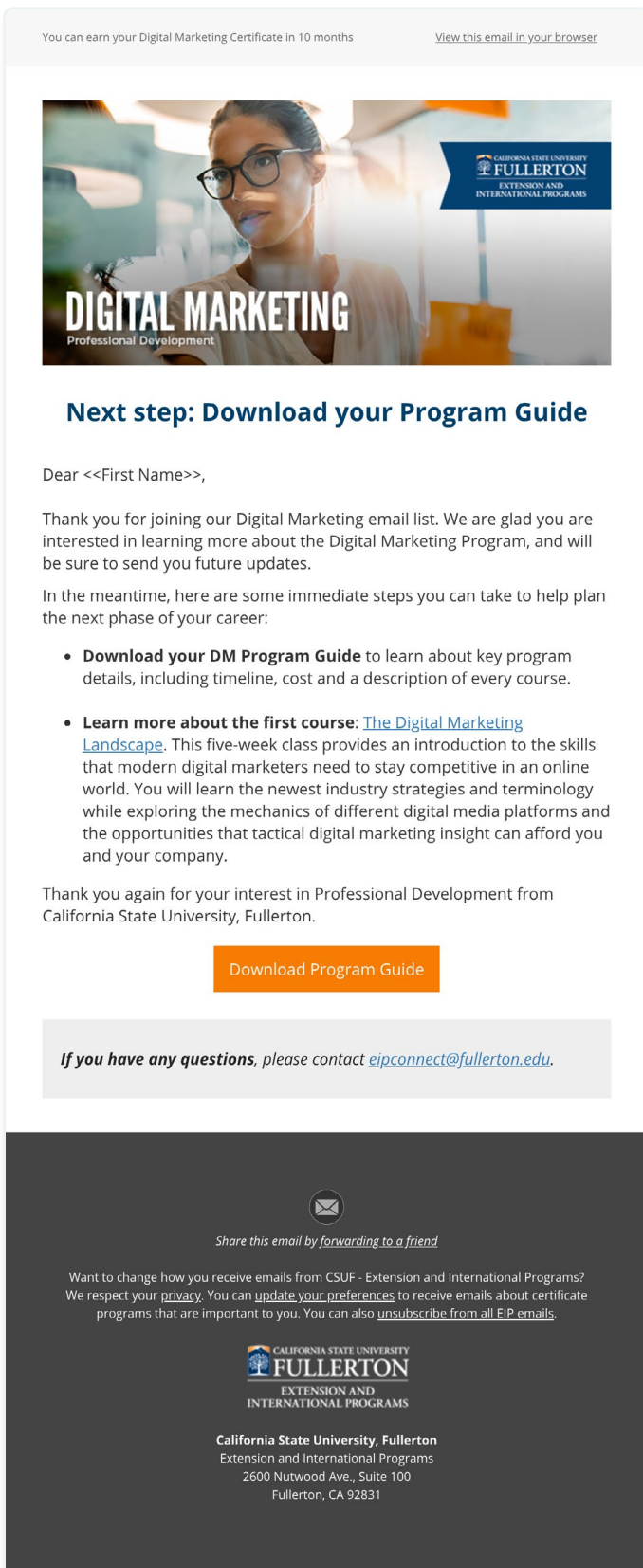
Industry: Nonprofit, Higher education

Type of email: New subscriber welcome email

Goal of email: Confirm subscription and provide resources for planning for the program.

Key challenge: Make the CTAs more effective.

See the desktop, mobile, and images-off versions of this email, plus its code.



Above the Fold



Chad S. White:

Despite a good-sized hero image, this email is pretty efficient above the fold thanks to (1) preheader text that tells subscribers how long the program is, (2) a logo that's integrated into the hero image, and (3) a crystal clear "Next Step" headline.

One weak point is the opening text after the greeting: No one is excited to join an "email list". Instead, couch this as "taking the first step toward a new career in digital marketing."



Messaging & Calls-to-Action



Jason Rodriguez: I like that there are clear next steps for the subscriber, but would like to see less 'what' and more 'why.' Why should the subscriber download the program guide? Why should they trust Fullerton for their education? I think a clearer value proposition would be a great addition and help define a better CTA that could increase conversions.



The messaging could be tighter and more focused. Consider cutting the second paragraph and then back up the "Next Step" headline by using wording from the first bullet point followed by the call-to-action button. Since downloading the program guide is the main CTA, keep everything focused on that. You could A/B test whether following up that CTA with content from the second bullet point increases enrollment or not.



Val Geisler: What I see here is a lot of work for the subscriber to do. It's essentially a checklist of what they "need to do" next. This one email could be pulled out into a welcome sequence of at least three emails.

