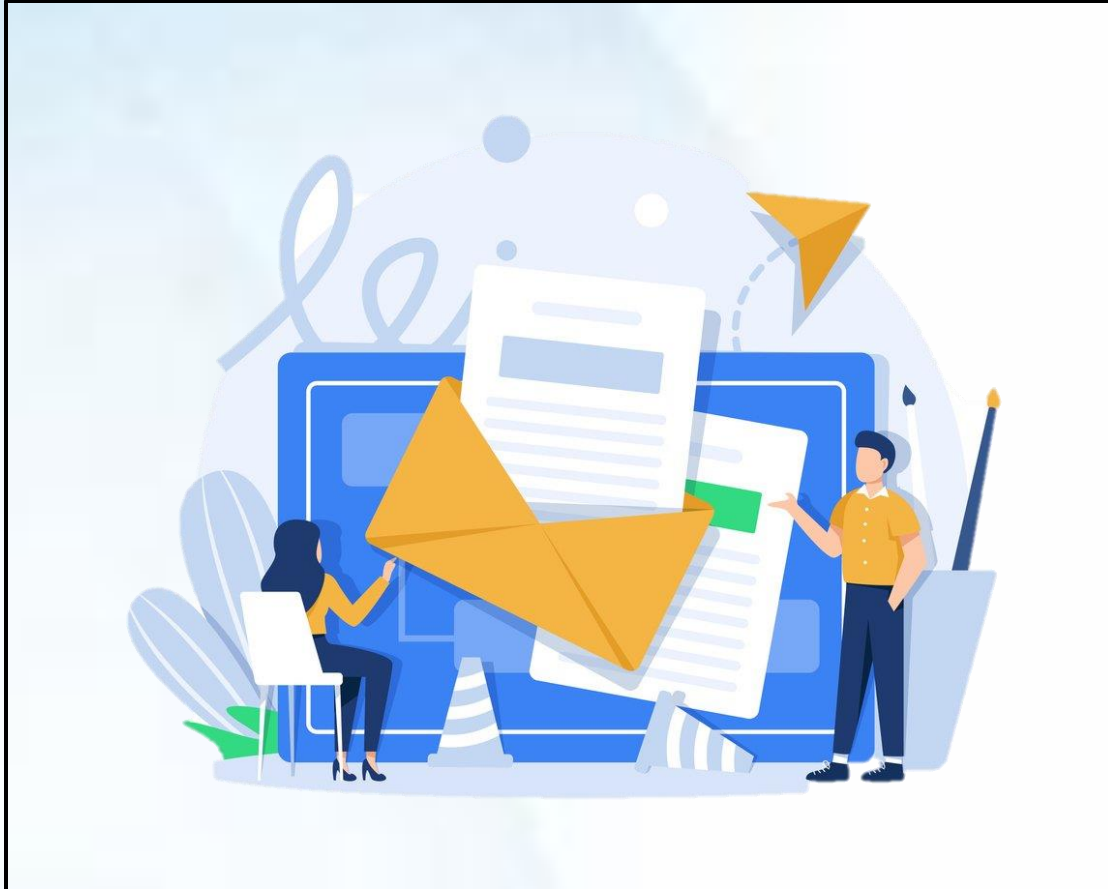# E-MAIL ETIQUETTES

Presented By:-

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Batch:- Bill Gates 2024
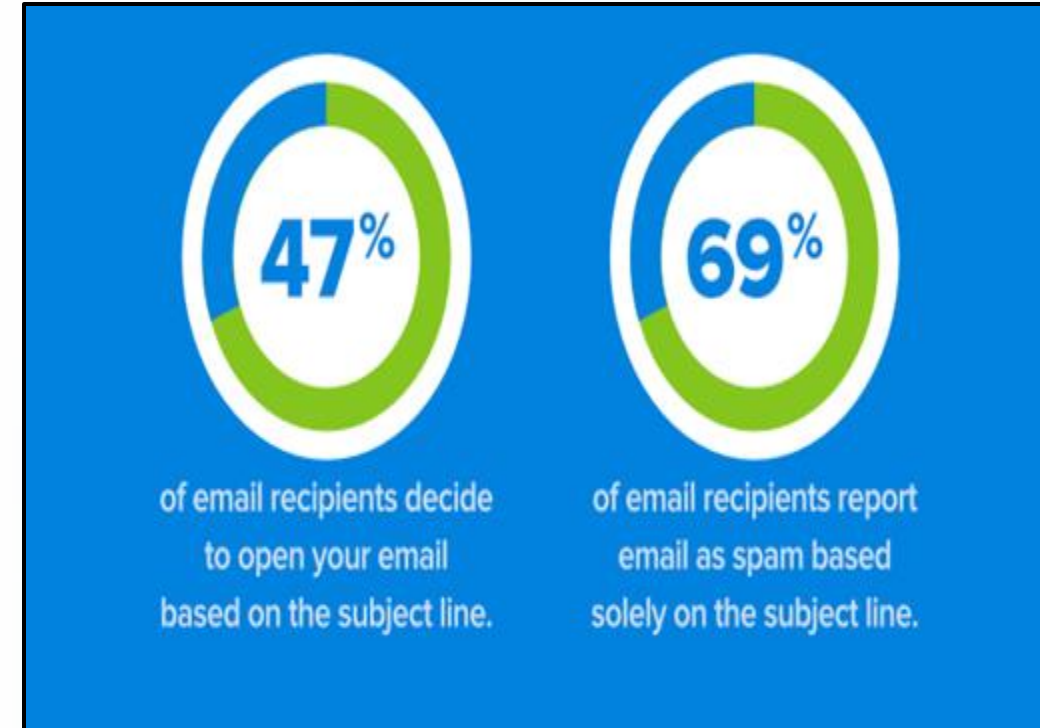
Yours sincerely, ChatGPT.

ME LOOKING CLEVER ON AN EMAIL

CHATGPT

THE FACE YOU MAKE

WHEN SOMEONE SAYS THAT EMAIL MARKETING IS DEAD

E-MAIL ETIQUETTES

SUBJECT LINE MASTERY

o Subject lines are the first impression readers get of your email

o Craft subject lines that accurately summarize email content to grab

recipients

o Subject lines serve as email headlines influencing open rates

o A well-crafted subject line is crucial in email communications

47% of email recipients decide to open your email based on the subject line.

