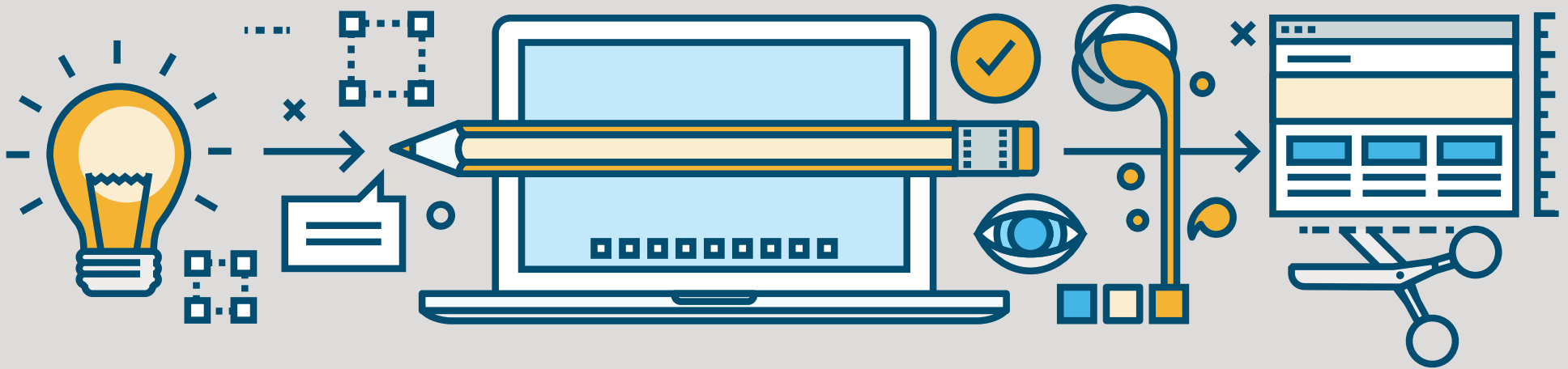




# email design trends



## email design trends for 2018

**It's a new year. And that means the old has passed and advances in email design have come, with more on the way every day.**

In the past year, we've seen trends come and go. The good, the bad and the ugly have all shown their faces. And the best email marketers have tried their hands at advanced strategies and tactics.

**With that in mind, our experts assembled a list of what we're expecting – and looking forward to the most – in email design trends for 2018.**

Implement these types of automated, behavior-based emails. They're by far the highest converting messages you can send.

To help you tackle the email campaigns that are a part of the conversion stage of email marketing, we've included examples of subject lines, messaging and designs to inspire you.

