

Email Marketing

# Best Practices

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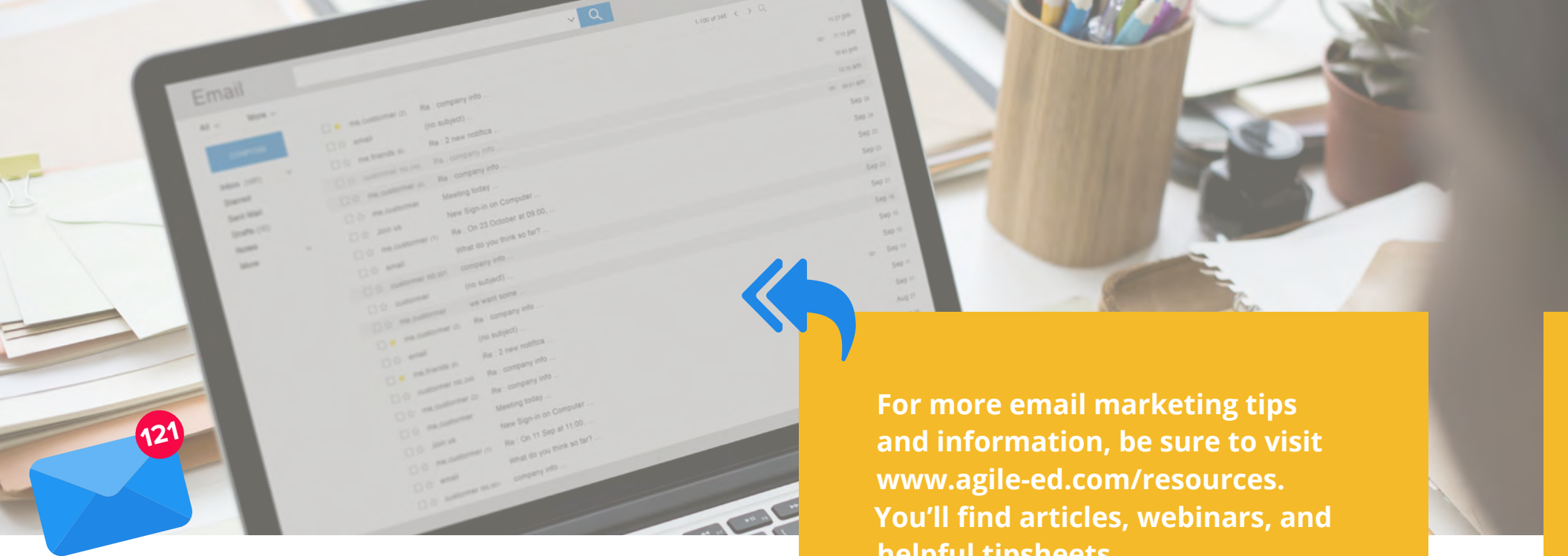
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PART 1

# Introduction

Is email still an effective marketing channel? The average person gets 121 emails per day. That's a lot of email messages for anyone to get through. Yet, a survey by Hubspot revealed that over 50% of people read most of their emails. Another survey conducted in 2015 by MarketingSherpa found that 91% of U.S. adults like receiving promotional emails from companies they do business with. Of those, 86% would like monthly emails and 61% would like at least weekly emails.

That's all good news for marketers. So, now that we know that email continues to be a powerhouse marketing channel, how do we maximize the effectiveness of the campaigns we send? That's what this guide is all about. Subject lines, calls to action, how to program emails to look good no matter what device they're viewed on — you'll find tips, answers, and lots of good information to help you master email marketing.



New message



To

Subject



PART 2

# Anatomy of an email

There are five stages to an email campaign and at each stage you've got to engage your recipients enough to get them to move on to the next stage. The first hurdle to overcome is getting delivered to inboxes. Next, you've got to stop people from deleting your message and moving on with their days. If you achieve an open, you've got to get people interested enough to read your message and engage with the content. But that's not all.... You want educators to click or respond to your call to action. And after they've done all that, they'll hopefully be motivated enough to do what you're asking them to do—whether that's make a purchase, download a white paper, request more information, or watch a video.

**Throughout this guide we'll go through the best practices that are most effective at getting the recipients of your emails to the finish line.**





## PART 3

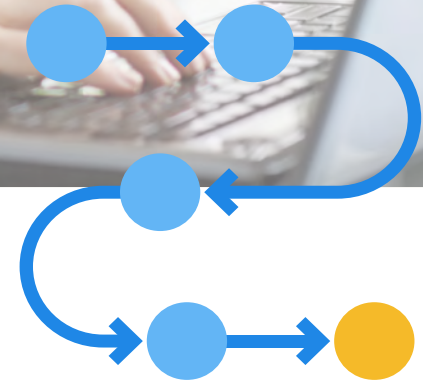
# An overview of CCPA

The California Consumer Privacy Act (CCPA) of 2020 established strict standards related to commercial email. Businesses that collect personal data and do business in California, as well as meet one of three tests related to revenue and organizational activity, must comply with the law.

