

10 tips for your next dedicated email send

Believe it or not, emails are here to stay. Emails are consistently the top-performing channel when promoting in-person or online events for your alumni and students. Think about it, emails provide a direct link between you and the place many of your participants spend the majority of their time: their inboxes.

Knowing what to say, from subject lines to the email body, however, can be quite a challenge. Make sure your emails are opened, click-through rates are high, and your event is a success with these suggestions.

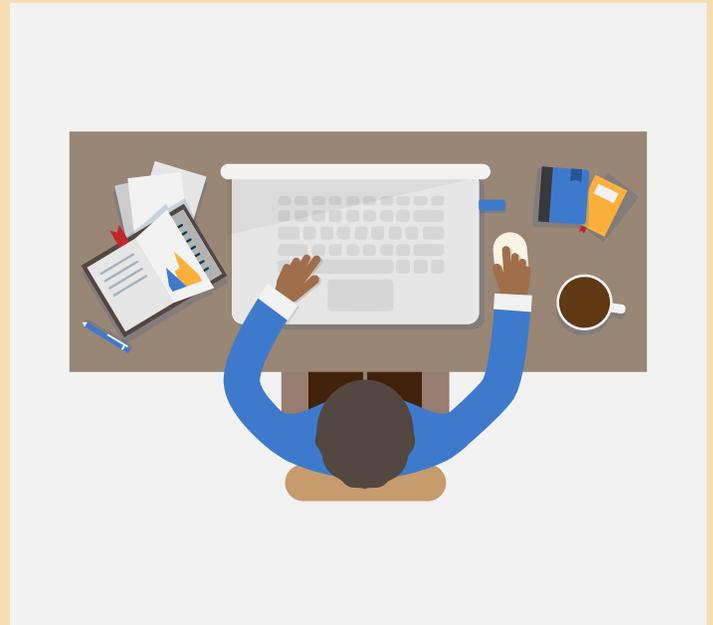
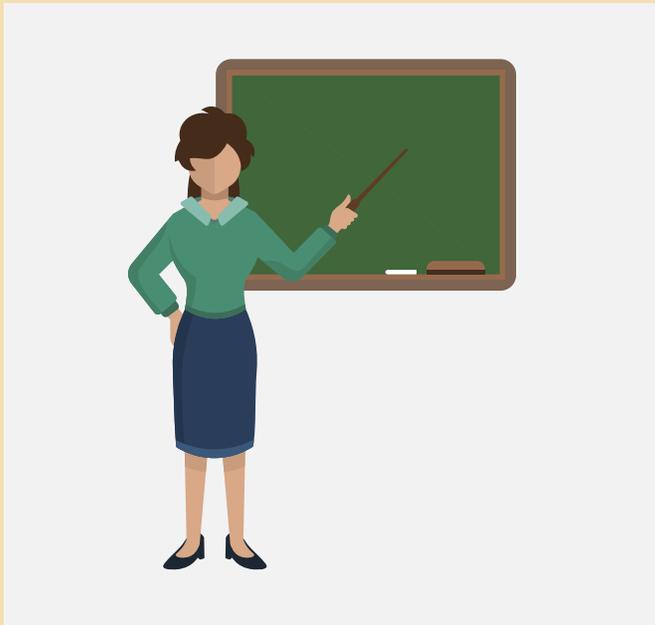


Email is Here to Stay

Email is a great vehicle for promoting your next online event. Newsletters can be a helpful way to communicate informational, relevant and timely information.

When it comes time to launch a marketing campaign for your next event, don't forget the importance of a dedicated email send. Motivate your alumni and students to register for your event by clearly showing why the event is worth their attendance.

Make sure to combine your email marketing efforts across email sends. Before you hit "send" on your next dedicated email, make sure to reference this lists for tips and suggestions!