69% of email recipients report email as spam based solely on the subject line.

PROFESSIONAL GREETINGS

❑Appropriate Salutations

o Begin emails with formal salutations like 'Dear Mr./Ms.'

o Address recipients using their proper titles and names.

o The opening salutation sets the tone for the entire email.

o Using appropriate greetings shows professionalism, enhancing the overall communication

Dear sir/madam

CLEAR & CONCISE CONTENT

- ➤ Brief & To the Point

- ➤ Keep email content concise and focused

- ➤ Clarity and brevity are key

- ➤ Concise emails

- ➤ Using bullet points
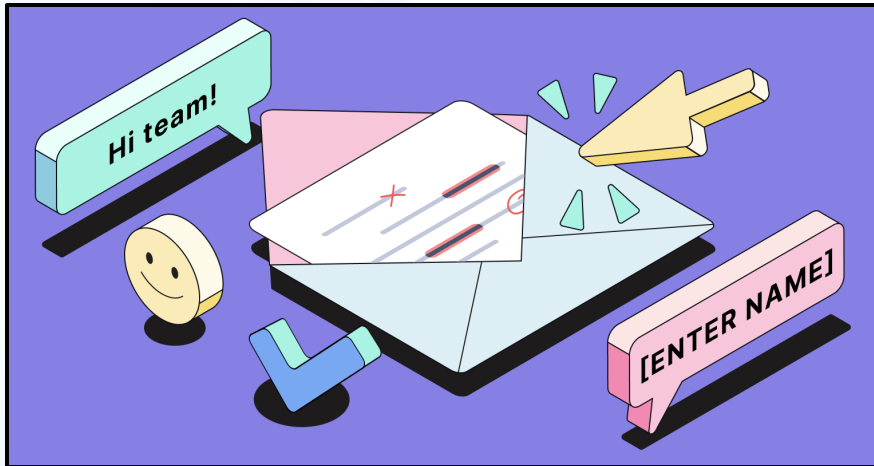
POLITE & PROFESSIONAL TONE

