

**TEXT**  **HTML**

<b>Comparison</b>	<b>HTML</b>	<b>Plain Text</b>
<b>Design</b>	<p>Can include images, videos, and templated design.</p> <p>Ability to utilize multiple font sizes, styles, and colors.</p> <p>Visually appealing.</p>	<p>Does not include images or videos.</p> <p>Font sizes and colors are limited.</p> <p>Visually stark, as it solely contains text.</p>
<b>Subject line</b>	<p>Looks as if it is coming from a company, should be benefits-driven.</p> <p>“Only five minutes a day to a better swing”</p>	<p>Looks as if it is coming from a friend or colleague and very conversational.</p> <p>“Hi, Jim. Do you have 5 minutes, today?”</p>
<b>Content</b>	<p>All about the company or product being sold.</p> <p>Ability to tell story of your golf brand through images.</p> <p>Similar to a “Push” marketing strategy.</p>	<p>Personal, about the value to prospective customer, no “salesy” content.</p> <p>Short and to the point.</p> <p>More aligned with a “Pull” marketing strategy.</p>

<p><b>Offer</b></p>	<p>Generally, includes 1-2 offers.</p> <p>Can include contextual links like, “Click Here” or “Buy Now”</p>	<p>Contains multiple offers.</p> <p>Must type out url you are sending prospective customers to, like: “golfpulpmedia.com”</p>
<p><b>Frequency</b></p>	<p>Can be used to introduce your product to the market.</p> <p>A relationship does not need to be established to be most effective when using HTML emails.</p> <p>Ex. Introducing our new golf product.</p>	<p>Often unclear where your consumers are in the buying process/purchase journey, so difficult to have an intimate, “one-on-one” conversation.</p> <p>To most effectively use Plain Text emails, line them up with contact points after the relationship is formed with your golf brand.</p> <p>Ex. Follow up after purchase, complementary items a customer might like, etc.</p>
<p><b>Deliverability</b></p>	<p>Broken links, improperly saved images will affect readers and impact Spam rating.</p> <p>However, does provide the ability to include tracking pixels.</p>	<p>Dependent on golf company’s Sender Score, an algorithm that offers up a ranking based on company’s outgoing IP address.</p>

<b>Performance Metrics</b>	In a recent survey, consumers were asked if they preferred HTML or plain text emails. Almost 66% of respondents say they preferred HTML emails. <a href="#">(Hubspot)</a>	But...in A/B email tests they ran, the plain text email outperformed HTML emails (measuring open rates) by 37%, 25% and 23%. <a href="#">(Hubspot)</a>
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