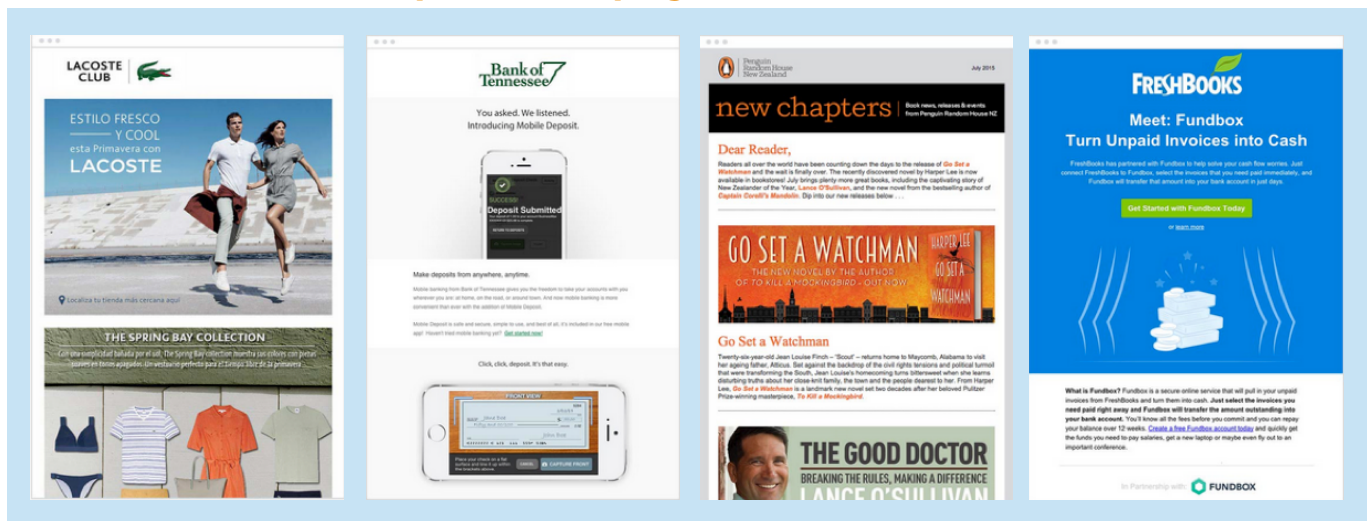


BEST EMAIL PRACTICES

- ▶ Make emails personal. Users are 22% more likely to open an email if they are addressed by their first name.
- ▶ Make sure the subject is eye catching.
- ▶ Loosen up, but don't get too loose. Viewers love the "personal effect" of an email, and having a robotic or computerized tone turns the viewer away.
- ▶ Timing: It is important to send an email out a week or two in advance if there is an event. Send reminders 4-5 days before the event, and then consider a reminder the morning of the event.
- ▶ Timing: 56% of U.S. citizens open their email first thing in the morning and check it again around lunch. Another good time to send is 4 p.m. because email inventories are generally low, offering a better chance form opening.
- ▶ Always make the viewer feel a part of the company, organization, club, etc. Say thank you at the end of your message.
- ▶ Include graphics and video if possible.
- ▶ Always include where the viewer can find you on social media.
- ▶ Keep readers on their toes, and keep it interesting.
- ▶ Include downloads if you are talking about a specific document.
- ▶ Always make sure your brand (school logo) is prominent and present.

<http://www.forbes.com/sites/johnrampton/2015/05/07/tips-for-a-successful-email-campaign/>