Companies that fail to follow this state law can face penalties of \$2,500 for unintentional and \$7,500 for intentional violations. Damages of at least \$100, and potentially much more, are the standard for each incident and each individual involved.

It's not just California — other states have already or are likely to adopt CCPA. While the consequences of violating the CCPA can be severe, compliance isn't especially complicated and can lead to improved email performance. These steps can help your company avoid potentially major problems and focus on compliant yet effective email marketing.





## PART 4

# 5 steps to CCPA compliance

1. Ensure prompt notification: The CCPA requires businesses to share information about the new privacy regulations with consumers. If your company hasn't taken this action yet, make it a top priority.

2. Decide how to categorize consumers: As a state law limited to California, it's unlikely that all of your customers and prospects are protected by the CCPA. However, steep penalties for violations and the potential for similar laws to be passed in other states may mean that the simplest path forward is to treat all consumers as if they reside in California.

3. Track how your company gathers, uses and shares consumer data: The CCPA empowers consumers to ask businesses to reveal the types of data collected about them, as well as how it's collected and how the company uses it. It also requires that organizations document if data or personal information is or is intended to be sold to a third party. Putting systems into place that automate these processes can improve compliance without drastically increasing workload.





## PART 4

# 5 steps to CCPA compliance (Continued)



4. Connect with your third parties: Regulations extend to the third parties your business works with. These companies must also comply with CCPA rules to avoid liability on the part of your business. If it hasn't come up already, raise this topic with third parties and read through existing contracts to identify and mitigate potential issues.

5. Implement compliant opt-out and deletion options: Consumers covered by the CCPA have the right to both opt out of the sharing or selling of their personal information and request that such data be deleted. Making these processes straightforward and accessible can go a long way toward compliance.

Taking these steps improves privacy for consumers, boosts close adherence to this transformative law and can create an environment that reduces consumer opt-outs.

Agile's email deployment service is 100% CCPA compliant. We'll make sure any message we send on your behalf follows all of the rules.



# Tips for avoiding SPAM filters

Getting past SPAM filters and delivered to educators' inboxes is one of the most difficult aspects of email marketing. Unfortunately, there is no silver bullet but there are best practices you can follow to give your emails the best chance of getting delivered.

## How SPAM filters work

Without getting technical, SPAM filters assign a score to email messages. The owner of the SPAM filter can set how high or low the score is that will be accepted by the server and delivered to the recipient. Many districts set their SPAM scores quite low and allow very little external email to be delivered. A major factor in getting your message past SPAM filters is sender reputation. If Agile is sending for you, that's good. We follow CAN-SPAM rules and monitor our sender reputation to ensure high deliverability. If you're using Constant Contact, MailChimp or other reputable email service providers they're doing the same thing and your messages have a high chance of deliverability. But no matter how reputable the sender, it's possible a message may not make it past all SPAM filters.

**Ensuring your email addresses are up to date reduces bounces and improves domain reputation and leads to better inbox placement.**



# Tips for avoiding SPAM filters (Continued)

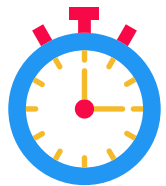
So what can you do to increase the likelihood of delivery?

Getting past SPAM filters is a numbers game. You want to score as few points as possible. There are several tools that can be used to help with this: Spam Assassin, Litmus and Glock Apps. With Spam Assassin, a standard “passing” score to not be labeled as SPAM is 5. (Though keep in mind that a district using Spam Assassin can change that number.) Every HTML message will have some points. Points are assigned for using HTML and having images so you’ll rarely have zero points but you can easily be at a 3 or 4. No two SPAM filters work exactly the same or follow the same algorithms. However, Spam Assassin is one of the most used filtering programs so following their rules and shooting for low scores based on their criteria is a good way to gauge deliverability.



# From Addresses & Subject Lines - Getting your emails opened

The “from name” and subject line are the primary drivers of getting an open and they provide educators with their first impression of your organization and why you’re emailing them. Make a good first impression use the “from” line to state who you are (a person’s name combined with a company name is a powerful combination) and use the subject line to answer “why should I spend any more time with this message?”



## You Have 10 Seconds To Make an Impression.

At least 40% of the reader’s decision to open or take action is based on the email subject + send-from.

69% of recipients decide whether to report email as spam based on the subject line.



## A few rules of thumb

Focus on specifics and the value provided by your products instead of phrases that can increase the spam score like “Click here!” or “Limited time opportunity!”

Highly targeted and relevant messaging can help avoid filters that categorize messages as promotional or advertisements.

Show restraint when using punctuation. One exclamation point or question mark is plenty.

Use standard writing style and avoid the temptation to write in all caps, even if what’s being said is especially important.

Stick to font colors that are easy on the eye. The key is contrast, which can easily be provided by black text on a white background.