Email #1: Get the program guide they requested

Email #2: An intro to the 5-week course

Email #3: How we can help

By spreading it out, you train your subscriber to open your emails and you also keep them from being overwhelmed with too much information in one email. The CTAs will be more effective if there's just one at a time.

Industry: B2C, Media service

Type of email: New subscriber welcome email

Goal of email: Introduce people to Mind Movies and set expectations.

Key challenge: Are we doing too much in one email? Timing on the welcome email (currently 6 hours post-signup).

See the desktop, mobile, and images-off versions of this email, plus its code.



Welcome and congratulations%%Space_First Name%%.

You're now the freshest member of the worldwide Mind Movies tribe.

And you can bet we're busting out our happy dance :-)



We just wanted to take a moment to say howdy, and to sincerely thank you for joining the tribe.

You know, it's the contagious spirit of people like **you** that inspires us to keep exploring the human mind's infinite potential.

And so we promise, the personal growth goodness you'll experience in the coming days and weeks will spark *incredible* breakthroughs in every area of life that matters to you.

So what happens next?

Well apart from what you just signed up for, you can also look forward to weekly emails from us packed with:

- Trainings on all your favorite personal growth topics, like the Law of Attraction, visualization, meditation, mind science and more
- Free event invites (online workshops, classes, video series and more)
- Special deals on programs from Mind Movies and our friends
- Newsletters and blog posts

Okay, now this is important:

Messages from companies sometimes get filtered out by email providers like Google and Hotmail.

So to make sure you get all our email goodies in your primary inbox, you'll need to 'whitelist' the Mind Movies email address.

Don't worry, it only takes a second - just follow the below steps, or if you're using Outlook, Thunderbird, or Mac Mail, [click here to see your instructions](#).

%%[Whitelist_Instructions]%%

You'll also find us on social media:

Aside from email, we share a ton of personal growth goodness on our [Facebook page](#), inspiring images on [Instagram](#) and awesome material on [Pinterest](#).

We're so excited to be on this adventure with you.

Take care and talk soon,
The Mind Movies Team

P.S. Keep an eagle eye on your inbox -

Because to help you get started, we're sending you two of our most loved personal growth blog posts of all time.

The first one dances into your inbox in the next week - and if you've been wanting to step up your Law of Attraction game, it's going to be *just* what you need.

P.P.S. Psst! We have a super secret bonus welcome gift for you, and you don't even need to wait till tomorrow.

To claim it just [connect with us here on Facebook Messenger](#) and tell us - which of the following would you like most?

Welcome Gift 1: A pdf worksheet revealing our co-founder Natalie's brilliant 7-step formula for achieving any goal.

Welcome Gift 2: A powerful Law of Attraction visualization exercise that commands the Universe itself to bend to your will.

Welcome Gift 3: A set of 3x pre-made Mind Movies that dramatically amplify your money and abundance mindset.

Take your pick by [clicking here](#) to go straight through to Messenger where we'll deliver it :-)

Email Trigger Delay

Chad S. White: Send welcome emails immediately so you have a chance to continue the interaction that included the signup. People are raising their hands and asking for more information. Don't make them wait 6 hours for it, which might effectively be the next day for many of them.

Val Geisler: I'm with Chad on the send time—tighten that up! We've been trained as subscribers to get a welcome email within minutes of signup, so don't leave them hanging.

Content

Jason Rodriguez: Although I appreciate the humor and personality in the copy, this email suffers from a common problem. In the quest to inject quiriness, copy gets long and tiring to read and subscribers get turned off. A quick thanks for signing up could easily replace the entire first section, shorten the email, and make it more digestible.

Yes, the copy is long too. If that's part of the overall brand strategy and brand voice, fine. If not, condense as much as possible to keep it quick and light.

Relatedly, I'm not sure the [animated gif](#) is worth keeping. I appreciate a good gif as much as the next person, but this one takes up a lot of space above the fold and the content isn't unique to your brand.

Calls-to-Action

This email has a lot of CTAs, most of which appear in the second half of the email. Which is the most important one or two? Wanting them to connect on Facebook Messenger is so important that you're incentivizing it, so maybe focus more on that by removing less important CTAs.

To claim it just [connect with us here on Facebook Messenger](#) and tell us - which of the following would you like most?

I wonder about the CTA around Facebook Messenger. Is there a bot there? Choosing a welcome gift sounds like a big decision to make this early on. How do they know which one they want? And after all the copy they just read, it's an overwhelming decision to make. I'd go with just one predetermined gift or send that CTA in an entirely separate email.

