Email makes it possible to reach your audience more directly than many other marketing channels. And while it can sometimes be difficult to figure out what to send, once you have a better understanding of the types of emails you can use, you’ll be able to put together a plan to get the results you’re looking for. In this guide, we’ll take a look at 30 ideas you can use when planning your next email campaign!

1. Anniversary
   Celebrate with your readers.

2. Weather
   Share weather-related updates.

3. Limited Edition
   Promote time-sensitive products.

4. Best Of
   Share your best advice.

5. Breaking News
   Share big news with customers.

6. Digest
   Compile your latest resources.

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7. End of Season
Include an end-of-season offer.

8. Event Invitation
Get the word out about your event.

9. Thank You
Thank clients for their support.

10. Holiday
Send a holiday-themed update.

11. Follow Up
Follow up with new customers.

12. Outreach
Reach out and ask for input.

Tip: Constant Contact’s email templates make it easy to create emails your audience will love. You can easily insert text and photos, and change the colors to match your branding.
30 Email Ideas for When You’re Not Sure What to Send

13. Newsletter
Send a monthly update.

14. Raffle
Spark interest with a contest

15. Reengagement
Rengage your loyal customers.

16. Sneak Preview
Give readers a sneak peek.

17. Seasonal
Add a seasonal theme to emails.

18. Sale
Promote sales & special events.

Tip: Photos are a great way to stand out in a crowded inbox. Use photos that reflect your brand and make a more personal connection with your readers.
19. Social
Ask people to find you on social.

20. Top Sellers
Highlight your popular products.

21. Video
Send a video update.

22. Update
Update readers on your progress.

23. Featured
Highlight a product or service.

24. Free Shipping
Use free shipping to boost sales.

Tip: Invite readers to connect with you outside of the inbox by promoting your different social media channels. You can add social buttons to any email or send out an email specifically to attract new fans.
25. Survey
Ask for feedback from readers.

26. Reminder
Send deadline reminders to readers.

27. Welcome
Welcome customers to your list.

28. Coupon
Add a special offer to your email.

29. Back in Stock
Send product updates to customers.

30. Offseason
Send emails year round.

Ready to get started? Constant Contact’s email templates make it easy to create effective marketing emails, so you can design your message in less time and get back to running your business! Log in now to get started.
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