

Tips & Tricks | How to Write a Marketing Email: 10 Tips for Writing Compelling Email Copy ^[1]

June 5, 2018 by [Kate O'Connell](#) ^[2]

A picture may be worth a thousand words, but good email copy is invaluable. Check out [this article](#) ^[3] from the [HubSpot Blog](#) ^[4] that contains plenty of tips for leveling up the quality of your email copy.

Highlights include:

- Use actionable language
- Prioritize clarity, and only then think about "catchiness"
- Talk about benefits, not features (ie programs/news)
- Be brief

You can read the full article [here](#) ^[3].

[Tools of the Trade](#) ^[5], [Email Marketing](#) ^[6]

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