

GOOD TO GREATER

EMAIL STRATEGY

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If you're reading this, you probably know that email marketing is one of the most effective ways to reach your audience. But you might be feeling stuck.

We're here to help. By consistently following our strategies in a few key areas, you can take your email marketing campaigns from good...to GREATER.

CREATING GREAT EMAILS: IN THE WEEDS

CALL TO ACTION | We're all busy here. Whether you're sending a fundraising request or an event invitation, it's generally best to limit your email to **one specific ask**. Repeat the ask throughout the email via hyperlinks and buttons, but be sure they're all linking to the same place.

Pro-tips:

- ✔ Make sure at least one of these asks occurs before the fold, on both desktop and mobile. The fewer scrolls, the more likely your reader will click.
- ✔ Finish your email with a strong button, a clear call to action for anyone who made it to the end.
- ✔ After your email goes out, analyze which placement led to the most click-throughs. We're big fans of testing and iterating — let's get those clicks.

Sometimes, there can be exceptions to this rule. You might break it and include a second link if the email isn't a fundraising ask, or try putting something a little extra in the p.s.

SUBJECT LINE | We like to **keep subject lines simple**. Try something with three words or less. You can always use the preview line as a teaser, too. Try to give the reader a sense of what to expect when they open the email. Being clear is a best practice when it comes to accessibility.



- Subject lines are a great place to include the reader's first name. Nothing says "open me" like customization.
- At times, the fake forward is a good option. Try inserting a "FW:" in front of your subject line, as if to remind a reader they haven't opened the email yet.
- Depending on your audience, try experimenting with an occasional carefully-chosen emoji.

LENGTH | Keep your emails **short, sweet, and to the point**. If you want to share more info, consider posting the piece on your site or blog and including a sneak peek in your email (with a link to read the whole thing, of course).

SENDER | Who will your email come from? Sometimes your subscribers will have familiarity with a certain professional on your team. Try personalizing this and including the sender's name in the 'From' line (e.g. "Sara from Sefaria"). Test different options and see which is most eye-catching with which segment of your audience. And if there's high loyalty between your readers and your organization, it's generally best to **include your organization** name in the subject line. Also consider: who does the reply-to go to? Make sure there's a real inbox that your subscribers check on the other side of every email — one that will not bounce back with an auto-reply.

MOBILE | With our digital-first and always-on-the-go world, it's more important than ever to **test your email across devices**: desktop, tablet, mobile. Checking every single test email on mobile is critical as 53% of emails are opened on mobile first. There's nothing worse than sending out an email to your list only to find out how bad it looks on mobile.

A few things to look out for:



How's the font size?
Too big?
Too small?



Do all the
links work?



How's the subject
line? Preview?



Where's the first ask?
Your text will be condensed on
mobile, so make sure to get your
point across before the reader
has to scroll.

IMAGES + DESIGN | Visuals are SO important! **Invest in high-quality photography** for your brand, or purchase high-quality stock photos. If you don't have the budget, we can advise you on some free or low-cost options. And unless you're The New Yorker, stay away from cartoons. Let's lead with visual, and high-quality visual at that. Don't forget about proper alt-text to images (what shows up when your recipient can't view your images), too. When it comes to the background of your email, we suggest white backgrounds (think airy and clean) to get your message across. The average subscriber spends about 15 seconds reading your email. Prioritize their experience and make it easy to read without too much time or effort.

FOLLOW UP | If you send an email to a large list, **consider a follow-up** email to those who don't open it within a certain period of time. Most email management tools will allow you to do this easily by targeting those who didn't open the email or click through any of the links. Consider using the fake forward in your subject line in these follow-up emails.

A GREATER EMAIL PROGRAM: THE BIGGER PICTURE

GROWING YOUR LIST | How are potential donors joining your list? **Be sure that signup is easy** by creating a form that's available throughout your website and that appears in the footer of all of your newsletters. There's nothing better than a loyal reader or donor forwarding your emails to a friend — just be sure that friend has an easy way to join the crowd!