Welcome Gift 1: A pdf work step formula for achieving a

Welcome Gift 2: A powerful commands the Universe itse

Welcome Gift 3: A set of 3x your money and abundance

I'd recommend losing the whitelisting CTA section. As we've said before, [Gmail's Promotions Tab is not the spam folder](#). Even if it's part of a broader whitelisting initiative, focusing on engagement and getting subscribers to interact with the email is the best deliverability strategy.

Trek Bicycles

Industry: B2C, Brand manufacturer and retailer

Type of email: New subscriber welcome email

Goal of email: Understand user interests in lieu of a preference center.

Key challenge: How can we drive better segmentation and subscriber identification?

See the desktop, mobile, and images-off versions of this email, plus its code.

Profile-Building

Val Geisler: This statement—“We’re committed to this new relationship, and that’s why we’ll send you only the best stories, products, and special offers.”—caught my eye. How do I, as a consumer, know what that means? Are you asking me to choose from my top interest in the list below? If so, be explicit about that.

Jason Rodriguez: Using link tracking to drive better segmentation is a great idea, but I think this email should be more direct in getting users to tap on those links. Instead of just dumping those blocks in there, why not ask subscribers what they’re interested in? Form it as a quiz instead of a promo email.

Chad S. White: I agree. Rather than presenting the bike categories as a browsing or shopping opportunity, how about creating more long-term intent and asking new subscribers which categories they’re interested in? You can use that click and any category-level browsing as a de facto topic preference. Armed with that information, you’ll be in a position to send them targeted content going forward.

Calls-to-Action

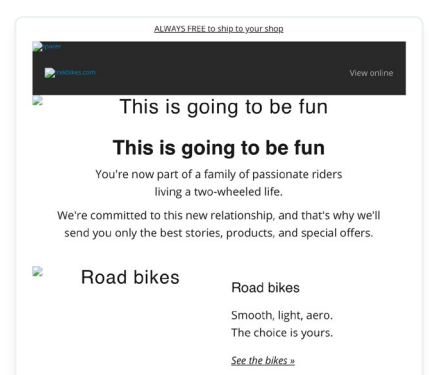
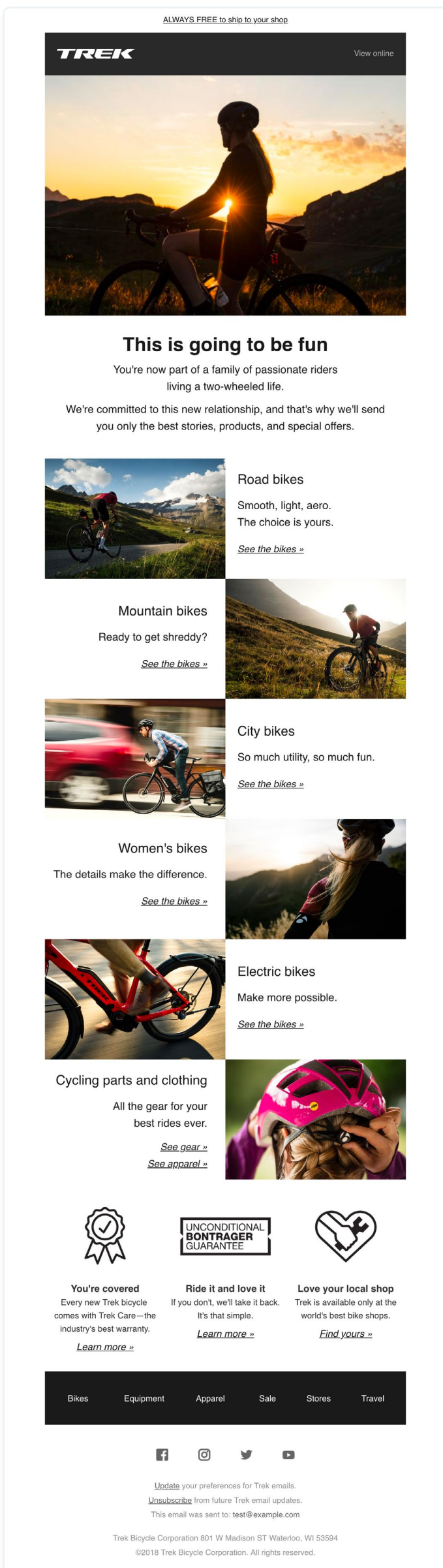
Differentiate those CTAs! Use distinct language for each one to draw people’s attention and increase engagement.

