Broadcast Email Community

Thursday, July 28, 2016
Announcements

• BBIS send issues
• Naming convention reminder (AA 2016-07-28 Name of email)—all unit prefixes can be found at go.osu.edu/broadcast
• Downloadable message data source cheat sheet found at go.osu.edu/bbisdatasource (imported vs. appeal vs. constituent vs. none)
Elaine Armbruster

- Director, Email Marketing & Marketing Automation
- Two time Buckeye! MBA and BA, Communication
- Email Marketing experience:
  - Most recently managing Bath & Body Works’ program
  - Experian Marketing Services (CheetahMail)
  - Manta and Fiserv
HOW TO NAIL YOUR SUBJECT LINES

"There is no subject line silver-bullet aside from trying out a whole bunch of words, lengths and sentiments. The dominant strategy is to try out a bunch of stuff, try out a few more things and then do it again."

—Parry Malm
Your subject line along with your from address/from name and preheader text is what drives opens.

Down the road we will have the ability to conduct A/B testing before sending to entire lists.
Length: Keep it short

• Scanable

• A typical inbox reveals about 60 characters of an email's subject line

• Mobile phone shows just 25 to 30 characters

• Get right to the point in about six to eight words/50 characters or fewer
Content: Be specific

• Include **localization**: “Network with Buckeyes in Philly”
• Use language that **evokes curiosity**: “Why do good people leave their jobs”
• Eliminate **filler** words: “Please come and join us for networking at Buckeyes After Work”
• Indicate if you need a **response**/if there's a deadline: “Register by July 1 for Buckeyes After Work!”
• Be **conversational**: “Cheer on the Buckeyes with us!”
• The words *apply*, *opportunity* or *connect*: “Apply to become a mentor!”
Subject line don’ts

• Avoid overused words

• Don't put words in ALL CAPS

• **Punctuation shame corner:**
  Exclamation marks – the more there are, the more spam-y the email looks, and the more unnecessary they become!!!!!!!!!!!!!!!!!!!

• **Special characters**

• Putting content inside **brackets** makes content looks like an `<error>`
A note on “spam triggers”

Traditionally, words like these made it likely that your email would go straight to the spam/junk folder:

- Percent off
- Reminder
- Help
- Buy
- Clearance
- Earn $
- Make $
- Earn
- From home
- Biz
- Cash
- Claim
- Collect
- Income
- Get out of
- Increase your
- Prescriptions
- Free
- Millions
- Urgent
- Dear

In the last few years, ISPs have started putting more weight into sender reputation and recipient engagement (opens, clicks, etc.) than simply the words used in your email when determining inbox placement.
Maximizing preheader text

Preheader text can be hidden within your HTML so it doesn’t show up when the email is opened – otherwise, recipients will see whatever is first in the code.

Make sure you’re deliberate about this valuable space, because it could help your open rate:

- We like how AAA, Homage and Dick’s used the preheader text to continue what was said in the subject line.
- Team Garth has some work to do – it doesn’t help to say the same thing twice.
- From this selection, BarkPost is the biggest offender in letting housekeeping text like “can’t see this email” text seep into the preheader – not a good user experience!
Strategy

• Placement
• Change it up
• Be clear and specific
• Keep it simple and focused
ACCESSIBILITY

Ken Petri
Laura Fathauer
Pete Bossley
THANK YOU!

Questions
broadcast@osu.edu

Presentation and other resources
go.osu.edu/emailresources
Resources

MailChimp

Business Insider

Econsultancy
https://econsultancy.com/blog/63816-10-things-to-avoid-using-in-your-email-subject-lines

PR Daily
http://www.prdaily.com/Main/Articles/The_7_words_you_should_never_use_in_an_email_subje_10808.aspx

Return Path
https://blog.returnpath.com/10-tips-for-improving-your-subject-line/

Experian Marketing Services