Keep your font size more toward the middle, as opposed to tiny or huge extremes.

Utilize HTML instead of including all message content in a single image, which can add to the spam score.

Include full URLs instead of ones abbreviated by services like Bitly, Ow.ly or TinyURL.

Keep HTML streamlined, and avoid using Microsoft Word to convert it.



# Writing winning subject lines



## Guidance for Writing Subject Lines

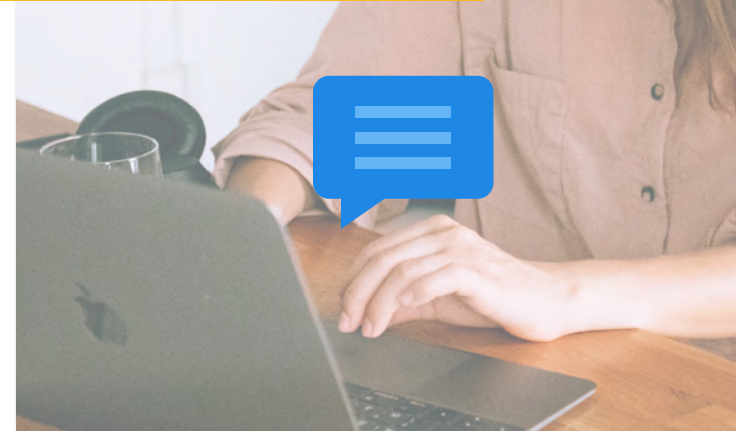
Writing the subject line is often done at the last minute with little thought. Yet, it's what is going to make someone open your email or decide to delete it. So spend a little time with your subject lines.

1. Tell people why they need to open your email. A subject line is not the headline of an ad so be clear and direct rather than cute and catchy. If you can reference a pain point, grade or subject, do so. The more relevant the subject line is to the recipient the more likely she is to open it and read it.

2. Keep your subject lines short and to the point. The rule of thumb is 5-8 words or 30-50 characters in length. If you've got very high mobile open rates then you may want to consider keeping the subject line even shorter. Mobile generally only displays 20-30 characters of a subject line.

## Subject lines that tend to perform best:

1. Include specific and relevant keywords
2. Offer value ("give vs. take")
3. Are honest and straightforward
4. Include clearly stated benefit(s)
5. Ask a question
6. Include personalization





## PART 7

# Writing winning subject lines (continued)

### Guidance for Writing Subject Lines

3. Avoid using punctuation. It can trigger SPAM filters.
4. Think twice about using symbols and emojis. Some symbols are converted to boxes by iPad, iPhone and many webmail programs. If you plan to use a symbol in your subject line be sure to test broadly across email clients.
5. Avoid SPAM trigger words such as FREE (in all caps), new, %, increase, boost, and offer. If you follow our advice in #1—keep it clear and direct—you'll likely avoid using trigger words.



### Put It To the Test

Testing email subject lines is the best way to know what works best with your target audience.

When testing, have specific objectives such as:

- How does the subject line impact open and click rates?
- Does personalization impact response rates?
- Are questions more effective than statements?

Email subject line variations:

A: %%FirstName%%, join our upcoming webinar

B: Assessment Webinar: Using formative data to differentiate learning

C: Assessment Webinar (May 25) – Please join us

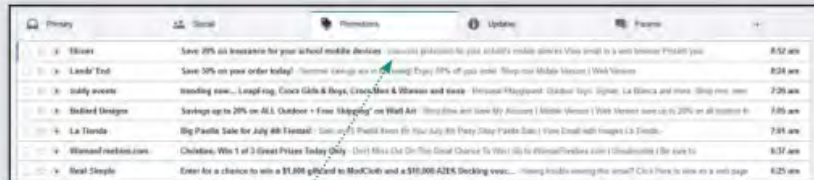
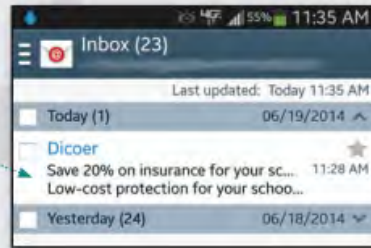
D: [Webinar] Using formative data to differentiate learning

You might be surprised by how little changes in your wording can affect open rates

# A note about pre-headers

AaI

The pre-header appears below subject lines on mobile devices



Pre-header in Gmail



Pre-header text is generally small text (11-13 pixels) at the very top of your email message. This text is designed specifically to provide mobile and gmail users a preview of what the email message contains.

Think of the pre-header as the subhead of your subject line. Don't repeat your subject line; give more information that will help entice a reader to go ahead and open your message rather than delete it.

## Don't forget

It's also a good idea to include a "View in browser" link in the same area as your pre-header text. This gives people an option to view your email in a web browser rather than their inboxes if they have display issues, like image blocking.