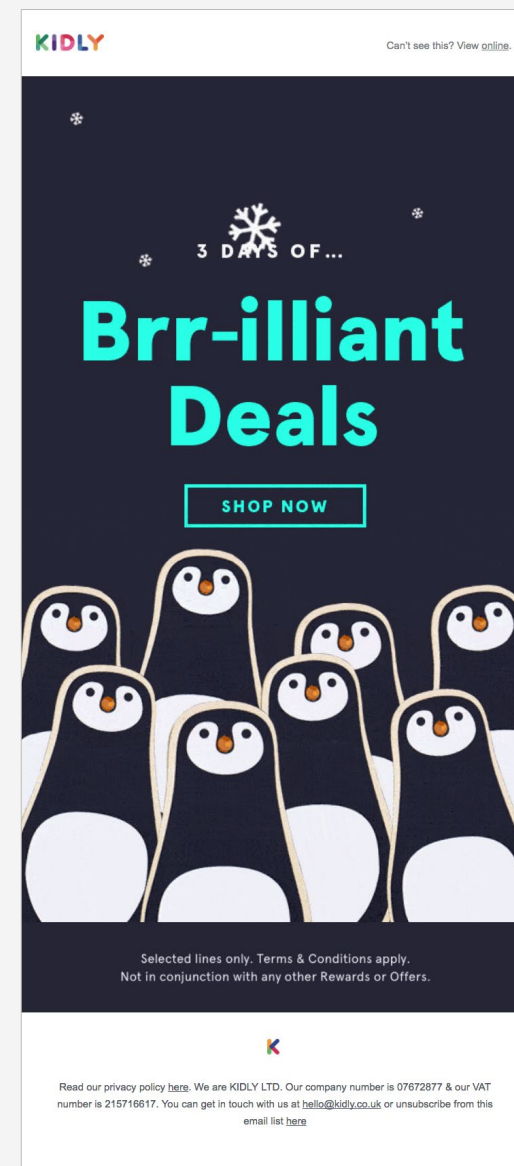
# #1 - advanced images

Whether it is the ability to see another image or informational text when you hover over an image or the ability to use image carousels in email, advanced images are the way of the future when it comes to driving interactivity. GIFs and animations gained momentum in 2017, and there's no doubt that email marketers will continue to push their potential.

example:

Company: *Kidly*

Subject line: Black Friday: 6 awesome deals FTW



**TAYLOR STITCH**

Hey there!

You've recently bought [The Jack in Sand Work Oxford](#). What do you think about it?

★ ★ ★ ★ ★

Write your review title here

Write your review here

**Fit:**  
How did your item fit?

☐ It ran small ☐ True to size ☐ It ran big

**Quality:**  
How would you rate the quality of the item?

☐ Poor ☐ OK ☐ Good ☐ Great ☐ Perfect

**Style:**  
How would you rate the style of the item?

☐ Poor ☐ OK ☐ Good ☐ Great ☐ Perfect

**POST**

We really appreciate your feedback and hope to see you again soon. Thanks again!  
- Taylor Stitch  
Too soon? If you have not received the product yet [click here](#)

## #2 - forms, surveys and quizzes

Instead of directing readers to engage with content by sending them to a landing page, in 2018 email marketers will start to include live forms, surveys and quizzes inside messages themselves. If marketers can figure out how to do this with their email designs, they will successfully remove a step in the customer lifecycle – the clickthrough – and will most likely garner increased conversion rates.

example:

Company: *Taylor Stitch*

Subject line: Feedback | Please review your recent purchases!

