Fed Social Week 2020

5 Insider Secrets to Email Marketing

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Your Ultimate Customer Experience Heavyweight is... EMAIL

Emails You Love 💌

Comms Overload

There's competition for your audience's attention.

Don't take it personally.

Email Trivia

How many **business-related emails** do people get a day on average?

What do you think **industry open rates** are, for a good email program?

What **platform device** do folks open email from the most? Desktop or Mobile?

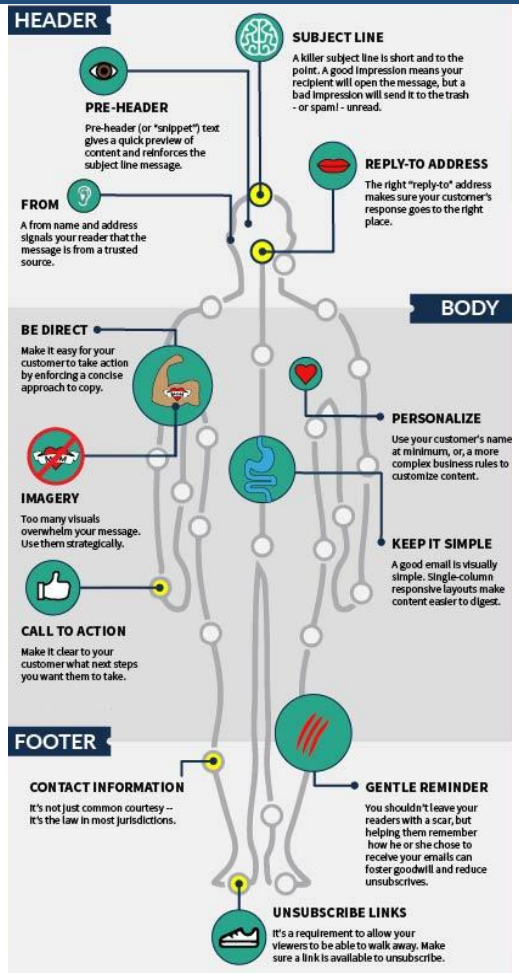
5

Tip #1

Make Messages Memorable

- Consistent **voice, style, & tone**
- **Plain language**, please!
- **Visuals**, **emojis**, **gifs** matter
- Clear **Calls to Action**
- Catchy **subject line/preview text**
- **Bulleted lists** for easier reading
- **Humor** goes a long way

The Anatomy of a Good Email



Gobble Up these Google Tips Communications ×

FUN SUBJECT LINE

EMOJI

IT Insider
to me

Nov 19, 2020, 8:07 AM

Browse to InSite

BRAND

GSA IT INSIDER

Your Weekly Source for IT News and Information

HEADER FOR IMPORTANT INFO

Outages Calendar | Training Calendar | Ask IT | IT Self Help

COVID-19: Resources, Updates, and What You Should Know

GIF

Dreaming of a Getaway?

Maybe not this year. But **Google Meet's** latest feature which is being rolled out gradually across the enterprise will make your meetings a lot more exciting!

Virtual Backgrounds lets you replace your background with an image. From an island paradise to outer space, endless worlds are at your fingertips in **Meet.**

CALL TO ACTION

Take Me Away

CONTACT INFO

For additional assistance Chat with an IT agent, visit the Self-Service Portal, or email the IT Service Desk.

FEEDBACK

DID YOU LIKE THIS NEWSLETTER?

Send us feedback by clicking on **the face that best matches yours at the moment!**

💪 Try Our Teleworking Tools Workout!

Up to Speed on Teleworking Tools?

Virtually everyone is teleworking these days. But are you up to speed on all the tools available to connect?

Train your virtual muscle with these resources to help you stay tele-productive!

- **Watch** these Telework Tools videos
- **Explore** these handy Teleworking Tips

Meet with Fewer Disruptions

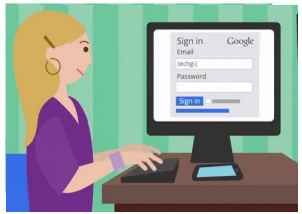
Keyboard typing, cats meowing... *What do they have in common?* They're audio disruptions Google Meet can filter out with its noise cancelling feature!

Make sure to turn this feature **"ON"** the next time you are in a Google Meet to cancel the noise so everyone benefits!

Show Me How

🧠👍 Boost Your Brainpower with These Tech Tips

The Easy Way with 2FA



When teleworking, remember it's easy to get connected using **2-Factor Authentication (2FA).**

2FA lets you access Gmail, Concur, InSite, Salesforce, and the Self Service Portal -- plus, a long list of other GSA resources that don't require VPN.

Watch this 2-minute video for a quick refresher on how to connect.

Faster with 2FA

Get Your Tidy Back

Remember when your computer was new—when your desktop was clean and organized? **October 19 is National Clean Your Desktop Day.** It's time to get your tidy back!

