e-Mail Marketing

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| *Be relevant* | Provide something of value, use a compelling subject line, and keep it brief. |
| *Ensure the lists are clean* | Do not send emails based on bad data. The messages can be directed into the spam/junk folder. |
| *Send at the right time of day* | The time of day always varies. Be conscious of what time of day is best for your audience. |
| *Are emails viewable on mobile?* | [Mobile](https://magento.com/products/magento-commerce) usage is huge, design your content to be mobile-ready. |