How to Make Your Email Stand Out

Check out our *five tips* to make your emails stand out from inbox clutter:

1. Write Compelling Invitations

Email copy can quickly grow tired. Keep your emails fresh and compelling by offering a new perspective. Before you hit "send," make sure you highlight takeaways from the perspective of your alumni and students. What can they stand to gain from attending your event? Whether it's walking away with new connections or getting individualized one-on-one help from a professional resume review expert, make sure you let your alumni and students know about it!

2. Capitalize on Holidays and Special Occasions

Keep your events relevant by taking advantage of the time of year. Is there a university-wide tradition that happens on-campus every fall? Class reunions, homecoming or admitted students weekend are great examples. Be proactive and incorporate seasonal holidays or campus traditions into your next event.

3. Go Ahead, Share Your RSVP List

Go against conventional wisdom and share your RSVP list. Online networking events don't abide by the same rules as weddings or more formal occasions. If your event is featuring experts in your industry, showcase their background and professional experience for all to see! Don't stop at featured experts though, consider sharing your registration list as well. Alumni who are on the fence about joining can see the list of alumni who already registered and be encouraged to sign up as well.

4. Who The Email Comes From Makes a Difference

Besides your subject line and timing, who your email comes from can make a big difference when it comes to your open rate. Experiment with sending event invitations from a member of your team, the university dean or even your mascot!

5. Work Towards the Almighty Subject Line

Your subject line is the first thing your readers will see, so make it count. Give them an idea of what the email contains, but keep it fresh, fun and informational. Draft several subject lines to test ideas, and if you can, A/B test to optimize your open rates. You're one step closer to the almighty subject line.

What Every Email Should Include

Learn *the five essential elements* for a high-performing dedicated email send:

1. Concise, Clear Value Proposition

Always make sure to nail down a clear value proposition for your event. Before you launch into event details, communicate the value in attending. Your alumni are busy, show them why it's worth their time.

2. How An Online Networking Event Works

Many if not all of your participants may have never participated in an online networking event before, so make sure to highlight what they can expect. Set clear expectations that the event will occur at a scheduled time and that you will be connected directly with other alumni and students. The conversations are entirely chat-based, so make it clear that your participants don't need to prepare for video chat. If it's a resume review session, explain how the review process will work.

3. The Basics - Who, What, When, Where

Don't forget to cover the basics. Tell your alumni and students who will be in attendance, what they can expect, when the event will take place (include your timezones!) and where they can join from. Make it clear that you can join a mobile device and from anywhere in the world! Go ahead and offer some out-of-the-box locations that your audience won't expect, such as, your couch, during your lunch break, waiting at the DMV, etc. Remember, just because you're covering the basics doesn't mean you can't have fun with the email copy!

4. Visuals That Demonstrate Value

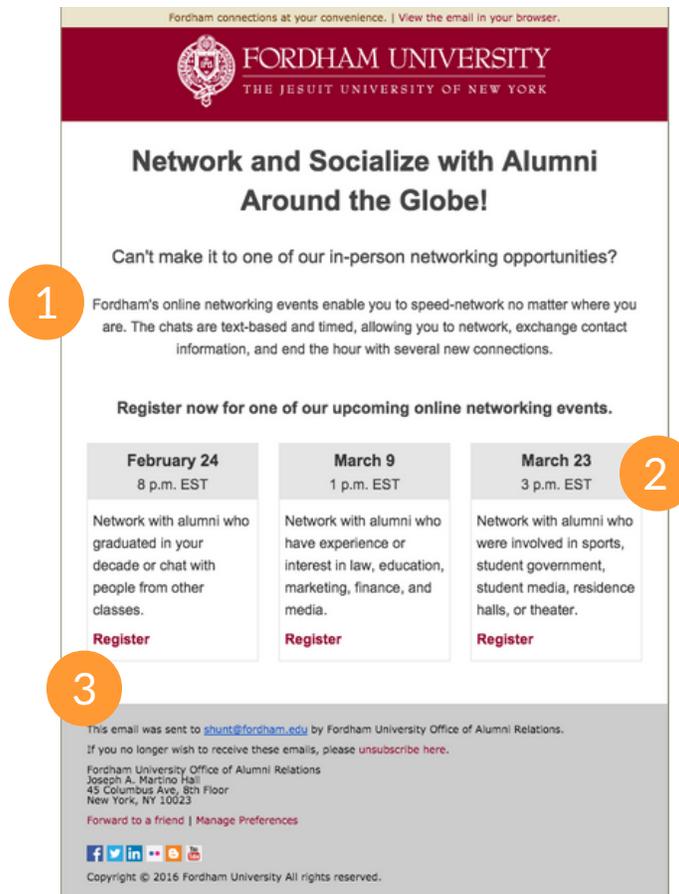
Remember - less is more. Don't overcrowd your email with long paragraphs or too many visuals. Instead, focus on one or two impactful images and position them so they point towards your main call-to-action. In email design, we refer to this as the "inverted triangle." Start with a wide email banner, below that feature email copy that's slightly less wide, then place an image that's smaller than what's above it and end with a call-to-action at the bottom. Voila, you've got yourself an inverted triangle!

