
Chapter 18 Visual Merchandising and Display

Section 18.2 Artistic Design

Digital Nation Activity: Sold on Sight

Directions Marketers perform A/B testing and multivariate testing on e-mail campaigns as well as Web sites. They test different designs, content, and subject lines to see which e-mails have the highest open rates, highest click-through rates (clicks to the company's Web site), and highest conversion rates (purchases). Effective e-mail subject lines are typically 50 characters or less. They use vivid, specific language. They often include elements of urgency, such as a limited-time offer. They also describe an appealing offer, such as certain percentage savings. Many subject lines use calls to action (sentences that begin with an imperative verb). Imagine that you are launching an e-mail campaign promoting a sale on cruises to destinations in the Caribbean and answer the following questions.

1. Write five subject lines that you think would encourage recipients to open the e-mail.

2. Choose the one you like best and explain why you think it is the most compelling.