## One more thing

Keep pre-headers to 100-140 characters. If you don't include pre-header text in your email, mobile devices will simply display the first 100-140 characters of your email message. It's a smart move to include pre-header text. It gives you control of what people see in their inboxes and is another way to help drive engagement.



## PART 9

# Short, sweet & to the point

## Getting your message read

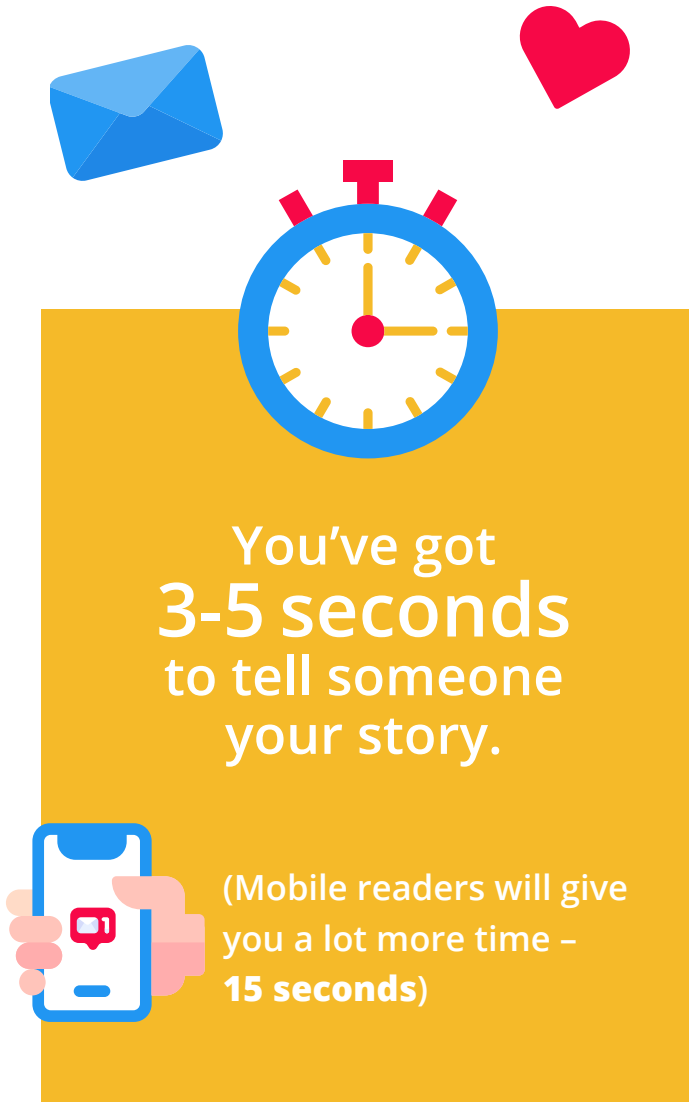
Congrats! Your email message has made it through SPAM filters and piqued educators' interest enough so they didn't automatically delete the message.

Now you've got to get educators to spend a little time with your message.

With just 3-5 seconds of someone's attention, you can't tell your entire product story or share all of its amazing benefits. The goal of the email is engagement. At this stage, you want to give people enough information and enticement to get them to click.

## When someone clicks, you:

- Know they've got some level of interest in what you're offering.
- Capture who they are and other valuable information about them that will help you move them from click to conversion.
- Get the opportunity to share more of your story. So let's take a look at how to best utilize each area within the body of an email message.



# Getting your message read



## Above the fold

You can divide the body of an email into three chunks: Above the fold, middle and footer.

Above the fold is a term borrowed from print marketing but it's still relevant in the digital world. In email marketing, above the fold translates to the content people see when they open your email. Above the fold will differ depending on the size of someone's preview pane on a desktop email client or if they open the email on a smartphone, tablet, or even smartwatch.

As a rule of thumb, you can consider the top one-third of your message above the fold.

Scroll to page 19 for more information about crafting strong calls-to-action.

With only a glance at the first one-third of your email, the recipient should clearly understand:

- What the offer is
- Why they should care
- How to respond

Minimize the use of logos, large graphic headers, and other images at the top of your message. These elements take up valuable space and do little to drive readers to click.



## PART 10

# Getting your message read (continued)

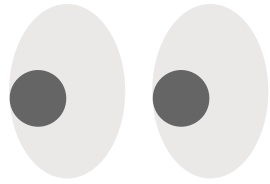
## Message middle & the footer

The middle of your emails should include supporting information for those people who want to spend more than 3-5 seconds reading. Keep this additional content brief. Use short paragraphs (just one to two sentences each) and bullet points to make the content easy to skim. Be sure to reiterate your call-to-action and include a link.

Focus the middle of your message on supporting benefits. Remember, the purpose of an email message is to get people interested enough to want to learn more. Don't overwhelm people with every product feature, benefit, use case, and research point. You'll have time to share all of that but first, you need to get people to engage with your email. Keeping your message brief and to the point will help drive clicks.

