



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

A person in a dark blue dress is sitting at a light-colored wooden desk, typing on a white keyboard. A large, chaotic explosion of papers, emails, and documents is erupting from the computer monitor, filling the upper half of the frame. The papers are in various colors (white, yellow, red, blue) and are flying in all directions, creating a sense of overwhelming information. The person's head is obscured by the papers, suggesting they are completely overwhelmed.

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?

125+

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

20%

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

Mobile



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

HEADER



SUBJECT LINE

A killer subject line is short and to the point. A good impression means your recipient will open the message, but a bad impression will send it to the trash - or spam! - unread.



PRE-HEADER

Pre-header (or "snippet") text gives a quick preview of content and reinforces the subject line message.



FROM

A from name and address signals your reader that the message is from a trusted source.



REPLY-TO ADDRESS

The right "reply-to" address makes sure your customer's response goes to the right place.

BODY

BE DIRECT

Make it easy for your customer to take action by enforcing a concise approach to copy.



IMAGERY

Too many visuals overwhelm your message. Use them strategically.



CALL TO ACTION

Make it clear to your customer what next steps you want them to take.

PERSONALIZE

Use your customer's name at minimum, or a more complex business rules to customize content.

KEEP IT SIMPLE

A good email is visually simple. Single-column responsive layouts make content easier to digest.

FOOTER

CONTACT INFORMATION

It's not just common courtesy -- it's the law in most jurisdictions.

GENTLE REMINDER

You shouldn't leave your readers with a scar, but helping them remember how he or she chose to receive your emails can foster goodwill and reduce unsubscribes.

UNSUBSCRIBE LINKS

It's a requirement to allow your viewers to be able to walk away. Make sure a link is available to unsubscribe.



Gobble Up these Google Tips [Communications](#)

IT Insider

to me

FUN SUBJECT LINE

EMOJI

Nov 19, 2020, 8:07 AM

BRAND

GSA★IT

IT INSIDER

Your Weekly Source for IT News and Information

[Browse to InSite](#)

HEADER FOR IMPORTANT INFO

Outages Calendar

Training Calendar

Ask IT

IT Self Help

[COVID-19: Resources, Updates, and What You Should Know](#)

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**.

[Take Me Away](#)



Virtual Background

GIF

CALL TO ACTION

CONTACT INFO

FEEDBACK

For additional assistance [Chat](#) with an IT agent, visit the [Self-Service Portal](#), or email the [IT Service Desk](#).

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

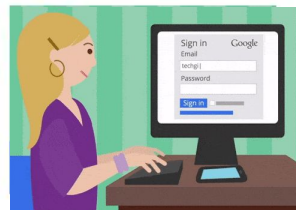
The Easy Way with 2FA

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

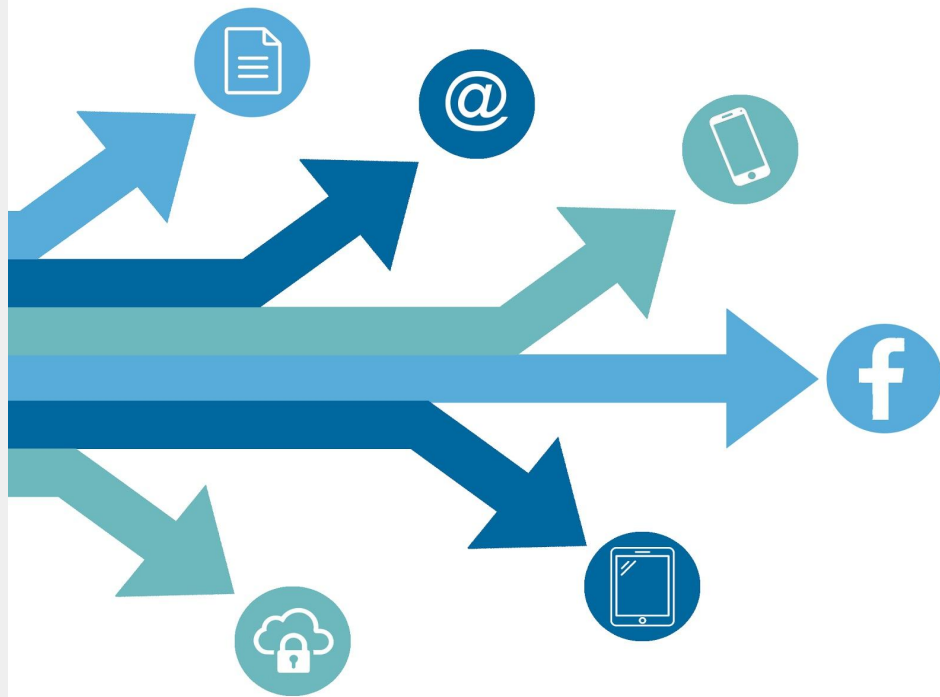
Dig into the Data

- 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

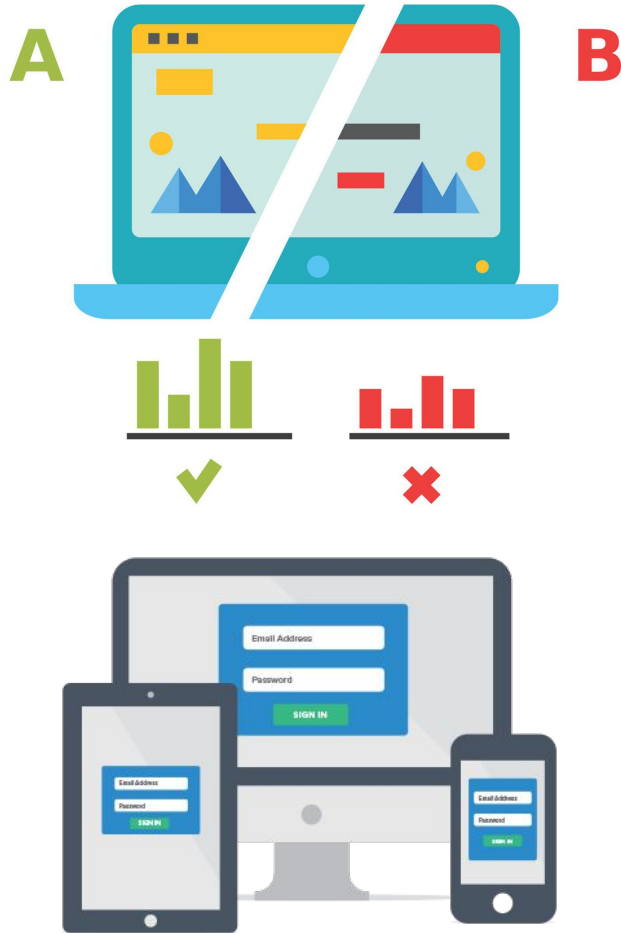
- **Targeted** messaging
- **Time of send**
- **Shared email send calendar** to avoid message overload
- Preferred **channel of communication**
- Performance of **buttons** versus **links**



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



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