To Jason’s point about unique CTAs, this is where the copywriter in me gets excited. Try “Hit the road” for Road Bikes, “Let’s shred” for Mountain Bikes, “Zoom zoom” for City Bikes, etc. Get creative and add in the personality of the rider. As a former bike commuter, I know that bikes become a part of you, so speak to that in this initial email.

Image Blocking

Much of the [ALT text](#) in this email is repetitive or redundant. The ALT text of the hero image is the same as the HTML headline underneath it, and the images in the secondary content blocks have ALT text that’s the same as the subheads next to them. If you don’t have anything new to add via the ALT text, then it’s best not to use ALT in those cases.

There’s also a spacer image at the top of the email with the ALT text “spacer.” Unless you’re using it to create [hidden preview text](#), there’s no reason to have ALT text for a spacer image.



4 FreshBooks

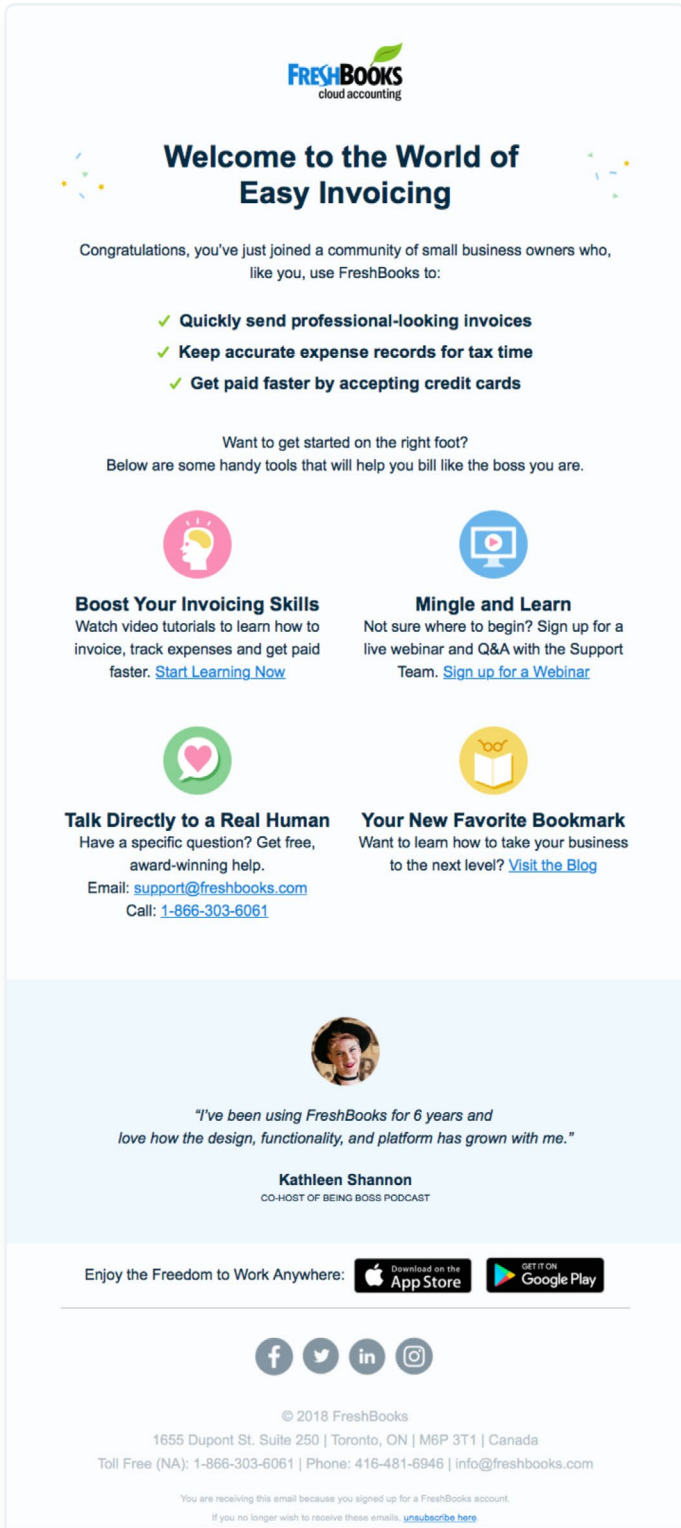
Industry: B2B, Software

Type of email: New subscriber welcome email

Goal of email: Welcome subscribers and give them tips on the product.

Key challenge: Does it need a single CTA? How can we target desktop vs. native mobile users to show dynamic content?

See the desktop, mobile, and images-off versions of this email, plus its code.