**Social media links:** The footer is a good place to put these links. They'll be seen but not take up valuable space at the top of your message or interrupt the call-to-action.





## PART 10

# Getting your message read (continued)

**A link back to your website:** There should be no more than two distinct links, although they can be put in several places in the body of your email, those should go directly to a landing page that supports your overall call-to-action, not your web site home page. Use the footer to direct people to your home page or even to specific areas of your site like your blog.

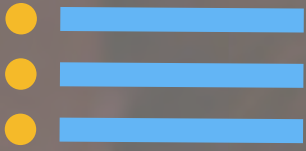
**Your mailing address:** This information is required by CAN-SPAM. If a phone number is not included elsewhere in the body of your message, be sure to include a phone number in the footer. This is also required by CAN-SPAM.

**An easy way to opt-out:** Being able to unsubscribe from receiving emails is one of the most important aspects of CAN-SPAM. Be sure you include a link to automatically opt-out or instructions on who to email in order to be removed from future mailings.

**Forward to a friend:** This is a popular feature that makes it easy for recipients to share your content with others—while providing you with new prospect email addresses.

Keep the design of your footer fairly simple so it's easy to scan and doesn't provide a visual distraction away from the body content.





# Aa

PART 11

# Drive response and look good doing it

## Email Design Tips

Use text formatting to guide a reader's journey

Stick to one or two fonts that are widely recognized throughout various email platforms (email-safe). Arial, Georgia, and Helvetica are popular email-safe fonts that are reliable and easy to read.

Create structure and improve readability with styling (bold, caps, size, color, and spacing). Be careful about going overboard with bold and all caps, these can become SPAM triggers.

Include headers that break up sections of content. Headers establish structure. Generally speaking, using a font size that's two to three times the size of your body text will visually make your email easy to scan and will make it obvious to readers when a new section begins.

Use short paragraphs and bullets. Make your email content scannable by giving readers bite-sized nuggets of information. No long paragraphs.

Don't over-format. It can be tempting to bold, italicize, underline, play with color, and more, but resist. A minimalistic approach to body copy is the best for readability.



# Drive response and look good doing it (continued)

## Use color, but carefully

Color is a very useful tool for email designers. Unlike images, it will render consistently across email clients and requires only very simple code. Color can call attention to content or help you organize it.

Use colored lines to separate blocks of content.

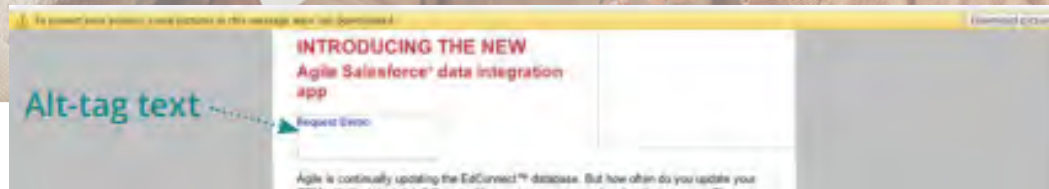
Use blocks of colors to highlight your call-to-action.

If your email is long, use different background colors to guide the reader through the content.

Add visual interest and distinguish your emails by making the text a color besides black, like dark blue or dark gray. Just watch out for on-screen readability.

Banish the standard boring blue hyperlink and match your hyperlinks to your brand colors. (a style="color:#00788a).

Be sure not to overuse color. When used sparingly and smartly, it can be powerful. When overused, your message will become visually cluttered.



PART 11

# Drive response and look good doing it (continued)

## Use images, but wisely

Just assume images will be blocked by email clients and sent to the junk folder. Most desktop email clients block images by default. So don't rely on images to tell your story. Definitely don't design an email that's one large, sliced-up image. These emails look pretty, but most people will not see how beautiful it is because all of your content will be blocked.

Images WILL load automatically on most mobile devices but images take up valuable small screen real estate so don't use them at the top of your message where they will block your call-to-action (CTA) content.

Showing product images or classroom photos can enhance your design. Just be sure to keep important content like headlines and CTA out of images. If you put the CTA in an image, make sure you reiterate it in HTML text too.

And be sure to use alt-tags to describe your images so that when they aren't downloaded, people don't just see empty space.

Keep the number of images you use low. A high image to HTML text ratio is a SPAM filter trigger.





# What do you want me to do?

## Getting the click with a clear call-to-action

Before you even start writing or designing, you should know what your goal for sending the email is. What do you want people to do? Remember, you've got 3-5 seconds of someone's attention to get them to click. Be clear. Make it easy.

Once you've answered what your one goal is, craft your call-to-action (CTA) to achieve that goal.

Your CTA should focus on the action you want readers to take and the value they'll receive.

**Avoid using the words "click here". They are a SPAM trigger but more importantly "click here" doesn't answer "why" or "what's going to happen next."**

Phrases like "Order by July for free shipping," "Download the case study to see how Jackson Middle School improved student behavior," and "Request a quote to see how much you can save" are asking for the click but telling people why and what's in it for them.

