



Get people to open & click on your emails

5 THINGS TO DO

You may write beautiful emails, but if nobody reads them, they're useless.

If you want more people to open and click on your emails and actually do what you ask, you need to do these 5 things (use this as a checklist if it helps).



1. WRITE CURIOUS SUBJECT LINES

Do's and don'ts

- Use First Letter Capitalisation
- Try to aim for 3 words
- Keep it vague or a bit cheeky
- Avoid &*!\$?# symbols
- Avoid words like: Help, Reminder, Free, Percent off
- Avoid subject lines in all CAPS.



2. DESIGN YOUR CONTENT FOR EMAIL

Email template tips

- Limit your text to 150 words
- For solus eDMs, use a P.S.
- Don't use a full width image at the top of your email
- Have strong, visual, button call to actions.



3. CHOOSE YOUR LINKS WISELY

The words you link should tell the story

- Only hyperlink the action words
- Put a link at the start of the first line of your email
- Include a link in your P.S.
- Underline your links.



4. MAKE IT FEEL PERSONAL TO ME

Use technology to personalise the message

- Send your email from a real person's email address
- Use the same real person's signature & title
- Personalise the email with your subscriber's first name.



5. ABSOLUTE MUST DO'S

Plus it's illegal and annoying

- Make your email mobile friendly
- Only send broadcast emails to people who have opted-in
- Provide an easy way to unsubscribe in every email.



Your email glossary

Opt-in	Express permission from a person asking to receive marketing related emails.
Open rate	The percentage of people who opened an email, from the total who received it.
Click through rate (CTR)	The percentage of people that clicked on links in an email after opening. The higher the CTR, the stronger the performance of the email.
Hard bounce	The email isn't received, because the email address doesn't exist.
Soft bounce	Email isn't received because the inbox is full or the email has been blocked by a spam filter.
Solus eDM	eDM stands for electronic Direct Mail. A Solus eDM is a stand-alone broadcast email covering one topic, mostly used for acquisition purposes.
Transactional email	An automated email that is triggered by an action taken, like a payment confirmation or LinkedIn notification. No opt-in needed.
eNewsletter	A regular email newsletter that is sent to subscribers. It usually contains several topics to inform and engage its audience.

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