FREQUENCY | We are on **"Team Send Lots and Lots of Emails."** Why? The average person receives over 100 emails every day. You need to do something to cut through all of that noise. Remember, most people are not opening your emails, and most people are not clicking through. In order to move your readers to action, you'll need to send multiple, similar emails. *Afraid of unsubscribes?* We get it. But honestly, good riddance. Those aren't the subscribers who are going to be moved to take action on your emails anyway, so they won't benefit you in the long term — and they may even damage your open rate. Some email service providers are penalizing organizations that have below-average open rates, and that's not something you want. Think about quality over quantity when it comes to your email list: prioritize genuine supporters over a huge list of people who don't know what you really do.

AUDIENCE SEGMENTATION | A good email program makes its readers feel like the emails they're receiving are truly curated for them. The best way to achieve that? **Segment your lists.** You can even encourage your subscribers to self-segment by using actions that help people understand how to segment themselves. Invite your readers to customize their email settings so they can opt in to all emails, just events, just content, etc. The more you personalize the content of your emails to the readers on the other side, the more likely it is that they'll get and fulfill the purpose of each email. Once you've identified smaller collections of people within your larger audience, you'll be able to send more relevant campaigns to your recipients — and the more relevant the campaign, the better the results.

A few helpful audience segmentation ideas:

Subscribers who have never donated

Monthly donors

Based on donation amount (e.g. people who give <\$100)

New subscribers

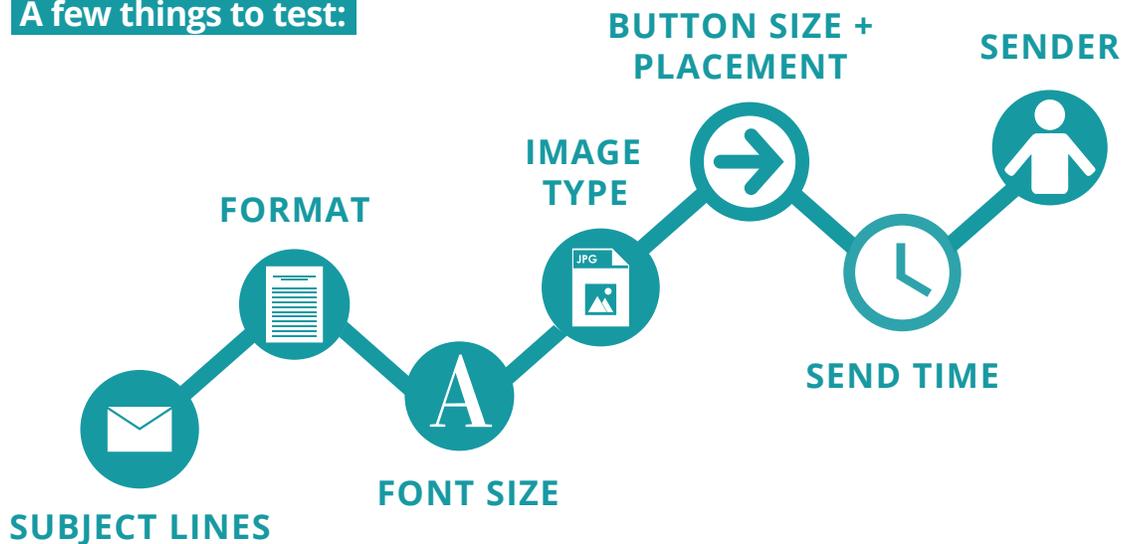
Re-engagement to lapsed donors



DRIP CAMPAIGNS | We also recommend drip campaigns when a new subscriber joins your list. Try creating a three-part drip campaign that introduces your new subscribers to who and what you are before they start receiving all of your emails. Your welcome campaign should 1) set a positive tone, 2) provide expectations for what subscribers can expect in the future, and 3) **highlight the value** of your organization. Similar drip campaigns can be automated to reach other segments of your audience, like re-engagement campaigns or notes to your most active donors.

TESTING | Test your strategies! We don't recommend testing during November or December, as the end of year is a high-volume time for emails and not worth risking the potential donations. But testing your email strategies during other months throughout the year is an important strategy to increase your marketing efficacy. That said, **make sure you're only testing one thing at a time** — you need to isolate these changes in order to know what's having the greatest impact.

A few things to test:



Have you tried some of these good practices? We'd love to hear what's worked for you and what hasn't. Let us know if you'd like additional support taking your email program from good to GREATER.

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