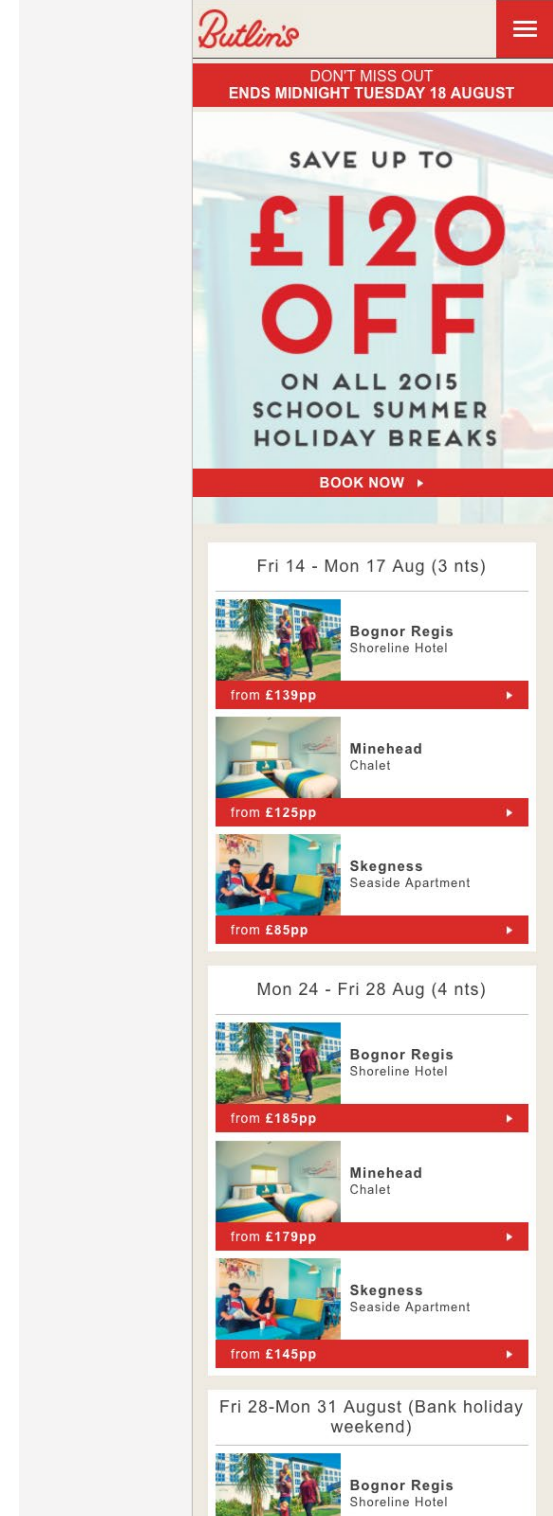
## email #3 - menus

Email marketers have already starting poking the box when it comes to including menus in their designs. **In 2018, we anticipate seeing an increased amount of hamburger menus in emails.** Including search in email is also something advanced email marketers will figure out how to use this year. And those who will shine the brightest in email design will allow consumers to add items to shopping carts directly within the message.

### example:

Company: *Butlin's*

Subject line: Butlin's Summer Travel



M

Bryan Martin shared a Medium story with you.



Bryan Martin

Thanks for the chat this morning and thoughts on what converge people will like!



### Brandon's Hamster story

Had a glorious reunion with one of my best friends from University last night, Brandon Snook and his lovely wife Kate. Brandon's an AIr...

Bryan Martin

[Continue reading](#)

Sent by Medium · 760 Market Street, 9th floor, San Francisco, CA 94102  
[Help center](#) · [Privacy policy](#)

## #4 - social media

**It's a must to include links to your social media sites in every email.** However, email marketers will integrate actual social media feeds into their messages in 2018 to drive engagement within the emails, as well as gain followers on each channel. The social media channel we foresee being integrated into email campaigns the most? Instagram, because this channel has the most affinity for visual content and thus, the best impetus for driving a follow from subscribers.

example:

Company: Bryan Martin

Subject line: Bryan Martin shared a Medium story with you

## #5 - countdowns

Countdowns give marketers an edge when it comes to nudging recipients to **convert**. Many retailers take advantage of them during the holiday season; however, at other times of the year they're used few and far between. In 2018, we look forward to email marketers in all industries leveraging countdowns to alert subscribers at all times of the year.

### example:

Company: PrettyLittleThing

Subject line: Don't miss out again!

PRETTYLITTLETHING

NEW IN CLOTHING DRESSES SHOES ACCESSORIES SALE

**30% Off Everything**

Don't miss out on our unreal deals in the countdown to *Black Friday*

**USE CODE: 30KOURT**

SHOP NOW

00 00 00  
HOURS MINUTES SECONDS

ENDS 10PM TONIGHT

\*Excludes sale, premium and beauty items

**30% Off Dresses**

**30% Off Bottoms**

**30% Off New In**

**30% Off Tops**

Click image to view email

GET IT ON Google Play Download on the App Store



#### NEW! Triple Draft Latte on Tap in Cafes

You may have noticed a red tap handle, which is pouring up a triple caffeine kick. The fan favorite Draft Latte flavor, [Triple](#), now available in cafes, **ON DRAFT**. The kick of the triple is no joke, you'll notice the difference almost immediately, being a little more coffee forward compared to the original Draft Latte.



La Colombe  
2620 E Tioga Street, Philadelphia, PA, 19134

[Unsubscribe or Manage Preferences](#)



## #6 - shorter, bite-sized content

The days of long text in emails are gone. Email marketers have just a few seconds to capture subscribers' attention when they open a message. Blocks of text will continue to get smaller in 2018 with bite-sized pieces of quick-converting copy vying for the attention of subscribers. Marketers must hone their skills in copywriting and conversion or face losing the content battle.

### example:

Company: [La Colombe](#)

