

# Top Ten – Do's and Don'ts



# 10) Do Personalize, Target and Test



- 1) What will grab their attention?
- 2) Does where they live matter?
- 3) What needs do they have?
- 4) How does your trip help them?
- 5) What questions do they have?

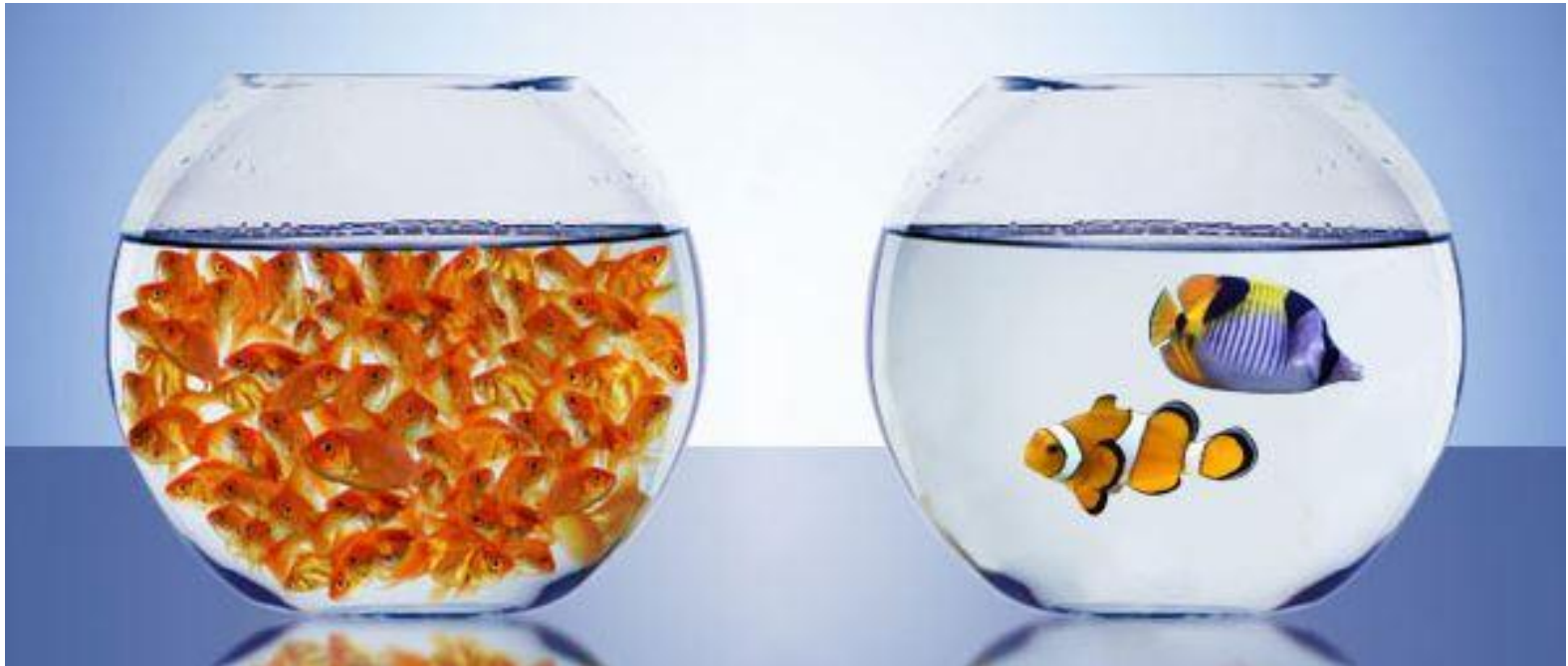
## **Remember**

Teachers are people (and consumers) first!

Play to the audience – be targeted. Test – test – test!

# 9) Don't Over-Send

## Quantity vs. Quality



Target your “relevant” audience with repetition vs expanding your audience to people unlikely to be interested. Spam scores go up as the perceived message relevance (of the receiving party) declines.

## 8) Do Use a Good ESP

**Technical expertise is important!**



**There are many technical hurdles to doing email correctly!**



# 7) Don't Forget to Bait Your Hook



You have some of the best testimonials and stories to talk about of any industry! Your goal is to draw them in to the next level of interaction – click through to find more!

# 6) Do Make Your Email Mobile Ready

## Responsive Design!



**School emails are viewed on many types of devices!**

# 5) Don't Over Use Photos

## Don't use too many photos or a single big photo!

See you at the ASU GSV Conference in Scottsdale next week.

Tim Dutta <timd=verificient.com@mail29.atl111.rsgsv.net> on behalf of Tim Dutta <timd@verificient.com>

If there are problems with how this message is displayed, click here to view it in a web browser.

Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

Sent: Fri 4/3/2015 8:47 AM

To: Peter Long

Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.

Hi Peter,

Proctortrack helps Higher Education institutions bring integrity to their online degrees and credentials. We're gearing up for the ASU+GSV Conference next week and excited to participate as a presenter.

at the ASU GSV Conference in Scottsdale next week.

a <timd=verificient.com@mail29.atl111.rsgsv.net> on behalf of Tim Dutta <timd@verificient.com>

re problems with how this message is displayed, click here to view it in a web browser.

8/2015 8:47 AM

Long

ASU + GSV SUMMIT 2015



Hi Peter,

Proctortrack helps Higher Education institutions bring integrity to their online degrees and credentials. We're gearing up for the ASU+GSV Conference next week and excited to participate as a presenter.

**\* Photos are frequently blocked or are slow to load**



# 5 Con't) Don't Over Use Photos



PARK INFO | PARK HOURS | BUY TICKETS

**SeaWorld**  
ORLANDO

**Limited  
Time  
Offer**

**Kids FREE\***

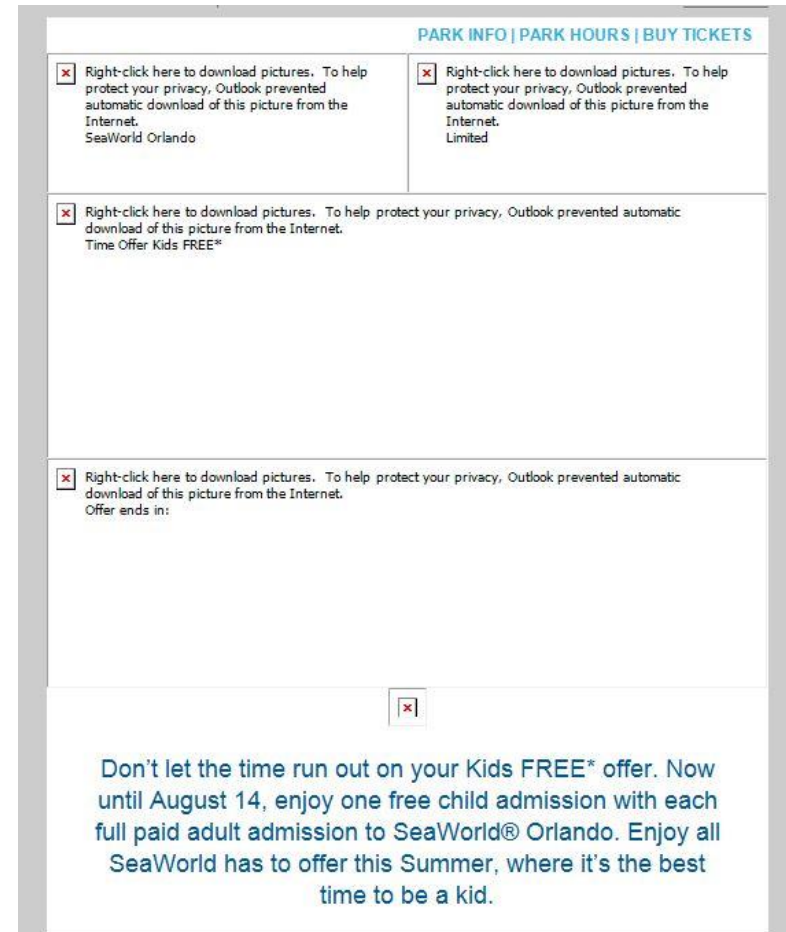
**Offer ends in**

**00:00:00:00**

DAYS HOURS MINUTES SECONDS

Don't let the time run out on your Kids FREE\* offer. Now until August 14, enjoy one free child admission with each full paid adult admission to SeaWorld® Orlando. Enjoy all SeaWorld has to offer this Summer, where it's the best time to be a kid.

Fully loaded – after click



PARK INFO | PARK HOURS | BUY TICKETS

Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.  
SeaWorld Orlando

Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.  
Limited

Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.  
Time Offer Kids FREE\*

Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.  
Offer ends in:

Don't let the time run out on your Kids FREE\* offer. Now until August 14, enjoy one free child admission with each full paid adult admission to SeaWorld® Orlando. Enjoy all SeaWorld has to offer this Summer, where it's the best time to be a kid.

