ABOUT US

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University Marketing

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Senior Marketing Writer
University Marketing
Using the alumni magazine as a resource

Standing out in the inbox

Writing email body copy that works
KEYS TO COMPELLING COMMUNICATIONS

• Be consistent, reliable, timely
• Consider what’s in it for your audience
  (For the audience we share with you, the payoffs are the ability to leverage the Buckeye network, to pay forward, to find their people)
• Keep communications warm, friendly, like family
• Be as relevant and personal as possible
OHIO STATE ALUMNI MAGAZINE AS A RESOURCE
Buckeye Buzz

Share news of club and society service and social events with other alumni. A selection of submissions appear in the spring and fall issues.

go.osu.edu/buckeyebuzz
Let us know about Buckeyes from your club, society or area who are paying forward in extraordinary ways.

How I Give

Showing the way

Edison Fawkes has created pathways in science for generations of students from diverse backgrounds.

"If you’ve never seen anybody like you, you begin to wonder. "Hey, maybe there’s no hope for me." But if somebody else can do it, somebody who looks like you, that can be very inspirational." - Edison Fawkes

USING THE ALUMNI MAGAZINE AS A RESOURCE
Letters to the editor

A letter is a great way to bring attention to your club or society's activities, show pride in your university or share your insights.
Answer our questions. We pose one for every issue to the Buckeye Room.
buckeyeroom.osu.edu
Share the story behind your college keepsake.

theobject@osu.edu
USING THE ALUMNI MAGAZINE AS A RESOURCE

Story ideas

Not sure where your idea fits? Send us an email.

alumnimag@osu.edu
Share our content

• Digital magazine content can enrich your emails and social channels.

• Share it through links on your websites.

go.osu.edu/alumnimag
STANDING OUT IN THE INBOX
**STANDING OUT IN THE INBOX**

**EMAIL MARKETING DEFINITIONS**

**Email engagement** – interaction with your email; opens, clicks, time spent reading

**Deliverability** – your ability to get your emails delivered to the inbox

- **Open rate** – number of opens divided by number of emails delivered
- **From name** – who the email is from, also known as the “friendly from”
- **Subject line** – a place to share what the email is about / why it should be opened
- **Preheader text** – an extension of the subject line that shows in most email clients

- **Click-to-open rate** – number of clicks divided by number of opens
- **Email body** – what recipients see when they open an email
- **Call-to-action (CTA)** – what you want your recipients to do; usually in the form of buttons or text links

**Email engagement**

**Deliverability**

**Open rate**

**From name**

**Subject line**

**Preheader text**

**Click-to-open rate**

**Email body**

**Call-to-action (CTA)**
Our alumni get an average of 7 emails per month from Ohio State
STANDING OUT IN THE INBOX

MAKE SURE YOUR EMAIL HAS A PURPOSE

• Who is it for?

• Why should your audience read it?

• What do you want them to do?
The goal of email marketing is to get the recipient to click a link and continue to your site to take the next action.

**Strengthen relationships**

<table>
<thead>
<tr>
<th>Inform</th>
<th>Engage</th>
<th>Invite</th>
<th>Solicit</th>
</tr>
</thead>
<tbody>
<tr>
<td>announcements</td>
<td>newsletters</td>
<td>event invitations</td>
<td>donation requests</td>
</tr>
<tr>
<td>Read more</td>
<td>Register now</td>
<td>Give now</td>
<td></td>
</tr>
</tbody>
</table>

**Ultimately**
### STANDING OUT IN THE INBOX

#### AVERAGE ENGAGEMENT RATES

**Open Rate:** 30%

**Click-to-Open Rate:** 10%

<table>
<thead>
<tr>
<th>General Correspondence</th>
<th>Newsletter</th>
<th>Event</th>
<th>Solicitation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open rate: 17%</td>
<td>Open rate: 35%</td>
<td>Open rate: 27%</td>
<td>Open rate: 24%</td>
</tr>
<tr>
<td>Click-to-open rate: 18%</td>
<td>Click-to-open rate: 14%</td>
<td>Click-to-open rate: 6%</td>
<td>Click-to-open rate: 5%</td>
</tr>
</tbody>
</table>

There are many factors that play into these rates, such as your list, frequency of email sends and audience expectations.
STANDING OUT IN THE INBOX

SAYING “FREE” IN THE SUBJECT LINE

Using trigger words such as free, congratulations and winner in the subject line will immediately get your emails sent to the spam folder.