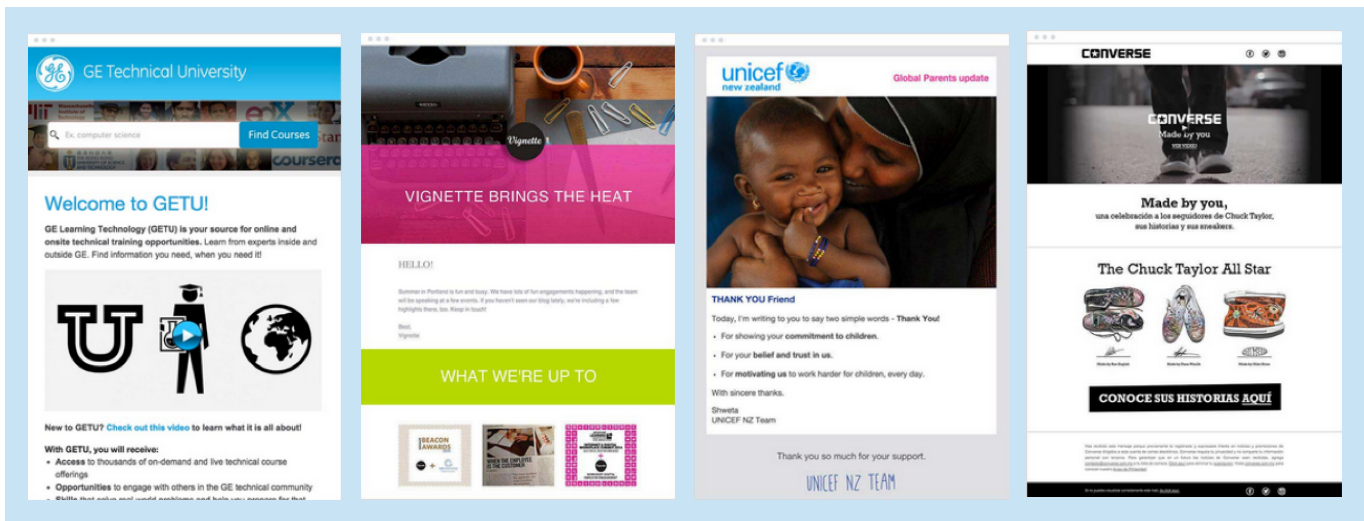
Here are some of the top email campaigns for 2015 (announcements):



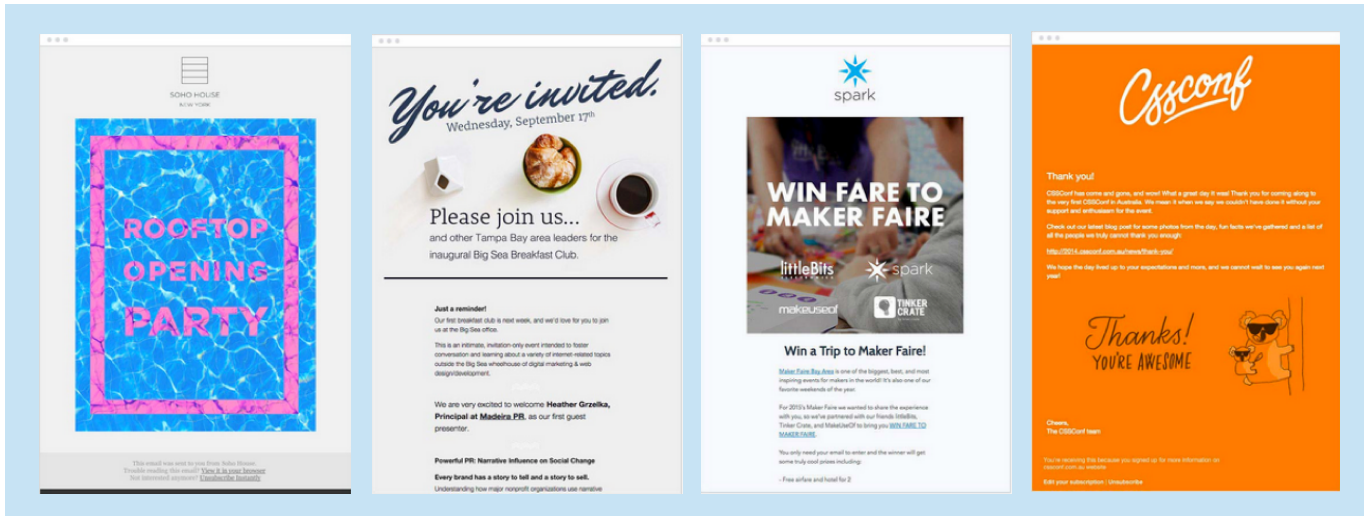
Eastern
Mennonite
University

emu.edu
Harrisonburg, VA

Here are some of the top email campaigns for 2015 (newsletters):



Here are some of the top email campaigns for 2015 (events):



Additional Sources:

- ▶ <https://www.campaignmonitor.com/best-email-marketing-campaigns/>
- ▶ <http://www.clickz.com/clickz/news/2431283/how-to-construct-the-perfect-marketing-email>
- ▶ <http://www.exacttarget.com/products/email-marketing/email-marketing-best-practices>



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