5. Call-to-Action to Learn More

Every good email makes use of the valuable real estate available. There are times though, when it's best to save the long explanation and tips for joining for your alumni website or event registration page. Don't bog down your email with too much information. Be brazen in what you decide to feature in your email.

10 Tips for a Dedicated Email Send

Fordham University promotes their online events with skillful email copy.
Find out how they do it:



1

Simple, concise and informative explanation paragraph - Fordham University excellently gives their audience the important details. Right off the bat, your alumni know that the event is mobile and that in less than an hour, they can walk away with several new connections.

2

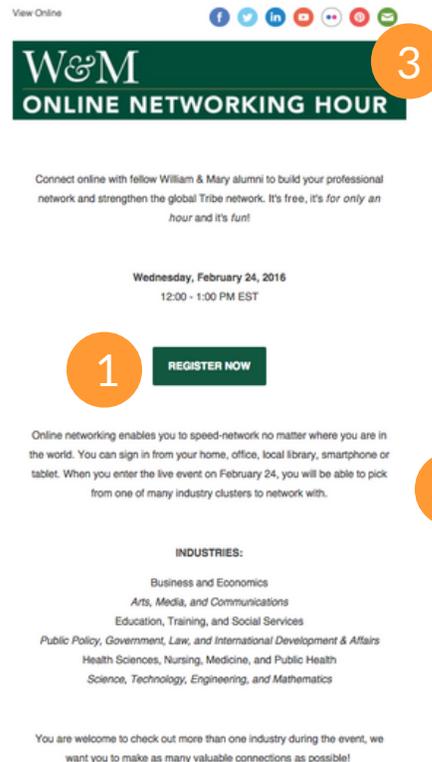
Multiple networking events for different industries - Each of Fordham's events targets a different segment of their alumni base. Fordham has broken down their events so alumni who graduated in the same decade can network with one another, or alumni with similar professional interests can connect with one another, thereby ensuring your alumni make relevant connections. Fordham makes great use of block formatting to get the point across.

3

Distinct Call-To-Action - Each of Fordham's upcoming events has a bold, maroon call-to-action that invites their alumni to "Register." They use their signature maroon - also highlighted at the top in their email banner - to stay close to their branding, while also visually jumping off the page amidst the white, gray, and black found in the rest of the email.

