

WHY DO COLOURS MATTER?

Make an emotional impact for better conversion rates from your email campaigns



When designing the colour palette of your email, the most important thing is brand consistency. You want those who click through from your email to your website to recognise your brand. This is especially important in an ongoing campaign, where building brand awareness and recognition is the main priority.

When choosing the colour of your call to action buttons, however, you may want to pick something which stands out from the rest of the email, drawing your reader's focus, and making them more likely to click.

 <p>Implies trust, efficiency and logic.</p> <p>ASK US FOR A QUOTE TODAY</p>	 <p>Most commonly associated with youthfulness, light blue can add a sense of fun when appropriate.</p> <p>GET INVOLVED</p>	 <p>Creates a sense of urgency. Associated with energy and excitement.</p> <p>ORDER TODAY</p>	 <p>Associated with optimism, yellow can also be used to impart a warning. Consider using instead of red to create a sense of urgency.</p> <p>START MY FREE TRIAL NOW</p>	 <p>Associated with nature, green evokes a sense of harmony, and reassurance.</p> <p>FIND OUT MORE ABOUT US</p>
 <p>Evokes a sense of luxury and quality.</p> <p>GET EXCLUSIVE ACCESS</p>	 <p>Associated with low cost products and food. Evokes a sense of fun.</p> <p>GET MY DISCOUNT CODE</p>	 <p>Often viewed as a feminine colour, pink is usually associated with family and nurturing.</p> <p>WORK WITH US</p>	 <p>Conveys emotional neutrality and integrity.</p> <p>GET MORE INFORMATION</p>	 <p>Associated with safety and security, black can also convey a sense of sophistication.</p> <p>DOWNLOAD A GUIDE</p>

SO WHAT DOES THIS ALL MEAN?

As you can see, choosing the right colour for your call to action isn't just about making the overall design look good. Triggering an emotional response in your readers will cause subtle subconscious reactions, which will influence their decision making.

Take into account that the average person will only spend 15-20 seconds reading your email, and you realise that you have a very short window to make the right impact.

Start out by deciding what action you want your reader to take, and then look for the most appropriate colour to make them more likely to do that.

Choose a colour that stands out, too. If your main call to action is the first thing the reader sees at a glance, they are more likely to click on it.

View our email portfolio for more inspiration



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