FALSE
More than ever, mailbox providers (i.e., Gmail, Yahoo) are looking at **recipient engagement** to determine inbox placement.

**STANDING OUT IN THE INBOX**

**STAYING OUT OF THE SPAM FOLDER**

These types of engagement **positively** impact deliverability:

- Opening emails (the more often and closer to the time they are received, the better!)
- Clicking links

These types of engagement **negatively** impact deliverability:

- Delete without reading
- Hit “this is spam” button
- Constantly not opening emails from a certain sender
- Not opening emails from anyone (inactive account)
WHO IT’S FROM MATTERS

Your “friendly from” should be recognizable to the recipient.
STANDING OUT IN THE INBOX

LENGTH OF A SUBJECT LINE

We have found that providing a little more detail in your subject line could lead to a higher open rate.

Aim for 35-50 characters (including spaces and punctuation).

Examples:
Ask a Buckeye –vs.– Looking for career connections? Ask a Buckeye!
Buckeyes After Work –vs.– Join Buckeyes After Work for a chance to win
STANDING OUT IN THE INBOX

PREHEADER TEXT HELPS

The Ohio State University Alumni Ass... Attend the HireOhio Career Fair Yesterday Network with leading employers at the next alumni car...

Emails with preheader text have an 11% higher open rate and an 81% higher click-to-open rate than emails without.

Tip: Use your preheader text to build upon your subject line or to share something else to tease the open. It does not help to reiterate what was already stated in the subject line.
STANDING OUT IN THE INBOX

TESTING: EVENT INVITATIONS

Pregame Huddle event emails

2016 Email 1
Long; present audience with every event detail

2017 Email 1
Clear & concise, with rotating images to show the experience without words

Click-to-open rate was **884% higher** in 2017 compared to 2016
HOW TO TRUST IN THE ALL KNOWING AND UNENDING LIGHT OF SHORTER EMAIL BODY COPY, OR: HOW TO NOT LOSE YOUR READER’S ATTENTION LIKE I LOST ALL OF YOUR ATTENTIONS WITH THE TITLE OF THIS SECTION!
OH MY GOSH SOMEONE OPENED MY EMAIL!

...now what do I do?
AS LITTLE AS POSSIBLE

👍👍👍

👍
Attention spans:

8 seconds

12 seconds
Join us for a pizza party! Come gather with alumni, students, faculty and more and enjoy free pizza, pop and snacks as we celebrate the Buckeye’s recent win over whatever team. There will be guest appearances from Brutus, TBDBITL and more. It’s on June 12, 2017 at 5:00 p.m. in the Pizza Room at the Ohio Union. Please RSVP by June 1 so we have an accurate headcount. Feel free to bring your own snacks and drinks to share with the group, and get ready to have some serious fun. And of course, dress in your best scarlet and grey. [Click here](#) to learn more about this great time.
Join us for a pizza party! Come gather with alumni, students, faculty and more and enjoy free pizza, pop and snacks as we celebrate the Buckeye's recent win over whatever team. There will be guest appearances from Brutus, TBDBITL and more. It's on June 12, 2017 at 5 p.m. in the Pizza Room at the Ohio Union. Please RSVP by June 1 so we have an accurate headcount. Feel free to bring your own snacks and drinks to share with the group, and get ready to have some serious fun. And of course, dress in your best scarlet and grey. Click here to learn more about this great time.
How to do **MORE** with less:

• Stick to only pivotal, most-important information
• Give them what they *actually* want
  • More benefits, less features
• Continue them on their journey
  • Use a prominent CTA
  • House minutiae on the landing page (when applicable)
Make the copy

Make your text visually engaging

Use HEADLINES

...and subheads

• People
• Love
• Bulleted
• Lists!

CLICK THIS COOL CTA!
Use the copy layout to...

Lead the reader through the
Less **I**, More **U**

- Orient the copy toward the reader, not at yourself.
- Focusing on the “you” instead of the “I” makes you seem more value-oriented and the reader more important.
Thank you for being a friend

- Adjust your tone to be somewhere between a marketer and a friend. Plan to take them down the marketing road and back again.
- Show them your heart is true; that you’re a pal and a confidant (but also want to sell them on something).
- Don’t just try to sell someone on an idea/thing/event, teach them why they WANT the idea/thing/event.
REMEMBER:

Using email to stay in touch with people is better than your best dream.
Ok! Questions?
THANK YOU!

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Chad Rutan, rutan.22@osu.edu