Messaging

Val Geisler: There's a lot going on in this email both visually and in CTAs. What's the No. 1 goal? Why are you sending this email? As a customer, I'm thinking as I read this... "Cool. I'll read alllllll of that later."

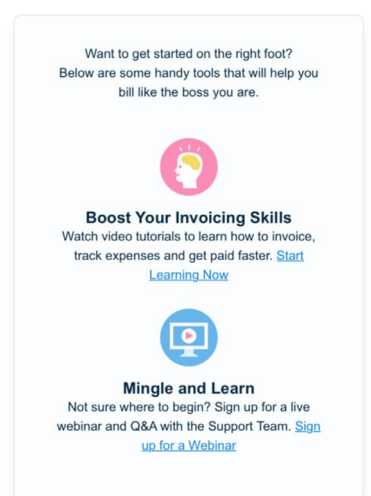
So what's the job your customers are hiring FreshBooks to do? Where do the most successful customers begin? Make that your CTA and send everything else as ongoing onboarding emails.

Jason Rodriguez: I also think this email could be more focused. Figure out the one thing that subscribers find valuable—and that drives adoption and usage of FreshBooks—and get them to do that thing. Everything else is noise and can potentially overwhelm new subscribers, working directly against your goals.

Content Hierarchy

Chad S. White: I like the use of icons to help define content blocks and the nice use of white space. However, I do agree that there's a bit of noise in this email, largely because the content hierarchy feels very flat.

Consider turning the "Want to get started on the right foot?" line into a larger subhead to set up the four iconed items that follow. That question should also be converted into a pithier declarative: "Get Started Right." Also, consider deemphasizing the checked list of product values, which I assume subscribers were exposed to before they signed up.



On a much smaller note, consider swapping the support and blog content blocks. Most brands would prefer that customers explore their blog and other resources before reaching out to support.

5 Paula's Choice Skincare

Industry: B2C, Brand manufacturer and retailer

Type of email: New subscriber welcome email

Goal of email: Welcome new subscribers with a discount code.

Key challenge: Low engagement and high unsubscribes in the UK.

See the desktop, mobile, and images-off versions of this email, plus its code.

Messaging & Engagement

Val Geisler: If engagement is your No. 1 problem, then focus on the profile updating. In fact, can you combine the preferences survey and the profile into one so it's just one CTA for that ask? You could even offer a coupon code for completing that step. Get them to the profile page, hit submit, and then a coupon code pops up—or, better yet, the discount is automatically added to their cart. And, shazam!, they're now on your website with a coupon code ready to shop.

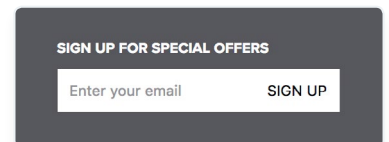
Jason Rodriguez: My thinking is along the same lines. A survey could really drive engagement here. Focus on asking them what they're interested in and nix the offer in this first email. Once you find out what products subscribers are interested in, then follow it up with a second email that includes an offer specific to that product.

Chad S. White: I agree that this email is trying to do a bit too much. The "Give Your Opinion" call-to-action is a particularly big ask because the question is open-ended and the benefit to the subscriber is unclear. Consider dropping that CTA and focusing on the profile update CTA, although I do also like the travel size CTA message as a way to experience products at a low cost.

Reducing Unsubscribes

The low engagement and high unsubscribes in the UK are likely due to the £5 signup incentive that you offer. Clearly a fair number of people are signing up just to get that discount and then are unsubscribing or ignoring subsequent emails. In contrast, the US signup form only promises "special offers," which appeals more to subscribers who are thinking long-term, not just about their next purchase.

