Updates

Shared email calendar
- Will provide comprehensive view of all BBIS emails
- Expectation is to keep calendar in mind when planning
- Easy to use (no extra steps) but will require change to naming convention, as it will pull the date out of the name to populate the calendar
- Likely “AA 2015-07-15 Event Invitation” but will let you know exact structure and when to start
- Delivery date = early August
Updates

Audience guidelines
- Document to serve as reference when making decisions about email audiences
- Will answer questions like who should/should not be contacted, how to define “donor” and what kinds of messages require central coordination
- Delivery date = end of August
Updates

Misc. tips
- Beware banned domains: wix.com, yolasite, libero.it, telkomsa.net, jigsy.com, earc.tk, myfanbox.com
Updates

Misc. tips
- Send email address changes and requests to opt out to bioupdate@osu.edu
Updates

Misc. tips

- Avoid emails that are mostly images, unless you use alt text or can otherwise convey content in the event images are blocked.
Local Matters
Local Matters' Harvest Ball is set for Friday, October 16!

Save the Date: October 16

Tickets will be available soon for our most anticipated event of the year, Harvest Ball 2015. Please join us on Friday, October 16 at Two Caterers’ signature space, High Line Car House, at 550 South High Street.

Featuring cocktails, festive dress, live music, and delicious food, we hope you can join us! To sweeten things up, meet our event chairs: Jeni Britton Bauer and Charly Bauer of Jeni’s Splendid Ice Creams.

Local Matters is committed to building a healthier future for everyone in Columbus. We support diverse populations with life-changing programs to help them cook, grow and access food affordably.
Local Matters' Harvest Ball is set for Friday, October 16!

Our mailing address is:
Local Matters
731 E. Broad Street, Third Floor
Columbus, OH 43205

Add us to your address book

unsubscribe from this list  update subscription preferences
Sender spotlight

College of Engineering

Candi Clevenger
*Marketing & Communications Coordinator*

Katrina Norris
*Senior Graphic Designer*
Purpose:

- Communicate top news
- Engage stakeholders
- Drive stakeholders to website & social channels
- Open rates range from 23%-28%
Real-world projects cap off senior year

Great things happen when industry and academia partner; just ask Snowville Creamery, CEO Warren Taylor. The dairy’s new construction plan will save up to 23,700 gallons of water per week, thanks to the help of four Buckeye engineering students. Learn more...

Alum focus: Pulling the pieces together

Described as one of the country’s foremost experts in the development of advanced silicone products, chemical engineering alum Nancy Davies’ talents shine through in some of Procter & Gamble’s best-selling products. Learn more...

Spinout commercializes biomarker technology

Ohio State spinout ProToSense is commercializing a unique biosensor technology with Buckeye engineering roots. By detecting proteins that are markers of pathogens and illness, it could benefit food safety and medical diagnostics. Learn more...

Rowing is engineered for speed

2,060 degrees of excellence

The Ohio State University
College of Engineering
Executive Edition: A faster read for our peer dean audience
Email on Acid: Better testing improved design and user experience

Before Email on Acid—DON’T DO THIS
Email on Acid: Better testing improved design and user experience

Before Email on Acid—DON'T DO THIS
Email on Acid: Better testing improved design and user experience

After Email on Acid
Future changes: Update design to be responsive and match other college materials
Future changes: A/B testing for event emails

Example from Email on Acid article:
Case Study: Using Analytics to Optimize your Content Strategy
MOVING TOWARD A DIGEST EMAIL APPROACH
• 2015 AA averaging 39 emails/month
• Avoid hitting same constituents (kind of)
• Need to improve alumni email experience
TOPICAL EMAILS
Fan
Family
Social
Arts
Career
[Special]
Looking for common:

• Interests
• Audience
• Theme

Example:

• Alumni House Cinema, Stargazing, Football Friday, OSU Day at the Crew SC
So far have sent one email in this format, two in the works

- Away game opportunities
- Brutus alumni Homecoming email
- Office of Career Management
This fall, go on the road with the Buckeyes!

Cheer on our defending national championship Buckeyes and help them rest at home at Virginia Tech and Rutgers! Enjoy one or more of the following great event and tour opportunities:

**Ohio State at Virginia Tech**
Pre-game Tailgate
September 7, 2015

Get ready for kickoff in VIP-style! Enjoy a full buffet and two complimentary drink tickets.

More Info »

**Ohio State at Rutgers**
Official Ohio State Alumni Tour
October 23-25, 2015

Join us for this special weekend in New York City - includes Ohio State vs. Rutgers game ticket, hotel accommodations, game-day Buckeye Bash and more!

More Info »

**Ohio State at Rutgers**
Buckeye Bash
October 24, 2015

Be loud! Be proud! Enjoy tailgate food, non-alcoholic beverages, cash bar and the company of fellow Buckeyes at this pep rally style event. A limited number of game tickets are available with bash registration!

More Info »

Questions?
Pre-game Tailgate and Buckeye Bash: Contact customer service at

tailgateinfo@osu.edu or 800-793-8946.

Ohio State Alumni Tour: Contact Amy Shansley at
alumniEvents@osu.edu or 614-872-0817 (TOLL), ext. 2.

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2020 Olentangy River Road, Columbus, Ohio 43210

www.osu.edu/alumni www.alumni.osu.edu

Link Sharing | Print Page
Bash email sends

Champs?

- Open rate
- Click rate
- Sends

2014 Bashes
2015 Bashes
Virtual networking event
August 15, 2015 | 6–8 p.m.


Resume review night
August 28, 2015 | 6–8 p.m.


HireOhio Career Fair
October 1, 2015 | 5–6 p.m.


10/26 Cover letter writing
Columbus, Ohio

10/30 HireSouthwestOhio
Dayton, Ohio

11/15 Interview tips
Columbus, Ohio
Short-term Goals:

• Cut down on # of emails
• Bring content to users
• Let users choose what they want to see
• Drive to website
• Be mindful of who is receiving what and narrow down audiences
• Look for opportunities to use digest-style emails for alumni communication
Golden egg:

- Consolidate sends to one or two/week
- Don’t hit same audience more than once/week
- Completely narrow down audiences
- Move to subscription-based email
INSPIRATION:

https://www.campaignmonitor.com/blog/post/4532/buzzfeed-email-marketing
Questions?

Comments?

Thank you for coming.

Next meeting is September 10, 2015, 3-4 p.m., #110B Hale Hall