What I saw in my browser



## 4) Do Constantly Test Subject Lines



**Not constantly  
testing  
subject lines**

**Subject line differences  
have been shown to  
increase opens on A/B  
split tested segments  
as much as:**

**1000%  
(10x)!**

# 4 Con't) Subject line testing



## One Day Inside a Fundraising Machine

Before firing off a fundraising plea to Obama's tens of millions of supporters, the campaign would experiment with different versions of a single message to see what got the most clicks. A snapshot of the e-mail team's work on June 26

### THE SUBJECT LINE

The team tested numerous subject lines by sending fundraising e-mails to small groups of supporters

### THE HAUL

Based on the donations those e-mails raised, the team projected how much the pitches would bring in if sent to the full Obama list

### THE DIFFERENCE

They then projected how much less money the campaign would collect if they used anything other than the most successful e-mail

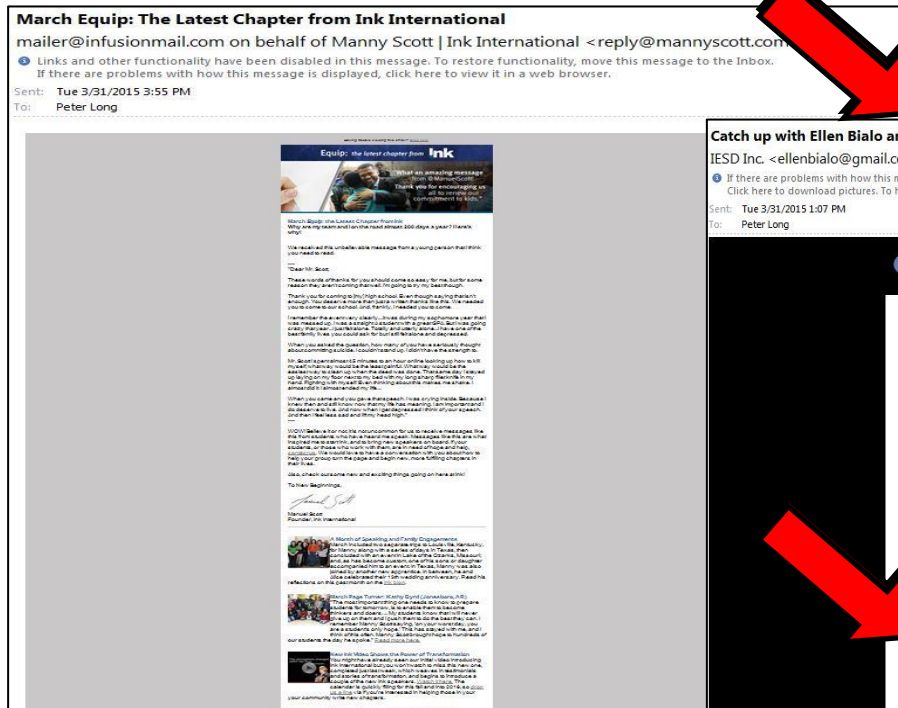
I will be outspent	<b>\$2,540,866</b>	n/a
Some scary numbers	\$1,941,379	\$599,487
If you believe in what we're doing...	\$911,806	\$1,629,060
Last call:		
Join Michelle and me	\$894,644	\$1,646,222
Would love to meet you	\$755,425	\$1,785,441
Do this for Michelle	\$714,147	\$1,826,719
Change	\$711,543	\$1,829,323
The most popular Obama	\$659,554	\$1,881,312
Michelle time	\$604,813	\$1,936,053
Deadline:		
Join Michelle and me	\$604,517	\$1,936,349
Thankful every day	\$545,486	\$1,995,380
The one thing the polls got right...	\$403,603	\$2,137,263