US signup form



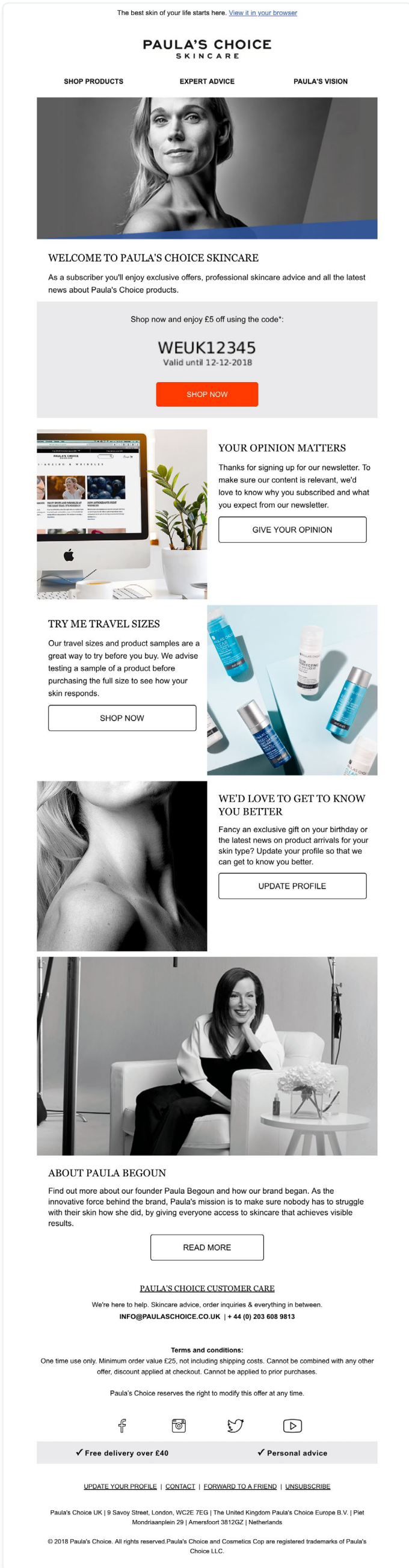
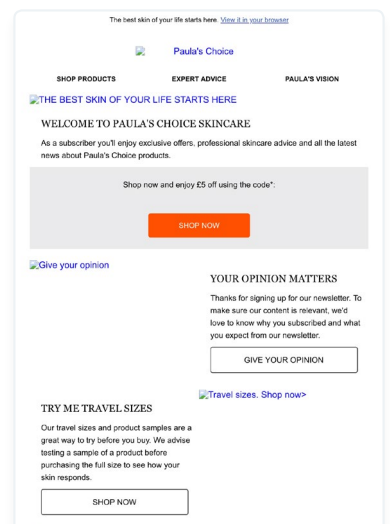
UK signup form



That said, the UK promise of "exclusive offers and expert skincare advice" is more specific and broadly appealing than the US promise of "special offers." Try testing the value proposition language on each of those forms, being sure to not only measure the effect on signup volume but on signup quality.

Image Blocking

The defensive design of this email is puzzling. It uses a lot of HTML text, which is great. However, much of the ALT text repeats adjacent text and therefore should be changed or cut. And the discount code is embedded in an image, making the primary CTA invisible to subscribers who don't enable images.



Skechers Elite

Industry: B2C, Brand manufacturer and retailer

Type of email: Loyalty program welcome email

Goal of email: Get new loyalty members to complete their account.

Key challenge: Increase conversion rate.

See the desktop, mobile, and images-off versions of this email, plus its code.

Calls-to-Action

Jason Rodriguez: If the goal of this email is to get people to complete their account, why is there a special offer code front-and-center? Moving the offer to a later email or making it clear that it's a reward for completing their account could massively increase the account completion rate. Don't just blindly give away coupons when you can use them as bait for getting subscribers to do what you need them to do.

Val Geisler: Jason took the words right out of my mouth and it's the exact same advice I gave to Paula's Choice Skincare earlier. You can also try some FOMO-enticing copy here that talks about all of those amazing member benefits...but they have to complete their profile to take full advantage!

Chad S. White:

Beyond those two competing primary CTAs, there are a bunch of other CTAs vying for the new member's attention and distracting them from what you really want them to do. I recommend removing the navigation bar from the top of the email and the "Shop Now" and "Find a Store" CTA from the bottom. Instead, repeat your "Complete Your Account" CTA at the bottom so people don't have to scroll back up. People don't mind scrolling down, but they really don't like scrolling back up.

Image Blocking

When the images are blocked in this email—and welcome emails are among the emails that are most likely to have images disabled—the overwhelming call-to-action of this email is to "Complete Your Account." The 20% off discount and the membership benefits completely disappear. Is this an indication of the true primary CTA of this email? If so, perhaps the images-on version should more closely match the images-off version in terms of messaging.

Even if that's true, though, consider using more ALT text and HTML text for the content you do keep. If nothing else, the logo should have ALT text—and preferably [styled ALT text](#).

As our exclusive welcome gift to you take 20% Off [web version](#)

SKECHERS

WOMEN MEN KIDS PERFORMANCE APPAREL

FREE SHIPPING & FREE RETURNS FOR SKECHERS ELITE™ [see details](#)



— WELCOME TO —
SKECHERS ELITE™

AS OUR EXCLUSIVE WELCOME GIFT TO YOU
take **20% OFF**
YOUR NEXT PURCHASE WITH CODE **C7N** AT CHECKOUT*

COMPLETE YOUR PROFILE TO ACCESS ALL OF YOUR MEMBER BENEFITS!