Subject line: NEW! Triple-draft latte on tap



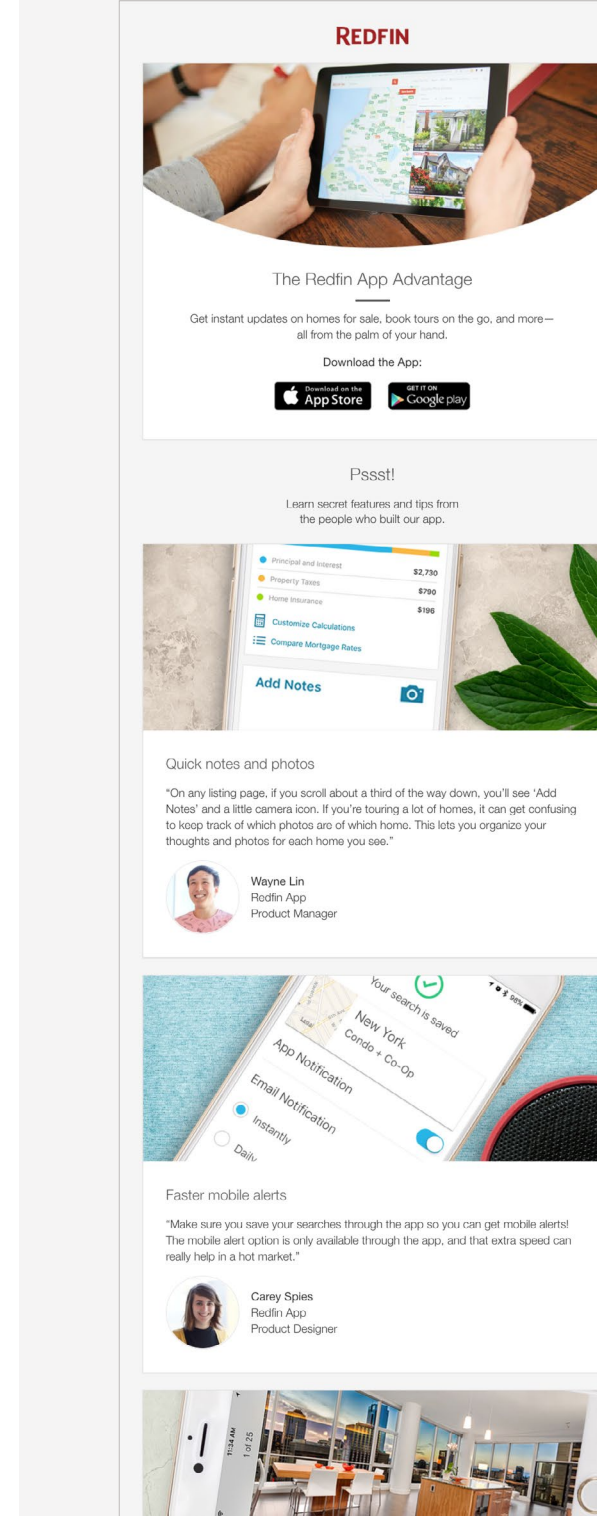
## #7 - styling dynamic content

As data continues to play a bigger and bigger role in sending the right message to the right person at the right time, dynamic content will also take on a more significant role. Without proper styling, this behavior-based content can come across as obviously automated to subscribers and decrease interactions. Email marketers must take the time in 2018 to style dynamic content blocks in their templates to avoid this at all costs.

### example:

Company: [Redfin](#)

Subject line: Secret tips from our app developers





## #8 - emoji and gif explosion

They're nothing new: Email marketers have been in love with emojis and GIFs for years. What we anticipate changing in 2018 is how they will be used.

Creative email marketers will think outside of the box and push boundaries when it comes to emojis and GIFs in messaging. They won't use these features in the same old ways, but will incorporate them into email in new, never-before-seen ways.

example:

Company: Paravel

Subject line: Personalize it! Introducing monograms and emojis

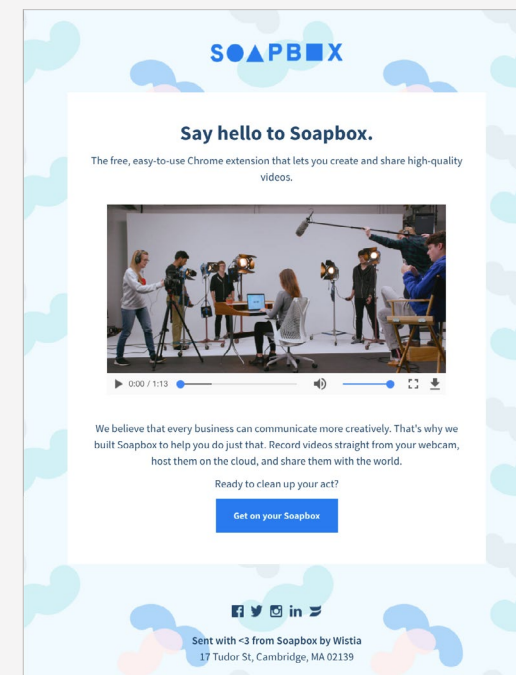
## #9 - video

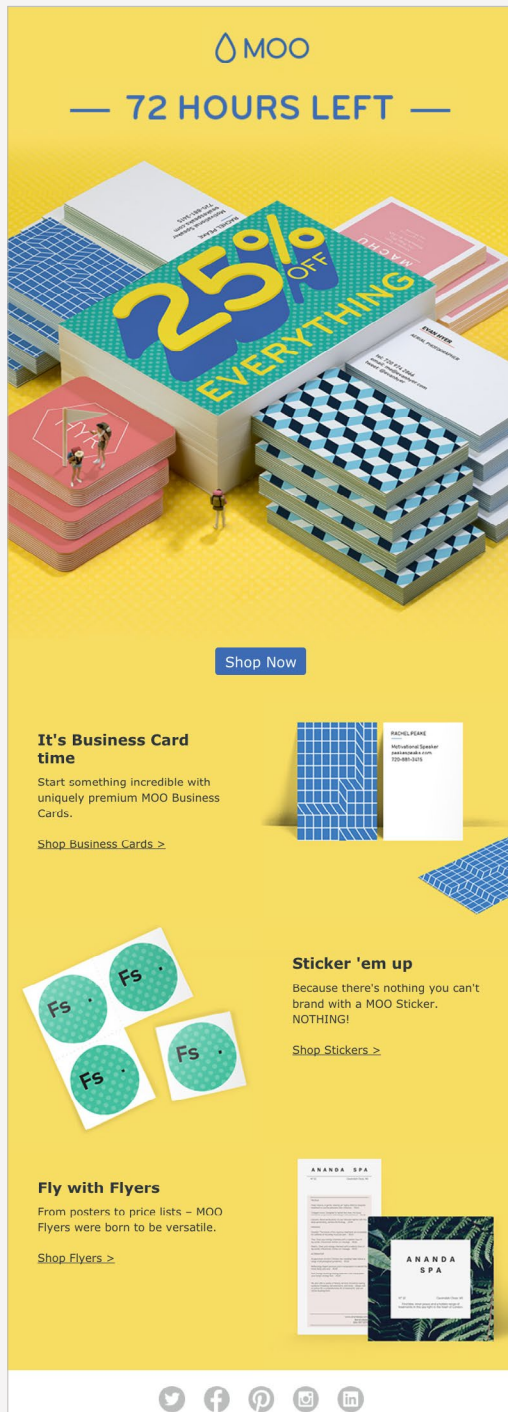
With the emergence of HTML5 video, email marketers have a new and vastly more engaging way to reach subscribers. The possibilities are almost endless for those who are willing to go out on a ledge: how-to videos, tutorials, advertisements, user-submitted content and more. **This virtually untapped feature of email marketing has the potential to drive the value of this channel up even more.**

example:

Company: Soapbox

Subject line: Introducing Soapbox, Wistia's video creation tool





[Click image to view email](#)

## #10 - typography

In 2018, email marketers will start to mix typography into their designs. We've already seen brands dip their toes in the water of typography, mixing not just fonts, but the sizing and spacing of letters and words too. Email marketers will continue to play with different stylings and experiment with the best combinations to engage the eye and drive conversions.

example:

Company: Moo

Subject line: Seize the (three) day(s)

