

Great Examples of Black and White Emails

Email marketing is a highly-rated strategy in the marketing sphere. However, designing and styling your emails is a key part of this technique, as it makes a big difference in increasing the effectiveness of the email among consumers.

Many marketing executives opt for vibrant and colorful emails. But traditional black and white are still in the groove for their simplicity, elegance, and aesthetics. Let's have a look at some html email templates to know more about black and white mail.

Picture 1 of Great Examples of Black and White Emails

Black and White - A Universal Color Combination

Opting for a black and white color combination for your emails might seem odd but it radiates a timeless, classic feel with an ounce of sophistication that is needed to engage your online audience. It is a highly profitable technique for businesses that aim to position themselves as high-end.

Another key technique for black and white emails is to use eye-catching typography. It helps to make your email stand out in a pool of sponsored emails. Plus, the reader gives primary attention to the text in such emails. Therefore, it is advisable to use bold fonts like Sans-Serif to draw more viewer attention and sufficiently use the call-to-action.

Use Negative Space and Craft a Minimal Layout

Through black emails and white emails, one can make efficient use of negative space. It is the vacant space along the design elements, and it can be used smartly to avoid a cluttered look. Moreover, by turning an email black and white, a brand opts for minimal design elements and color palettes. Thus, text and the content gets the most attention of the reader.

Run Promotional Emails

Black and white emails give you an extra advantage while planning a marketing campaign for different events, like the Black Friday. Such a layout comes in handy while making announcements of sales, discounts, and promotional events. The color contrast has a psychological impact on the viewers, urging them to take an action or explore more.

Brands Mastering in Black and White Emails.

With the increasing competition among global brands, the need for effective marketing campaigns has also observed an increase. The same is the case with the use of black and white emails. The below-mentioned brands have effectively used such an email campaign to their advantage, and they have been able to attain attention of potential customers.

Victoria's Secret makes use of a variation of black and white with any bright color for maximized impact. Then we have Chubbies. The brand comes up with hilarious jokes but applies a unique font to help its content stand out among the rest. Everlane uses a mix of different shades of black and grey to give a classy look to its emails for more viewership;.Maybelline is another example of using colorful texts over black-grayish images.

Brands tend to get innovative with their email marketing campaigns to increase the pace of lead generation in their business. However, they can take a breather and opt for classic templates to write such emails. These minimal yet classy designs will help in enhancing the brand image while conveying the desired message to readers. Therefore, you should consider using a black and white design for your next email marketing campaign.

Key Points

1. Black and white emails depict class and sophistication of a brand.
2. Brands can ensure more emphasis on the content of email through a minimalist black and white design.
3. Marketers can effectively use black and white email designs for announcements to increase consumer engagement.

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