[COMPLETE YOUR ACCOUNT](#)

YOUR MEMBERSHIP INCLUDES THESE FANTASTIC BENEFITS:

EARN POINTS + GET REWARDS
Earn one point for every dollar spent in SKECHERS stores or online at SKECHERS.com
100 points = \$10 Rewards Certificate

EXCLUSIVE OFFERS
Access to member-only promotions, bonus points days, and more!

FASTER CHECKOUT
With convenient order tracking

FREE SHIPPING + RETURNS
Both ways for easy shopping and easy returns

[SHOP NOW](#) [FIND A STORE](#)

View additional styles at SKECHERS.COM:

WOMEN MEN KIDS PERFORMANCE APPAREL

Want it today?
Visit your nearest Skechers Retail Store:

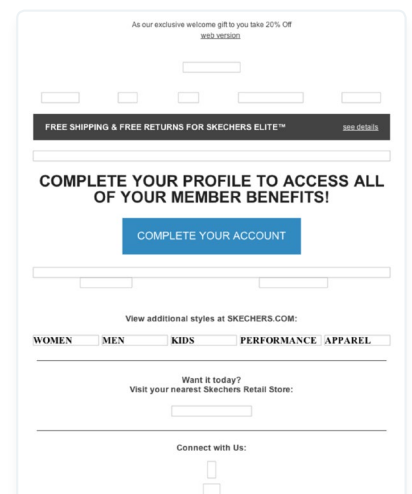
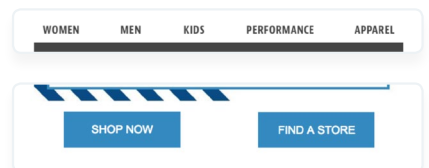
[STORE LOCATOR](#)

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*20% discount is only valid at Skechers.com and SKECHERS stores in the United States (including Puerto Rico) through 11/30/18; not valid at other stores selling SKECHERS. 20% discount does not apply to select styles and sale items. Cannot be combined with other offers. Additional exclusions may apply.

ACCOUNT | CUSTOMER SERVICE | PRIVACY POLICY | TERMS OF USE
Add no-reply@emails.skechers.com to your email book and never miss a message.
SKECHERS USA, Inc.
Customer Service - 228 Manhattan Beach Blvd., Manhattan Beach, CA 90266
If you would prefer not to receive such messages in the future, you may unsubscribe from our email list [here](#)



Industry: B2B, Media service

Type of email: New user welcome email

Goal of email: Welcome users to the Alamy photo site.

Key challenge: Overall strategy. Plus, is it okay to have the same email for US and UK audiences? When should I send a coupon?

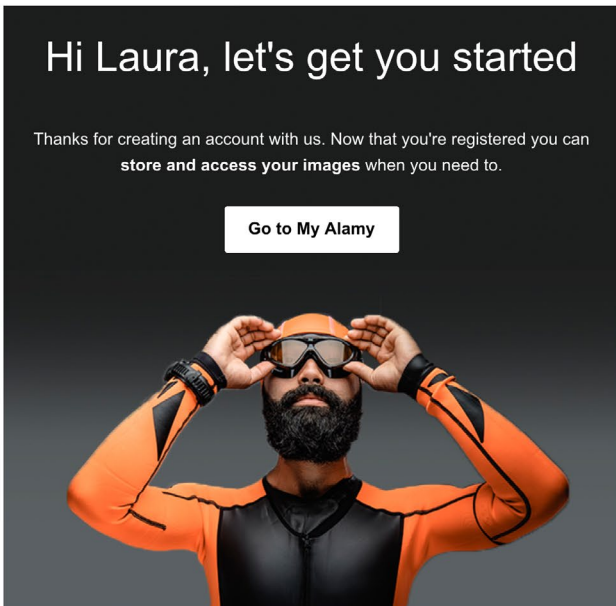
See the desktop, mobile, and images-off versions of this email, plus its code.

alamy


Hi Laura, let's get you started

Thanks for creating an account with us. Now that you're registered you can **store and access your images** when you need to.

[Go to My Alamy](#)




Your account helps you get the best from Alamy



Access your images at all time

When you buy an image, vector or video, you can access your order in your My Alamy at anytime, and download it as many time you want until your licence expires.


[Access my order](#)



Fresh inspiration delivered to your inbox

If you've signed up to receive emails from us, we'll keep you up to date with the latest Alamy news, image trends, and share interesting articles from our experts.