**ACTION**



# What do you want me to do? (continued)

Ask people to act on your CTA.

Low-cost protection for your school's mobile devices [View email in a web browser](#)

Protect your school's mobile device investment!

Insurance specifically for school iPads, tablets & laptops

**NO DEDUCTIBLES • PLANS AS LOW AS \$15.99/iPad**

Request a quote for your school's devices by May 14 and receive 20% off any plan you choose!

[Request a Quote](#)

Your school has made a big investment in mobile devices to enhance learning. But are you scared to let students use them for fear of loss, damage or theft?

Dicoer makes insuring your school's devices affordable and convenient.

- Policies designed for education – big or small, we have a plan for virtually any budget
- Comprehensive protection – at school, at home, on-the-go
- Fast, hassle-free claims processing

You can't afford not to insure your school's devices! Request a no-obligation quote by May 14 to receive 20% off any plan's already low premiums.

[Have a BYOD policy?](#)  
We offer protection for those devices too!  
Visit [www.dicoerprotection.com](http://www.dicoerprotection.com) for details.

Repeat your CTA multiple times. A good rule of thumb is to include the CTA at least three times in a message.

The first time should be very early on in the message and high up so that people don't have to scroll to see it.

Close with the CTA.



## No Images, Please

Create your CTA buttons as HTML rather than images. That way, if images are blocked, your CTA won't be missed.

Keep copy direct and clear. Make sure readers know exactly why they're clicking.

Make your button a color that contrasts with the background of your email and use a text color that contrasts with the background of your button.

Make sure your button visually pops out and can be easily seen in a quick glance.



PART 13

# Let's get technical: What about mobile?

## Email Coding

Good, clean HTML code is essential to getting past SPAM filters and having your message look good no matter what email client or device it's viewed in.

{Note: Microsoft Word does not create good code. Don't even bother trying to use the "Convert to web page" feature in Word.}

### Here are a few coding tips and tricks:

Code your emails using tables. (Web developers will cringe at this but tables are still the only reliable way to create email designs that work in most every email client.)

Set your HTML container table to be between 450 and 600 pixels wide to fit comfortably within most mobile and desktop email browsers.

Keep your text message 80 characters wide for the easiest reading.

Use element attributes (such as cellpadding, valign, and width) to set table dimensions.

Keep your CSS simple. Avoid compound style declarations (IE: "font:#000 12px Arial, Helvetica, sans-serif;"), shorthand code (IE: #000 instead of #000000), CSS layout properties (IE: slot, position, clear, visibility, etc.), complex selectors (IE: descendant, child or sibling selectors, and pseudo-elements).



# Let's get technical: What about mobile? (continued)

Here are a few coding tips and tricks (continued):

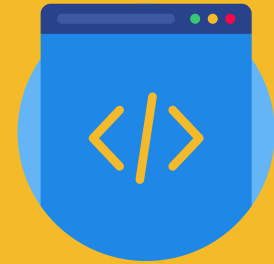
Images must be hosted on a reliable server, not embedded.

If you use a shared hosting server, the reputation of that server is based on all content being served from it. As a result, it might be best to host yourself.

Be sure to use Alt tags with your images—this is good real estate for reiterating your offer or key messages. (Alt tags display text where images are prior to the images being downloaded.)

Populate the Title field within the HTML code. A blank Title field is a SPAM trigger.

Close all of your tags. Make sure all of your HTML tags—Body, Table, P Styles, etc.—are closed. Open tags are SPAM filter triggers.



When it comes to emails that prospects and customers will primarily view on mobile devices, you need to keep a unique set of priorities in mind. Optimization for tablets and smartphones is significantly different than for desktop and laptop computers — for good reason. Smaller screens and the portrait orientation of the screen, as opposed to the landscape orientation of computers, are a few of the key factors that must be addressed for success.

# Mobile Matters



## Coding tips for mobile-first emails

More than 50% of educators receive and read their email messages on mobile devices. So you've got to think about those smaller screens when you create your emails. There are three design and programming options to accommodate mobile devices.

### 1. Mobile aware

This is the easiest way to deal with mobile devices. It requires no special code and simply means that you're keeping the needs of mobile users in mind.

**Smaller width:** Design your email to be 400-500 pixels wide versus the standard 600 pixels for desktop viewing. Decreasing your width will ensure that more of your message will appear on a small mobile screen without having to scroll right.

**Minimize:** Avoid large images or graphic headers. These will just push your important content and call-to-action further down someone's phone or tablet, where they might not even see it without scrolling.



