E-Marketing
best practice
guidelines

rightmove

The UK's number one property website

Email campaigns can be highly targeted with personalised content, pro-actively reaching out to the user with a key "Interactive" advertising message. They are designed for driving traffic to web-based destinations and increasing registrations and enquiries. Measures to ensure high deliverability and consistent rendering across multiple email programs and webmail systems must be considered.

As smartphone and tablet usage increases, it's imperative to design email messages so people can interact with them on their mobile devices as well as on desktop computers.

Content and Structure

The top third of the creative (200 pixels) is **very important** and should include:

- Your branding
- A strap-line/offer
- At least one relevant call to action.

Many tablet and desktop email programs often have the option to have a preview pane and it is the top third which is often displayed. Users will also decide very quickly if they will read the rest of the email based on the top third.

50% of emails are read on a mobile device

Pre-header

A pre-header line of text is recommended above the top third if possible as this can give the user more information prior to opening the email (this appears next to the subject line in many email platforms).

Email creative

The rest of the creative should then include further details, images and prices – again with relevant calls

to action throughout if applicable. Try not to include too much text and information so to encourage the user to click through to find out more.

Ensure the user journey is **consistent**

Both text links and easily identified, finger friendly buttons should be utilised and state in the button where the user will go when they click e.g. Check Availability, Download Prices, Offer Details, Book Appointment etc. A recommended minimum button size is **44 x 44px**. Try to use attractive, bold colours that complement each other.

Text to Image ratio

A **60/40** minimum image to text split should be used and this text must be hard coded where possible using standard fonts so they will display in all email platforms. Specialised or custom fonts will not be displayed and will default to standard platform font which can greatly affect the rendering of the campaign. **A minimum 14px** font should be used as some mobile devices will increase smaller font to this size.

Why a 60/40 split?

Image only emails are commonly used by spammers and could get caught in junk folders. **Always use ALT tags** on any images for those email platforms which do not automatically display images so the user can at least read what the image should be of.

The campaign's message should still be able to be communicated effectively with images switched off.

HTML Coding Guidelines - Quick Reference

- The email must be no wider than 600 pixels.
- Do not use internal or external CSS (Cascading Style Sheets); use inline CSS instead with styles placed in the <td> tag.

  <td style="font-family: Arial, Helvetica, sans-serif; color:#FFFFFF; font-size:14px;">

- Create your email campaign using tables. Your main content should be within the <td> cell.

  <table><tr><td>

  Enter text here

  </td></tr></table>

- Do not use <div> tags or place styles in <div> tags.
- Do not use <p> tags or place styles in <p> tags.
- Use tags only within <td> cells, do not use them instead of the <td> tag.

  <td style="font-family: Arial, Helvetica, sans-serif; color:#FFFFFF; font-size:14px;">

  Enter text **HERE**

  </td>

- Do not use any styles within the <body> tag.
- Always include style="display:block" within your image tag.
- Use • instead of <ul> and <li> for your bullet points.
- Always define your cell alignment even if standard left as some platforms as a default will centre text/ images.
- Always define your font colour and use full hex refs only, for example "**#FFFFFF**" rather than "#FFF". For black please use **#000001** as some platforms do not recognise #000000.
- Define font sizes using "px" rather than "pt" or just the "size" number e.g. size '3' or size '2'
- Do not use any background images.
- Background colours in the <body> can be ignored by some e-mail clients, so define them in the <td>.
- Do not use images to show blocks of text, always hard code any writing.
- Use spacers to define empty space rather than "padding".
- Try to keep e-mails under 100kb in size.
- Line height renders inconsistently so is best avoided.
- Borders also render inconsistently on different e-mail platforms so use columns and rows with a background colour, defined in size by spacers, to create a border.
- Try to limit using words that could trigger spam filters such as 'free', 'discount' and 'guaranteed'.

Testing

If possible test your email across the major email platforms (Hotmail, Gmail, Yahoo, AOL and Outlook). Each platform can display your email differently, so **testing is important** to make sure your message is consistent whichever email platform a user chooses to view your email through.

Subject lines

Subject lines are key to both open and click rates. Subject lines of short, medium or long length can be used but make sure to include **key information within the first 40 characters** or so. A sense of urgency can be used—dates, deadlines and a sense of scarcity to help motivate recipients to take action, but don't give away too much as you want the user to open your email to find out the rest of the information.

A subject line should never trick or mislead in an effort to inflate open rates.
We use variations of the subject line, "Hi Firstname, New Homes in Location from rightmove.co.uk".
This can be used by choice or will be used by default if no subject line is supplied to us.
We have found that using first name personalisation and the development's location can be very effective.

Don't forget you can use a **pre-header**

While there are a variety of sources, documents and accounts of what makes a good subject line, we highly recommend that you should test varying subject lines to see what works best for you. For large Regional or National sends we can test different subject lines for the same campaign, please contact us for more information.

Sending times

With the increase of mobile/tablet usage, emails can be read 24/7 and can be opened as and when the email is received.

We encourage email broadcasts on all days of the week, however just as choosing a format of subject line there is much conflicting research available so it is good to test which days or times work best for your individual campaigns. Please feel free to contact us if you have any specific questions.

Editorial Guidelines

Referencing Competitors

Statements within the creative and proposed subject lines must not reflect badly on any industry, competitor, affiliation or individual. Messages that reflect poorly on the Estate Agency, Lettings and/or New Homes industry and the conduct of the professionals who serve it are not allowed.

Feel free to **contact us** for any advice

We are supportive of the property industry, and whilst it is a competitive environment, we do our best to uphold the credibility and integrity of the industry and the professionals within it and not work against them. For example, statements such as "Don't waste time with an agent" or "Don't throw away money renting when you can buy" are not acceptable and will be returned for amendments. Please note that it is acceptable to use the phrase "No estate agent fees to pay" when promoting a Part Exchange scheme. Variations on this line will also be considered.