➢ Courtesy & Respect

➢ Maintain a polite and professional language

➢ Using courteous language fosters

➢ Professional tone

➢ Avoiding informal language

GRAMMAR & SPELLING ACCURACY

❑ **Proofread Thoroughly**

o Proofread emails meticulously to eliminate grammar and spelling errors, ensuring that your message is conveyed clearly and professionally.

o Proper punctuation and capitalization enhance the readability and professionalism of your emails, leaving a positive impression on recipients.

o Errors in grammar and spelling can detract from the credibility of your message, making proofreading an essential step in email communication.

o Attention to detail in grammar and spelling reflects your commitment to professionalism and excellence in all aspects of communication.
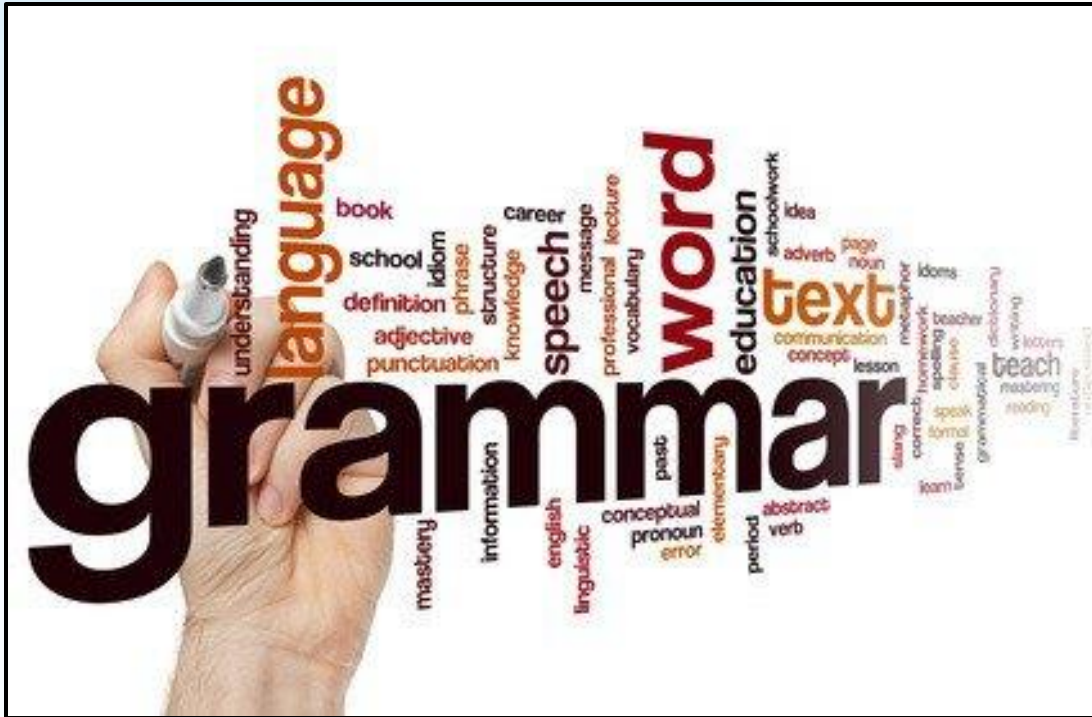
ATTACHMENTS BEST PRACTICES

❑ **Relevant & Referenced**

- o Include attachments only when necessary, referencing them in the email to provide context and explain their relevance to the message.