[Change my preferences](#)



Access to Alamy image tools

Our lightbox tool gives you an easy way to save and share the images you love. And our "easy download" tool means you can access free hi-res images for your layouts (get in touch if you would like this and we'll add it to your account.)

[Create a lightbox](#)

We have the best customer service in the industry

Rated 9.1 out of 10 on Trustpilot

Excellent  based on 114 reviews 



[View the email in browser](#)

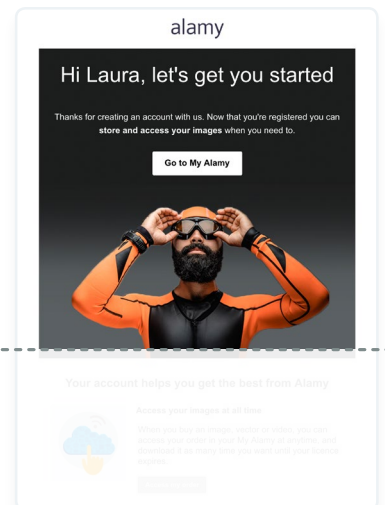
The email address registered to your account is marketing@alamy.com

[Update my email](#) | [Unsubscribe](#)

Alamy, 127 Olympic Avenue, Milton Park, Abingdon, OX14 4SA
VAT Reg No. GB 718 2941 23
Company No. 3807789

Above the Fold

Chad S. White: This is a nice, focused email, especially at the top. The copy in the primary content block is concise and the call-to-action is clear. Plus, I love the accompanying image. He's looking at the CTA and his arms are pointing to it. He's like a human arrow!



Messaging

Jason Rodriguez: I love the top content section, too, but feel like the rest of the email could be shortened up. The competing CTAs all seem like they can be accessed from the main Alamy dashboard. Maybe change those to simple bullet points and focus the entire email on getting them into that dashboard.

In the second half of the email, the "Your account helps you get the best from Alamy" subhead could be made more natural and declarative: "How to get the best from Alamy." The three message blocks that follow have their own icon and theme colors to help differentiate them from each other. However, all three blocks of text have either a spelling or grammar error in them ("...many times...", "... news and image...", and "...layouts. (Get...)"). You want to make the best first impression in your welcome and onboarding emails, so you should really scrutinize them and get as many eyes on them as you can.

Val Geisler: The copy in the "Fresh inspiration delivered right to your inbox" section is confusing. It says "if you signed up to receive emails from us," but there you are inside of an email. Try re-wording that to make it more clear that just because they have an Alamy account it doesn't mean they'll get regular emails unless they made that choice. Or...remove it entirely.

Coupons

To speak to your coupon question, you send a coupon when your customers actually need a coupon in order to complete the purchase. Much of the ecommerce world has trained consumers to expect a coupon, but you don't have to send one if it's not part of your model! I like using coupons on win-back campaigns, not up front.

8 STIHL Community

Industry: B2C, Brand manufacturer and retailer

Type of email: New subscriber welcome email

Goal of email: Thank subscribers for joining and get them to engage with the STIHL brand.

Key challenge: Including the right kind of content without being too detailed for any one audience.

See the desktop, mobile, and images-off versions of this email, plus its code.

Messaging

Jason Rodriguez: Again, a survey and directly asking subscribers what they want out of the email relationship could work wonders here. Instead of guessing and including a bunch of information, do everything you can to get that information in a specific manner. Then use that info to segment your audience and feed them content that you know they'll love and find valuable.

Val Geisler: One big pet peeve of mine is "thank you" multiple times in a welcome email. That new subscriber is at their highest point of interest in your brand and they're already excited to hear from you. Plus, an email signup is a simple thing that cost them nothing. A thank you is nice and all, but I'd swap the "Thank you for joining the STIHL community" for "Welcome to the STIHL family."

Image Blocking

And check out the ALT text on the images. They're redundant with the headers and the hero image's ALT text seems to reference a list name ("Seasonal Tips & Video"). That doesn't sound very personal. Punch those up a bit so they enhance the text when they're seen.

Mobile Email Design

Chad S. White: We haven't spent any time talking about mobile optimization and [responsive email design](#) so far, but this email does a great job of that. It has clear content modules. The images scale down nicely. The short, HTML text reflows nicely and stays legible because it's in a 16pt font. The CTA buttons become full-width in the mobile version, which makes them easier to tap.

My only advice there is to consider using an [interactive hamburger menu](#) in the mobile version. Currently the horizontal navigation bar at the top of the desktop version moves to the bottom of the mobile version and becomes a vertically stacked nav. There's nothing wrong with that, but keeping a nav at the top as well might be beneficial. Like many of the things we've suggested, it's worth testing to find out for sure.