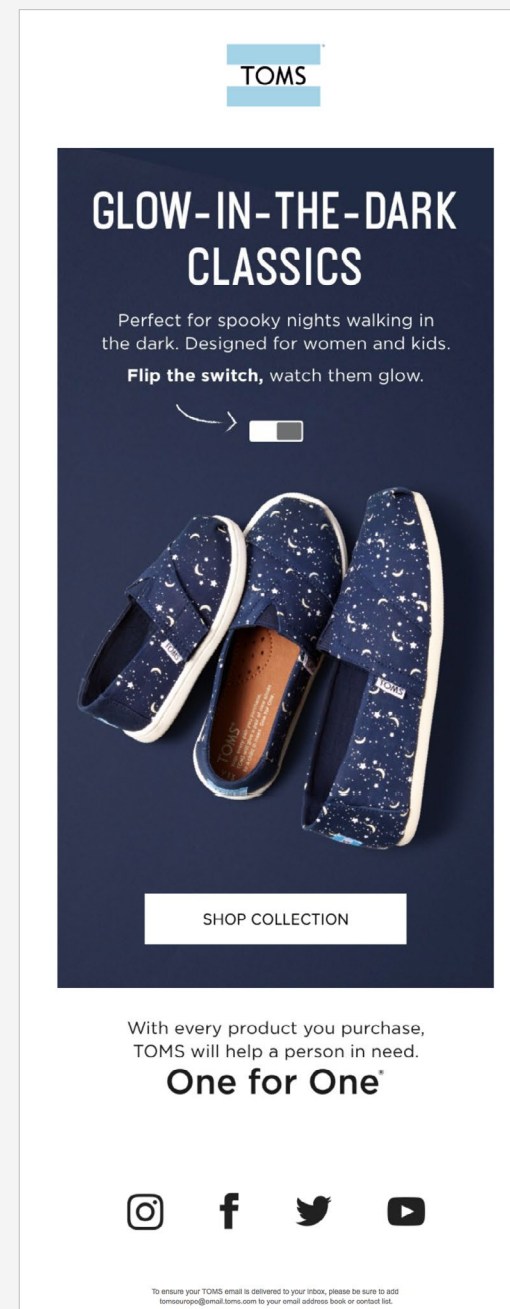
## #11 - pulsing buttons

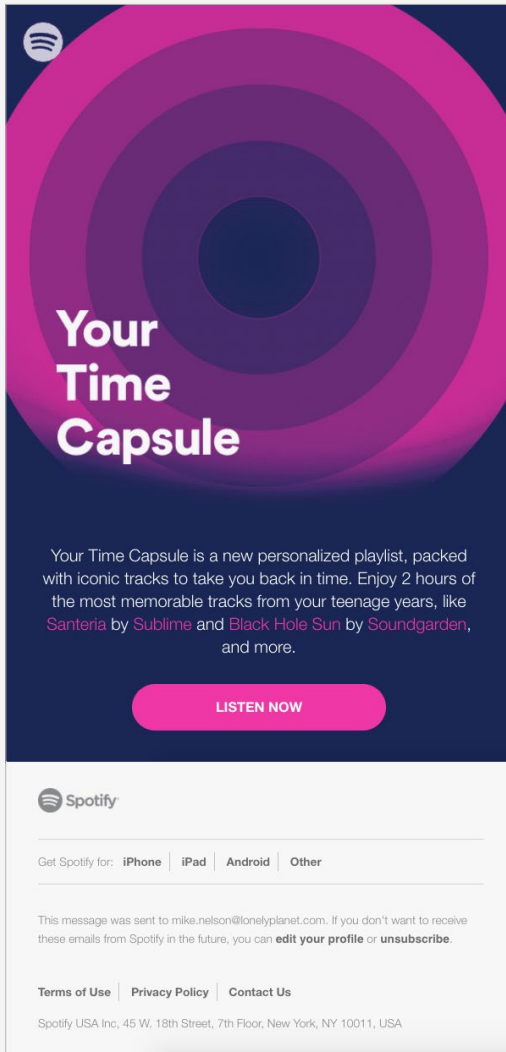
What better way to grab and hold a subscriber's attention than by making CTAs and other buttons dance on the screen? Incorporating pulsing buttons and other elements in your emails makes them pop off the screen and can hold your reader's attention that much longer. You can layer on interactivity, such as showing a stat or other text when a user hovers over the button.

### example:

Company: Toms

Subject line: These Classics glow in the dark!





## #12 - backgrounds

It used to be that you could only have a few choices when it came to the background of your email. The primary colors were all you had to work with. Now email marketers are experimenting with shades of all kinds, even trying out gradients and photos as the background. **This fledgling trend will continue to gain momentum this year.**

example:

Company: Spotify

Subject line: Remember Santeria by Sublime?