- o Mention the type and purpose of attachments to guide recipients on what to expect and how the attachments contribute to the email content.

- o Relevant attachments add value to the email, providing additional information or supporting documents that enhance understanding and clarity.

- o Carefully selecting and referencing attachments ensures that recipients understand their importance and relevance to the email conversation.
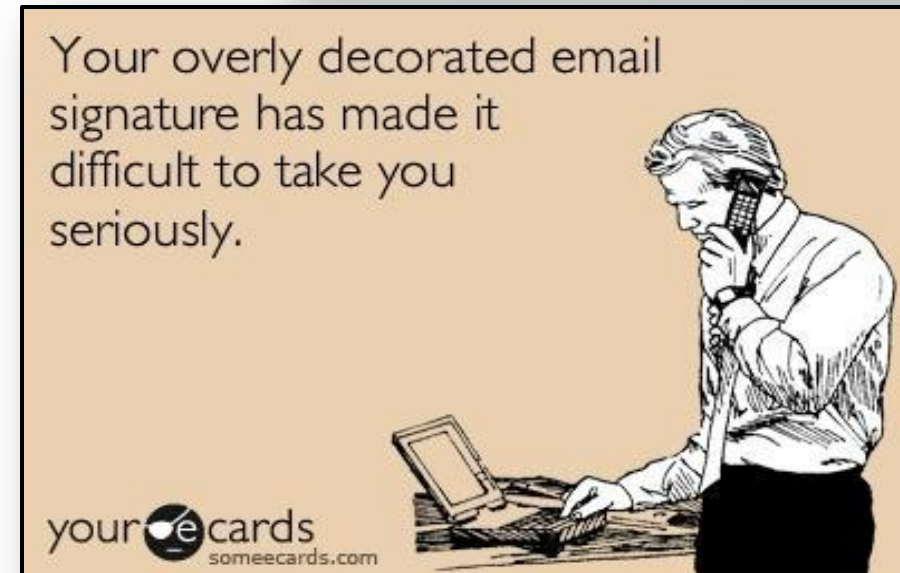
RESPONSE TIME: MASTERING THE ART OF TIMELY REPLIES

SOME BRAND WE APPARENTLY GAVE AN EMAIL ADDRESS TO THREE OR FOUR YEARS AGO WANTS US TO KNOW THEY'RE HERE FOR US IN THIS DIFFICULT TIME.

TOM FISH BURNE

© marketoonist.com

- ✓ Demonstrates respect for the sender's time.
- ✓ Prevent delays and misunderstandings.
- ✓ Setting clear expectations for follow-up actions improves task management.
- ✓ Maintain effective communication flow.
- ✓ Establishes accountability in professional interactions.

THE FINAL FLOURISH: SIGNATURE & CONTACT

- ✓ Include name, title, and contact info.

- ✓ Avoid elaborate or decorative designs.

- ✓ Serve as a digital business card.

- ✓ Add a professional touch to emails.

- ✓ Enhance credibility and trust.

- ✓ Facilitate easy follow-up and communication.

Sorry your email signature is bigger than the actual email.

your ecards
someecards.com

Your overly decorated email signature has made it difficult to take you seriously.

your ecards
someecards.com

PROFESSIONAL INFORMATION

SOCIAL MEDIA LINKS

Morgan Mason
Executive Assistant
Example Corp. (www.example.com)
Quality since 1902!
1234 Main St., Suite 100, Anywhere, IL 60123
Phone: 815-555-1000, Ext. 123
Fax: 815-555-1001