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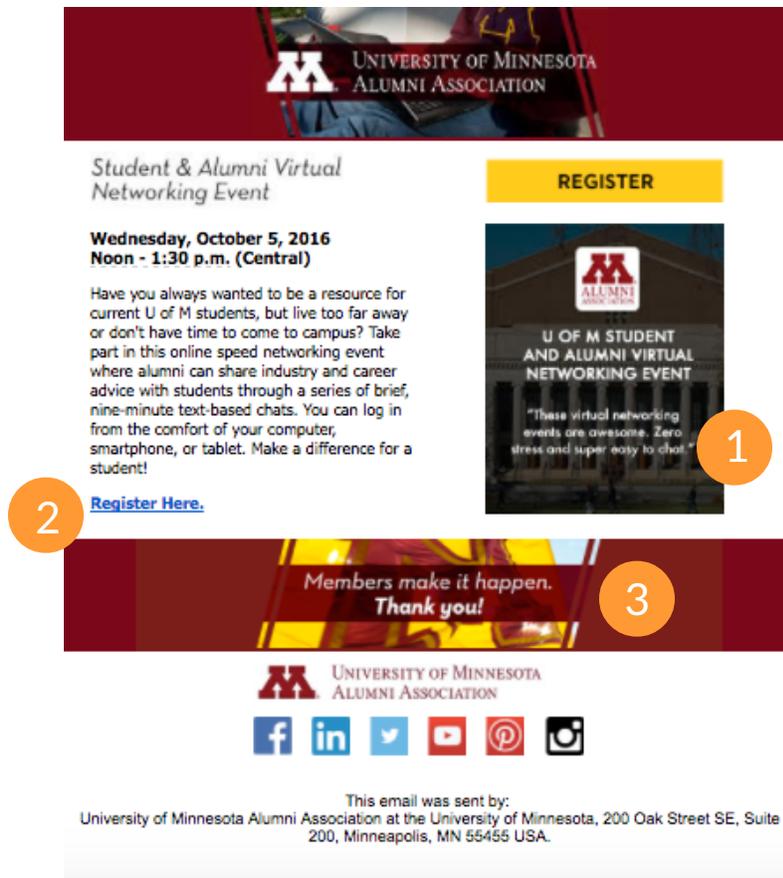
William and Mary engage their alumni with enticing emails.
See how they do it:



- 1 **Call-to-action above the fold** - Have you ever scanned a news article and only looked at the top half of a page? If the answer is yes, you're not alone. Back in the old days, newspapers picked up on this and began to only feature the most important news story in this position. Similarly, "above the fold" has become the holy grail of email design. Next time you send an email, run it past the "above the fold" test. Is your most important email copy and call-to-action above the fold? If not, consider rearranging or cutting down on the copy so it is. We see higher registration numbers in your future.
- 2 **You mean you can join from anywhere? Why yes, we do.** - The fact that you can speed network from anywhere in the world - your home, office, waiting for a doctor's appointment or train commute home is a really neat feature that you should absolutely highlight in your event promotion. William & Mary does a great job at helping their audience picture themselves joining the event from wherever they may be in the world.
- 3 **Social-share buttons** - Dip into your audience's network by including social share buttons. There are plenty of potential registrants you won't be reaching with your email, so let your current audience promote on your behalf! Include them in a highly visible space, such as the top of the email, for maximum engagement.

10 Tips for a Dedicated Email Send

University of Minnesota promotes their online events with vibrant emails.
Learn how they do it:



1

Participant Testimonials - By asking former participants for feedback after events, U of M has great quotes from their alumni and students. In this example, they chose a quote that communicates how stress-free and easy it is to join an online networking event. Testimonials are a great way to add credibility and personalization to your emails.

2

Multiple links to the same landing page - U of M includes not one, but two call-to-actions to their registration landing page. One is a bright yellow, bolded button that encourages alumni and students to "Register," while the other is hyperlinked text to "Register Here." By including multiple (or in this case two) call-to-actions, you increase the number of opportunities for someone to sign up for your event. We like the odds of that.

3

Branded imagery - Maroon and gold aren't just the colors of Minnesota's sports teams; they encapsulate the university's brand. Adding color keeps your email from looking bland, but adding branded coloring makes it all the more relevant to your alumni and students. This way, your alumni will know it's you even before they see your logo.