## #13 - templates and modules

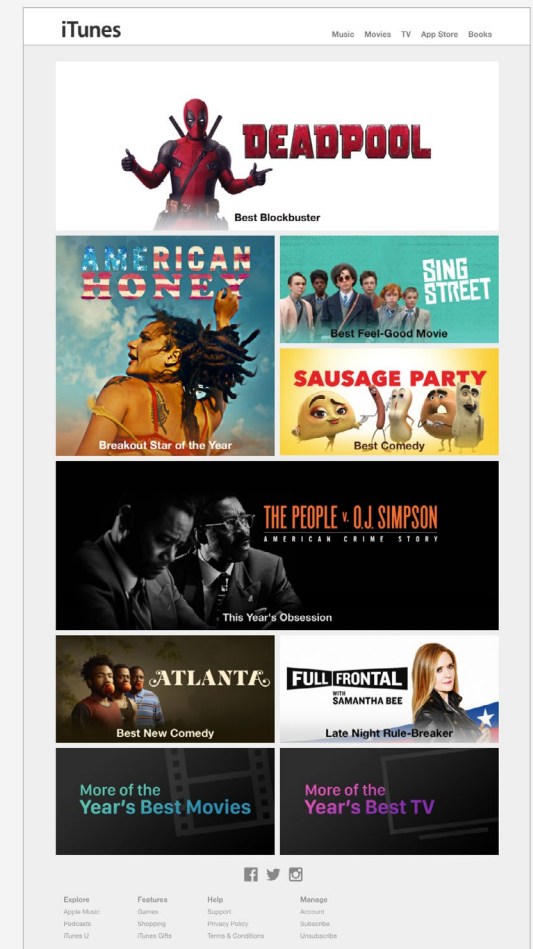
**An easy way to update your email marketing is with systematic email design.**

Shockingly, many email marketers do not use templates, modules and built-in snippets to create their messages. The argument that they will have more creative control is overshadowed by visual consistency and more efficient email creation. The days of the Wild West of email design will end and refined processes will take their place.

example:

Company: *iTunes*

Subject line: Best of 2016: Our Favorite Movies and TV Shows



## #14 - accessibility

This year more and more subscription centers have been updated to support the Americans with Disabilities Act (ADA). We believe this will remain imperative to design initiatives in 2018. **This means ensuring there's plenty of contrast between the text and background for ease of use with screen readers, larger font sizes, tailored content to deliver the main message, keeping the flow in a logical reading order and providing image alt text.**

example:

Company: Cameo

Subject line: Important Cameo App Update



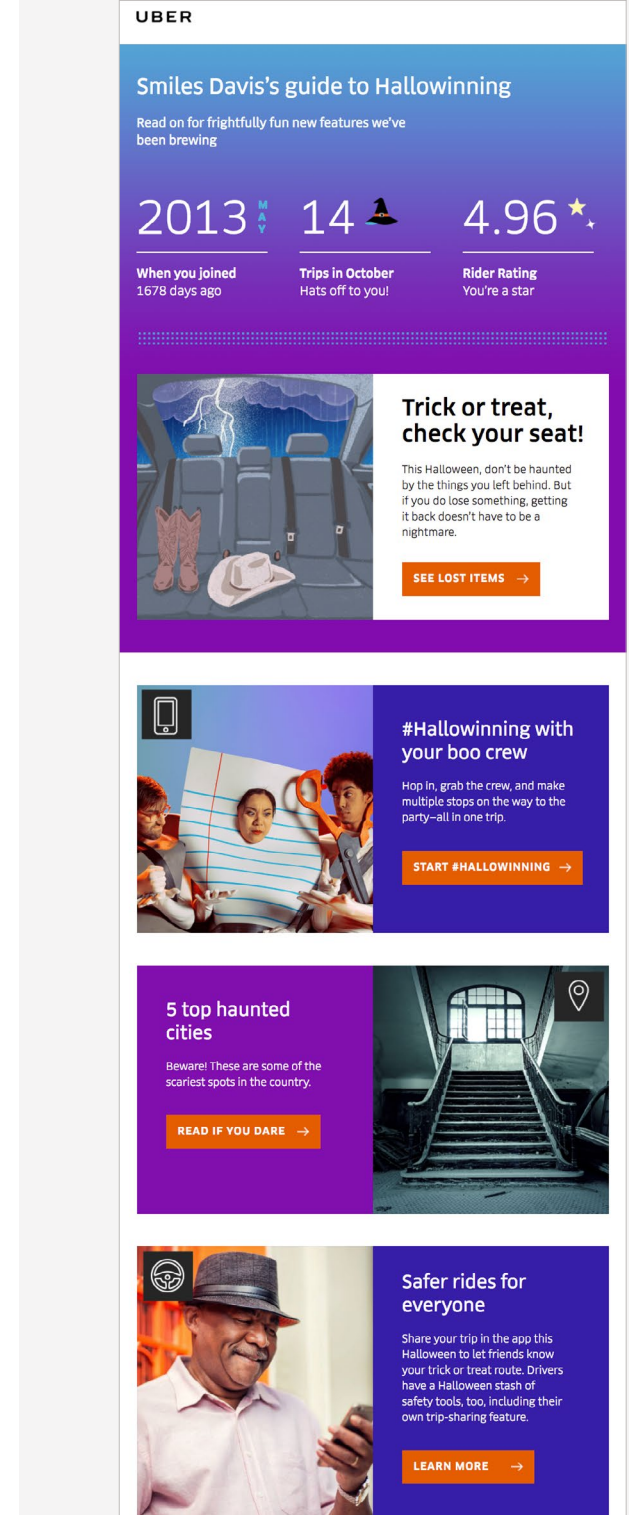
# #15 - personalization

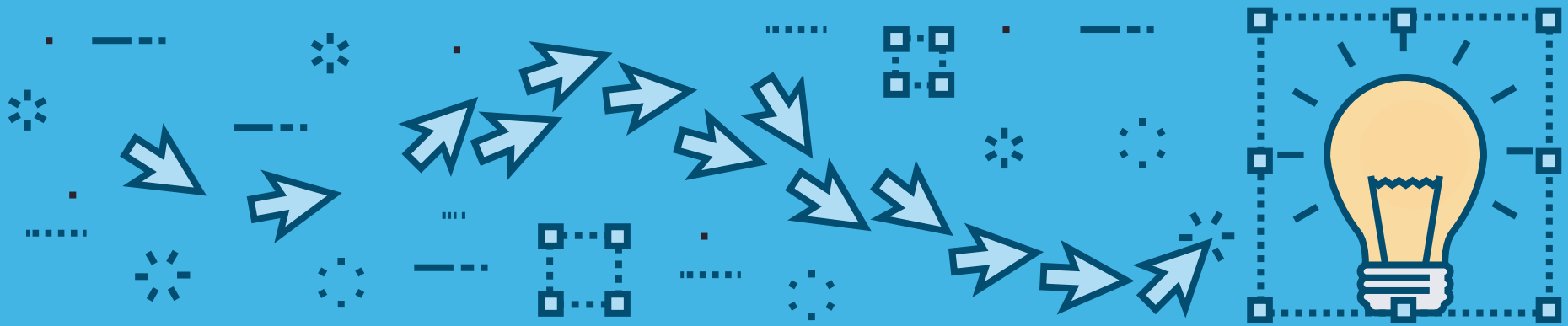
It's been the focus of email marketers for years now, but personalization will continuously advance in the coming year. From a design point of view, this means being flexible with layouts and having the ability to swap out relevant images and copy. It also means incorporating personalization elements directly into images.

## example:

Company: Uber

Subject line: Rider recap: your recent rides with Uber





## conclusion

Perhaps the theme of email design trends in 2018 can best be defined as interactivity. Consumers are demanding emails with action – either that show action or cause them to take action. And these 15 tactics will drive those actions, and email marketers who implement them will be sure to drive success for their brands.

Marketers are pushing the boundaries in the email channel every year, but it's important to remember that the latest-and-greatest in email design will not necessarily play nicely with all clients. The best designed emails may render all the bells and whistles in a handful of clients, but they also put effort into properly displaying content in more stubborn ones.

Need help with your email design? WhatCounts has a team of experts who have years of experience and are leaders in testing and implementing new trends. Let them plan a strategy and execute your email design this year so you don't have to.

***Reach out today to schedule a demo and get started!***

If there's one thing that's certain about what 2018 will bring to email design, it's that the limits of what can be done are almost endless.