Digital Space Best-Practice Checklist

What you NEED to know

Best Practices for Email

- **Subject lines** from 25 to 50 characters
- Make sure to use **preheader text** (40-100 words) - some people will only look at the subject line and preheader
- **Less is more** - body copy should be 30-125 words
- Assume people will read this email on their phone - **mobile-first design**
- **Use buttons** for calls to action - buy now - sign up today - learn more - CTAs should be 2-5 words