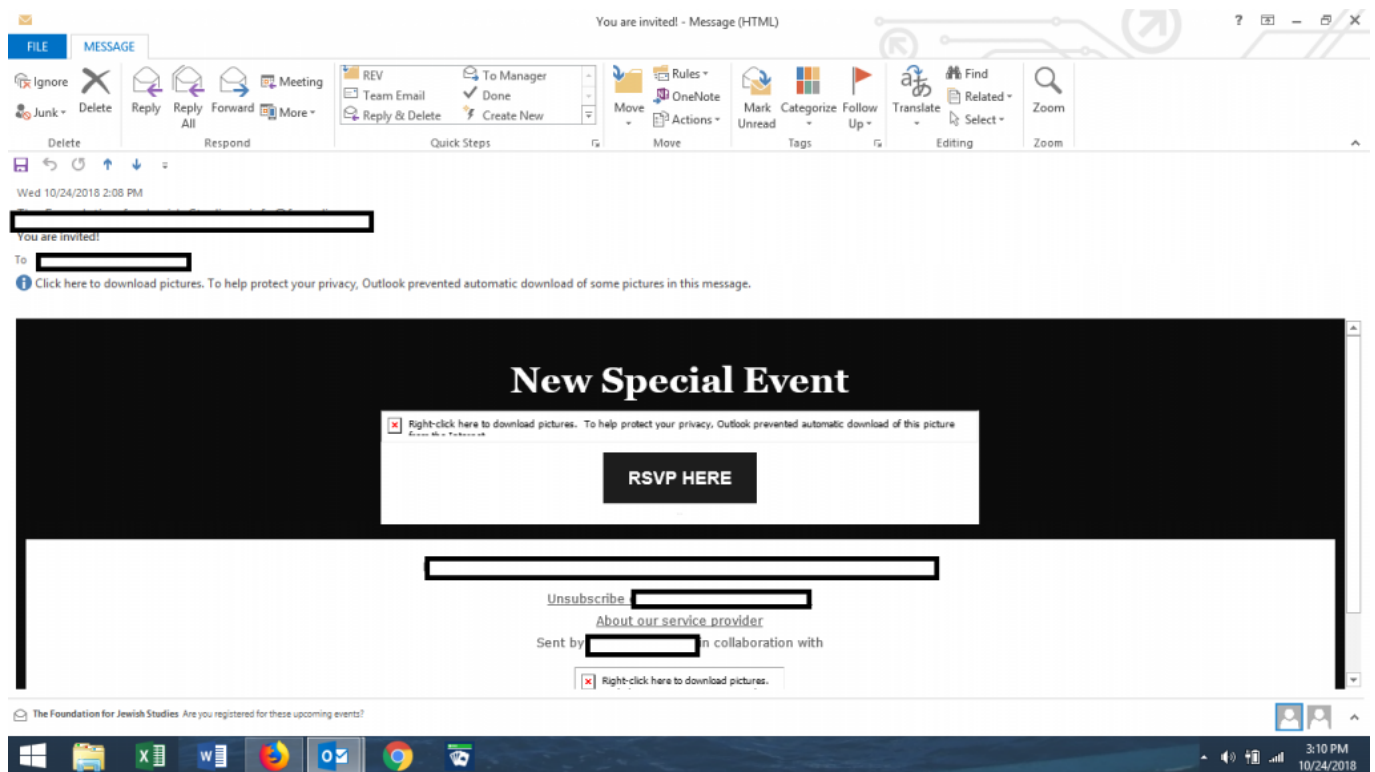# The biggest email marketing mistake

I've lost count of the times I've gotten an email that looks like this:

If you are getting poor response to your email marketing, emails that look like the above could be the reason.

As you can see, this email is mostly images. There's very little text, and the text doesn't give me any relevant information. The important information about the event I am being asked to RSVP to is embedded in an image. If I wanted to know more (date, venue, type of event, all the *relevant* information) so that I know whether I want to click on the RSVP button, I'd have to download the images. This is an extra, and unnecessary, step that places the burden on me.

Don't send all image texts. Ever. That is the biggest email marketing mistake I see done time and again.