## Submitting your Email artwork - Please send to artwork@schoolsmailing.co.uk

**- Supplying your own HTML - no set up charge**
500-650 pixels in width
Avoid using CSS in your HTML
Send all images and attachments as separate files, unless you are hosting the images

**- We can set up your HTML for £125 (£195 for split test content emails)** simply supply content, images and links based on the below-

## What Makes a GOOD Email?

**Can your email answer these questions quickly?**
What are you selling and how much is it?
What is the benefit to me in buying/using your product?
How do I order quickly and easily?

**Subject-Line -** Give the recipients a reason to open your email. Tell the reader what to expect and build trust. If sending to main schools put who the email is FAO

**A clear heading -** Grab the reader's attention and explain the email content.

**Remember the purpose -** Have a set purpose when sending your email; promote a product, an event or a promotion. Ensure you know what you want to get from the campaign and what action you want the recipient to take.

**Personalising -** where possible personalise your emails – e.g. Dear {name/title} and also location/time/product

**Concise Benefits -** not long winded features.

**Keep it short -** postcard rather than letter - more of us are viewing email on smaller devices such as our phones. Teachers are busy, avoid too much information and simplify your message.

**Image heavy emails** - These can be very successful just ensure there is text to entice them to download the images.

**Competitions & recommend a friend great for sign-ups.**

**Teachers want to know prices and final costs up front. Include any discount, postage etc.**

**Links -** ensure website landing pages that you use as links are relevant to the product they have clicked not just a link to the homepage.

**Strong call to action** - Call (Tel no) or Click here to Order Now for 15% discount. The goal of your email should always be to engage your recipient and make them interact with your email, a call to action is key. Make them want to click to find out more about the offer or product.

**Clear Contact details** including website, social media and telephone number, address and logos.

**Encourage Sharing Emails with Social Networks -** Teachers are avid networkers when it comes to sharing teaching resources, ideas, and advice. Sharing with a social network can be even more powerful than a forward to a friend feature. So include a click link to post your email on their social networks. Ensure you are updating your social network sites in line with your emails e.g. any new courses/offers/products.

**Measure its success - Tracking Reports** When sending to main school email addresses your email is often forwarded and untracked so they are only a gauge and a lower % of the real figure. Sales activity is the true indicator - offering something free or discounted with a code to help you monitor. Consider your call to action as if you are linking to your website then sales may come via this rather than the phone. Follow up recipients who clicked and keep a close eye on your reports. Try split testing new ideas.

**Triggered emails to automatically follow up on clicks -** People who clicked on an email could get an automatic email a week later 'thanks for your interest' etc.

**Split testing -** Split your list and run more than one subject or email template to automatically determine which produces the best response to send to your remaining data.

**Email Example:**

# TAG



## Voted MFL Card Game of the Year

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