- **Delete unused icons**
- **Pin favorite apps** to the Start Menu
- **Combine related files** in folders
- **Move files from your desktop** to Google Drive

Tidy Up with Drive

Tip #2

Create Customer-Centric Content

- **Customer comes first** - what's most important to them?
- **Editorial calendar** to line up key messaging
- **User-generated content**
- **Embedded customer surveys** to collect feedback
- **Closing the loop**

Tip #3

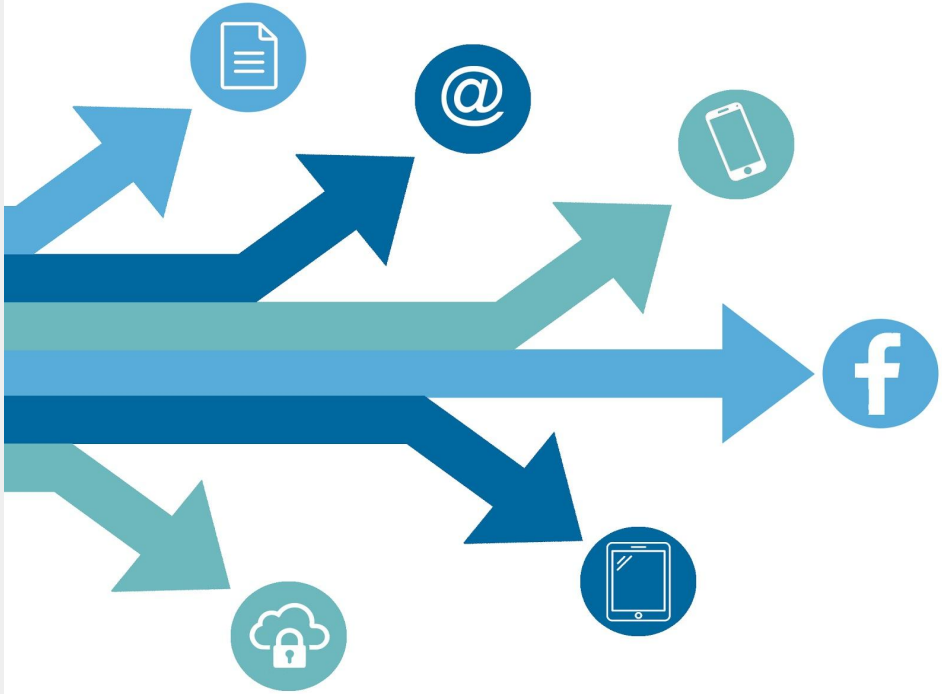
Dig into the Data

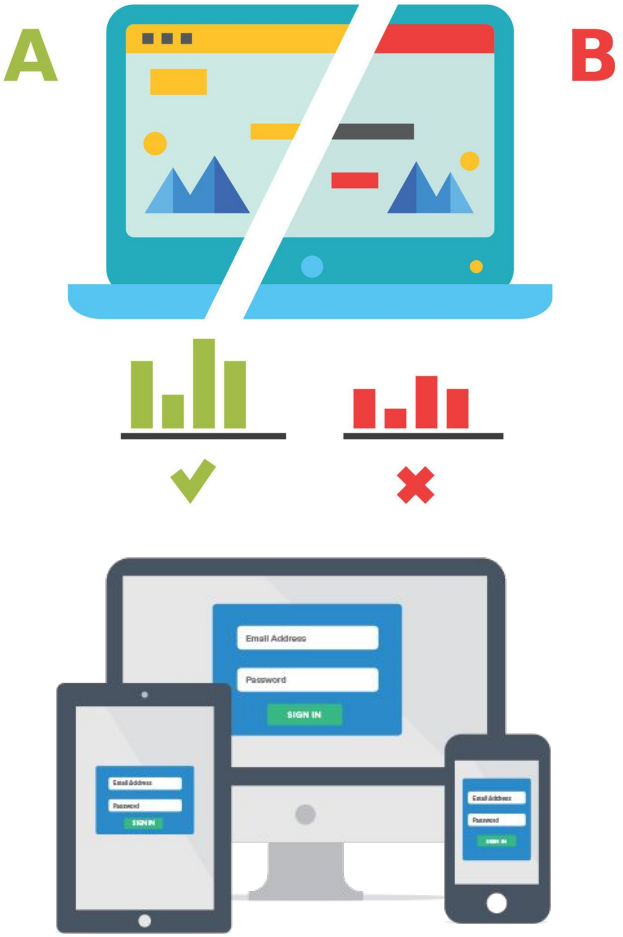
- **What's working well?**
- **What fell flat?**
- **Open & click rates** - there's more to the story
- **Reader behavior** as feedback loop
- **Trending data**
- **Help Desk tickets, reports, and analytics** to determine content strategy

Tip #4

Select a Send Strategy

- **Targeted** messaging
- **Time of send**
- **Shared email send calendar** to avoid message overload
- Preferred **channel of communication**
- Performance of **buttons** versus **links**





Tip #5

Test & Try New Things!

- Learn customer preferences from **A/B Testing**
- Experiment with **template/layout changes**
- Test messages on **mobile devices** before you send
- Opposite of success is not failure, **it's wisdom.**

Good email is a team sport and requires:

- A Strategy
- A Consistent Send Schedule
- A Consistent Branding Look
- An Editorial Calendar
- Accurate Content

And team members that:

- Put the reader first
- Respect readers' time
- Enjoy writing
- Create engaging visuals
- Serve as backup editors
- Understand email data

How to Contact Us

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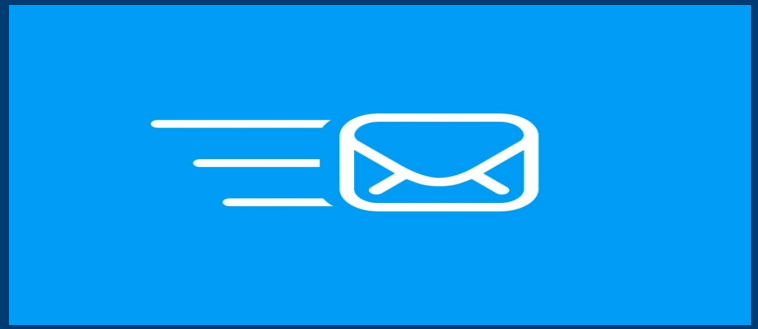
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