**THE WINNER!**

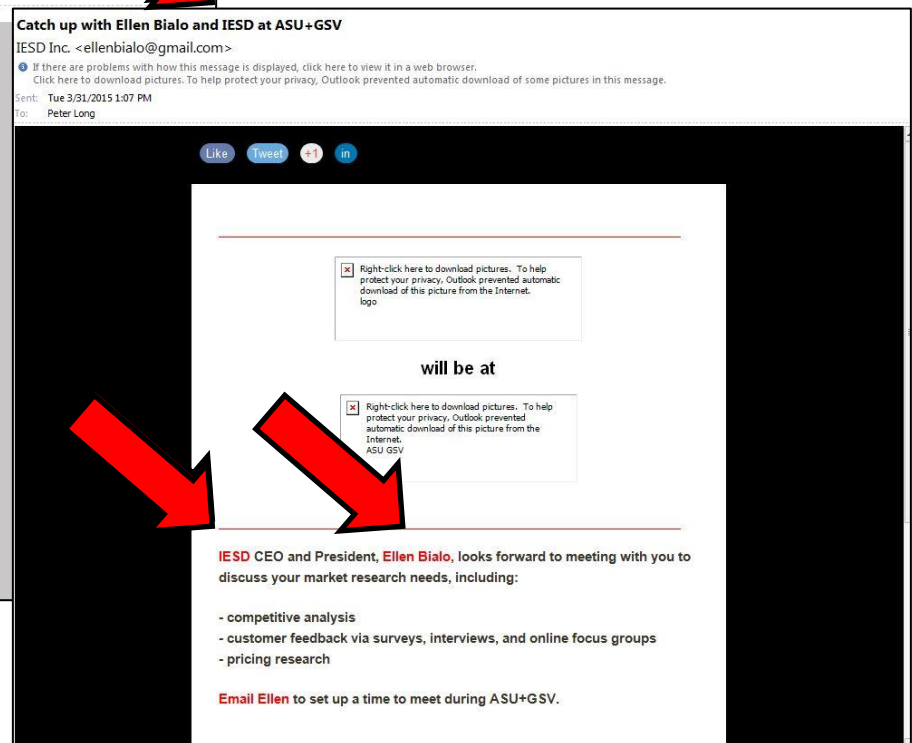
# 3) Don't Use Too Many Words

## Email is the invitation to the party!

**Bad**

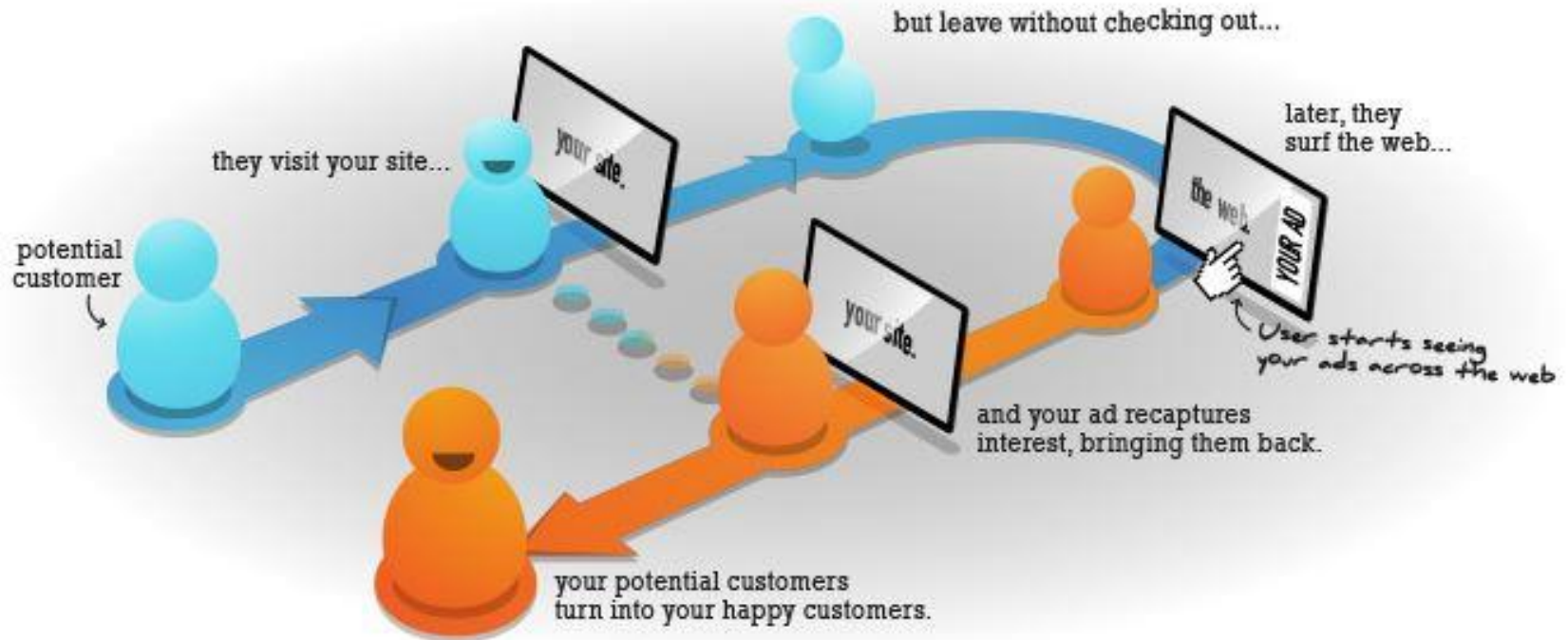


**Good**



**Keep it short and sweet  
Make the website do the work!**

## 2) Do Retarget



**Easy to setup with google!**



# 1) Don't Blast - Throttle



**Not throttling teacher email blasts is a huge no - no!**

Many schools use a district IP address which block bulk messages that arrive in quick succession.