# Mobile Matters (continued)

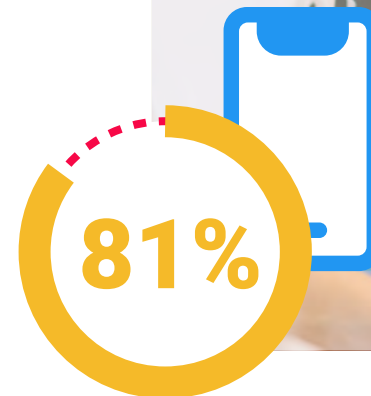
**Larger fonts:** Use larger font sizes—14-16px—and set your line-height at 150%+ so that text is more easily read on a mobile device. To prevent fonts from resizing, particularly on iOS devices, add `style="-webkit-textsize-adjust:none"` to your style code.

**Stay left:** Keep your call-to-action in the upper left corner so that mobile users can see it without scrolling right or down.

**Go big:** Design your call-to-action buttons and links to be “finger-friendly” — large enough for someone to click on easily with their finger on a small screen.

41% of campaigns initially opened on mobile devices were later opened a second time (23%) on the same device, (30%) on a different device.

81% prefer to open emails on their smartphones



# Mobile Matters (continued)

## 2. Fluid design

This is simple coding that enables an email message to shrink and grow based on the screen size on which it is viewed. This is done by setting table and cell widths and heights as percentages rather than set pixels. A drawback of this method is that on large monitors the email will stretch to the full width and can often appear stretched and difficult to read. Fluid design works best with a very simple, single column design with images that are not designed to take up the full width of the email.

## 3. Responsive design

This is the most complex way to handle mobile devices but it's also the method that delivers the best results across email browsers. Responsive design uses media queries to specify what fonts, colors, images and even layout to use based on screen widths. Responsive design can be as simple as increasing the font sizes a few pixels for mobile devices or as complex as switching a two column layout to a single column and displaying different images. Because media queries are written as part of style sheets, responsive design does not work in all email browsers.

“According to SaleCycle nearly 6 in 10 people said promotional and marketing emails have an influence on their purchases. Slightly more than half make a purchase due to a marketing email at least once a month.”





PART 15

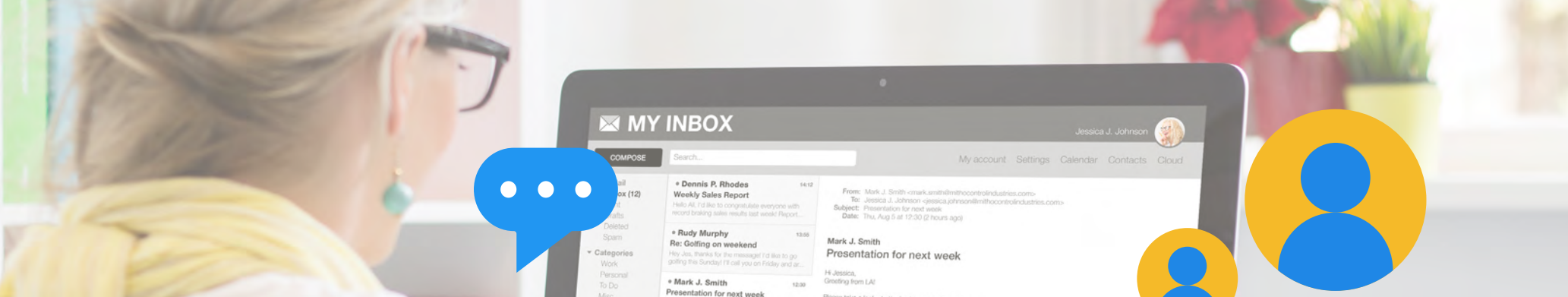
# Leveraging data for more effective email segmentation

Agile offers current, accurate, rich, and granular data that supports thorough and effective segmentation. When leveraged correctly, that means more opportunities to reach clearly defined groups of customers and prospects with information, offers and content that's especially relevant to their wants and needs.

There are plenty of reasons to leverage data and move beyond the basic batch-and-blast strategy of sending the same message to all of your prospects. The same applies to personalization in campaigns. Campaign Monitor reported that emails with personalized subject lines are 26% more likely to be opened, while email-related revenue grew 760% for marketers utilizing segmented campaigns.

Your organization can identify prospects and current customers as targets for a campaign based on the key distinguishing factors present in our data. One option is geographic targeting, which can be structured on the regional, state, county or city level. This strategy can help marketers offer products and services to education professionals that align with educational goals and requirements set by a given jurisdiction, for example.





## PART 15

# Leveraging data for more effective email segmentation (continued)

An even more individualized approach can focus on individual districts and schools, often influenced by other factors like budgets, past partnerships and specific programs offered. Email personalization can be an especially effective tool in this case, due to the relatively small size of the target audience. Not only can personalized, targeted messages appeal more to customers and prospects, but also they can help to avoid email filters like Gmail's "Promotions" category.

Targeting educators and administrators based on specific roles is another option. This provides an opportunity to effectively segment your audience and develop highly personalized and relevant email content. Messaging that

specifically addresses a common need for high-school physics teachers or elementary school principals, for example, can be much more effective than a general message sent to all physics teachers or principals that doesn't take more specific responsibilities into account.