Melanie Rose
Sales Manager DOABLY
w: doablyapp.com

Follow on Instagram

This email signature template is created by newoldstamp.com

Include your full name, job title, company, and contact details.
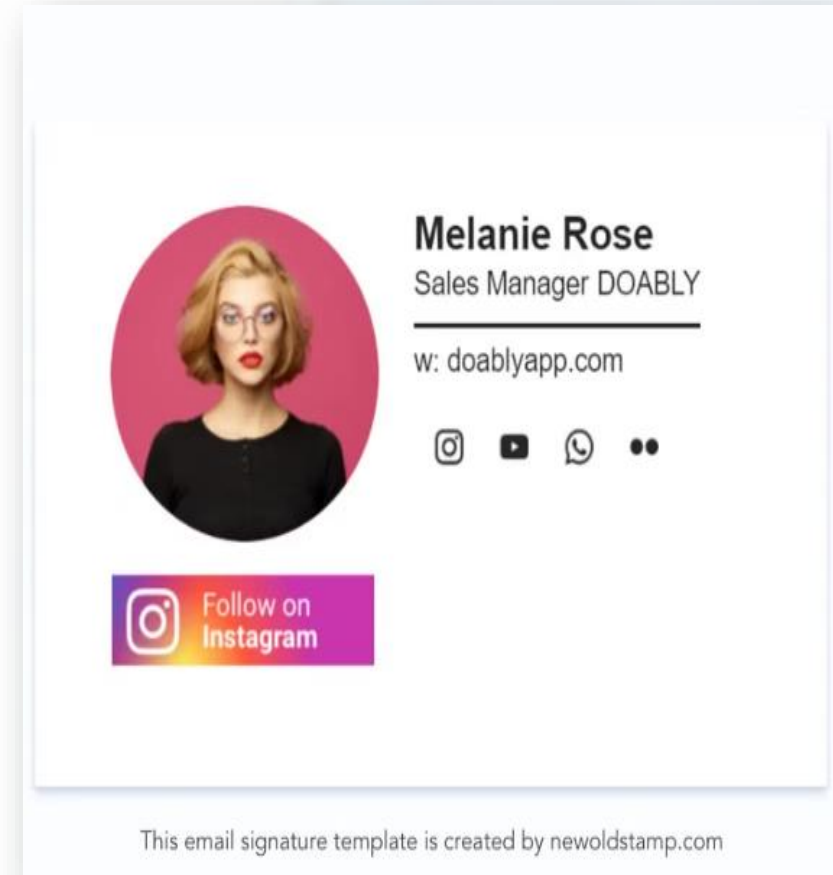
Consider adding links to your LinkedIn profile or company website if relevant

REPLY ALL & FORWORDING ETIQUETTE

❑ **Use with Caution**

o Exercise caution when using 'Reply All' and reserve it for situations where all recipients need to be informed or involved in the communication.

o When forwarding emails, ensure that the content is relevant and appropriate for all recipients, avoiding sharing sensitive or unnecessary information.

o Mindful use of 'Reply All' and forwarding helps maintain email professionalism by ensuring that communication is targeted and respectful to all parties.

o Being selective in using 'Reply All' and forwarding emails reflects your professionalism and respect for privacy and confidentiality in email exchanges.

Responded to an email. Didn't hit reply-all.

CLOSING & SIGN-OFF ETIQUETTE

❑ **Polite Endings**

o Conclude emails with polite closing remarks like 'Best Regards' or 'Sincerely' to leave a positive and respectful final impression on the recipient.

o Signing off with your name adds a personal touch to the email, providing a sense of closure and connection to the communication.

o Including your name and, if necessary, your position in the sign-off section helps recipients identify you easily and understand your role in the email exchange.

o Polite and professional closings enhance the overall tone of the email, leaving a lasting impression of professionalism and courtesy on recipients.

Business email endings

✔ Kind Regards	✖ Love
✔ Thanks or thanks again	✖ No-sign off
✔ Regards	✖ Warmly
✔ Thanks in advance	✖ Cheers
✔ Best wishes	✖ Yours truly

E-MAIL ETIQUETTES