In the end, your company needs dependable, accurate and current data to drive positive results in segmentation and personalization efforts. Agile is here to provide exactly that.





PART 16

# The Finish Line

## Converting clicks

The final stage of any email is conversion. What is conversion? Achieving the goal you set for your email. (Remember that from part 13?). Conversion can be a sale but unless your product is a low price point and can be easily purchased online, conversion is more likely watching a video, signing up for a webinar, downloading a white paper, requesting a demo, etc.

**Conversion happens post-email but your email message still plays a part in driving what happens once someone clicks.**

Choose a single destination: All of the links/URLs in your email (except social media links and other links in the footer of your message) should go to a single landing page (the web page your email links to). Including multiple destination URLs in your email can lead to confusion and frustration. Your email should be focused on a single message and action. If that's the case, then one landing page URL should do the trick.





## PART 16

# The Finish Line (continued)

**Make them match:** The content and design of your landing page should support the experience and messaging that educators encountered in your email. If you send an email about a math app, make sure the landing page you link people to is focused on that app, provides more details, and makes the next steps (white paper, video, demo) easy to take. Sending people to a home page or general product page where they then have to search for the specific information you emailed them about will cause educators to quickly lose interest and move on.

**Keep it focused:** It's tempting to include tons of links and lots of information on your landing page. While landing pages should provide more details than your email message, stay focused. If you want educators to fill out a form to request a demo or download a case study, provide a brief overview of what they'll get once they fill out the form. Tell them what's in it for them and why they really need to take this next step. Include a simple form on the landing page. And that's it. Don't include your website navigation or buttons that will distract people from completing the goal you've set for them.



## PART 16

# The Finish Line (continued)

Once an educator has completed a landing page form you can link her to a thank you page with additional information and lots of links so she can explore your website and get to know your company better.

Think mobile. Remember to make the landing page experience mobile-friendly too. 28% of people do not click on email on their smartphones because of difficulty reading landing pages. Make forms simple to fill in on a mobile device and keep content short and to the point to minimize the need to scroll.



# And the Winner is...

## Email Testing

One of the great things about email is that it is relatively easy to create different versions of your messages in order to see what drives better responses. We already shared tips for testing subject lines on page 7 but there is so much more you can test.

**Day and time:** There is no magic answer to “when is the best time to send an email?” It’s entirely dependent upon your audience. So test it. Try morning versus afternoon. Weekends versus weekdays. Early in the week versus late in the week. With enough testing, you’ll find a sweet spot for a response. It’s also important to keep email throttling in mind, as this practice could be limiting the number of emails received at a time.

When looking at your test results, be sure to look closely at open versus click rates. Sometimes, lower opens may be associated with higher clicks, and vice versa. Your audience may open a lot of emails on Saturday afternoon but not click. They may open fewer emails on Monday afternoon but are more likely to click on the ones they open.



# And the Winner is...(continued)

**Calls-to-action:** Test generic call-to-action copy like “Save Now” vs. more specific copy like “Save 15% Now.” Does including a deadline date (“Request a demo by June 15”) increase clicks? Even simple things like a pronoun change can make a big difference. In one test, Unbounce simply changed “Start your free trial now” to “Start my free trial now” and saw a 90% increase in their click-through rate.

**Graphics:** CTA buttons are one of the most common things to test. Does changing the color or placement increase or decrease clicks? Do buttons get more clicks than a simple text url link?

You can also test design elements like including or excluding photos and/or product images. Do images that are targeted to your specific audience make a difference? For instance, using elementary-age students to your K-6 audience versus older students for middle and high school teachers?

**Length:** Does your audience want lots of detail in the emails they receive before they click through or do they want to skim a few short sentences and click through for more details?

All the best practices outlined in this guide can and should be tested for your specific audience. The more you test the more accurately you can create email messages and content that will deliver a high response.





PART 18

# You're a Know-it-all!

## Now go create awesome emails

Congratulations! you've made it to the end of this guide! Now you've got the knowledge, tools, and tricks to create emails that effectively deliver opens, clicks, and conversions. If you're feeling a bit overwhelmed by all you've read and learned, that's understandable. Don't panic. Just take it step-by-step.

If you have questions or would like support to create CAN-SPAM compliant emails that make it through SPAM filters, are mobile-friendly, and engage educators, get in touch with your Agile Account Executive. We're here to help!

[www.agile-ed.com](http://www.agile-ed.com) | 866.783.0241



**RESOURCES** This guide provides a lot of information but we've got even more on our website.

[www.agile-ed.com/resources/email-marketing-resources](http://www.agile-ed.com/resources/email-marketing-resources)

Be sure to check out these webinars:

The Art of Email Marketing Landing Pages: The Key to Higher Conversion

What's Working: Tips to Engage Educators Through Email

And don't miss out on the offers that educators want most.





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