



# TALKBOX

## 10 ways to enhance your communications

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# Today we'll be covering

- Subject lines: The good
- Subject lines: The bad
- Personalisation
- Pre-headers
- Email templates
- User experience
- Content
- Language
- Send time
- FOMO – AKA urgency



# 1. Subject lines

*The good*

Qualities of a good subject line:

- 6-10 words
- First name personalisation
- Mystery/teaser
- Relevant to what's in the email
- Urgency
- Clever & catchy

## GOOD

Subject Hey [First name] open for your exclusive HIIT workout offer...

Subject Here's your recipe of the week [First name]

Subject Taco-bout delicious recipes to make this week [First name]

Subject Your free 5 day pass is inside [First name]

Subject Want to boost your fitness [First name]? Here's \$25 off...



## 2. Subject lines

*The bad*

Nothing says 'spam' or 'unsubscribe' more than special characters & **ALL CAPS!!!**

### A few tips:

- Avoid internal language
- Do not use the word 'newsletter'
- Avoid multiple special characters
- Every word is golden
- Be professional

### **BAD**

Subject SPECIAL OFFER FOR YOU OPEN NOW|

Subject UNLIMITED REFORMER! +NO ONBOARDING|

Subject Free Gym Offer|or \$0 Activation Kit Offer 1 week only

Subject WIN!!!!!!|

Subject Hurry Last Days Stage 1 Unlimited Reformer Offer



### 3. Personalisation

*Hello, my name is*

#### Benefits of personalisation:

- Customer engagement
- Avoid the pesky junk folder
- Compete with the stacks of other emails in their inbox

**Personalisation** via segmentation can also increase the success of your communications



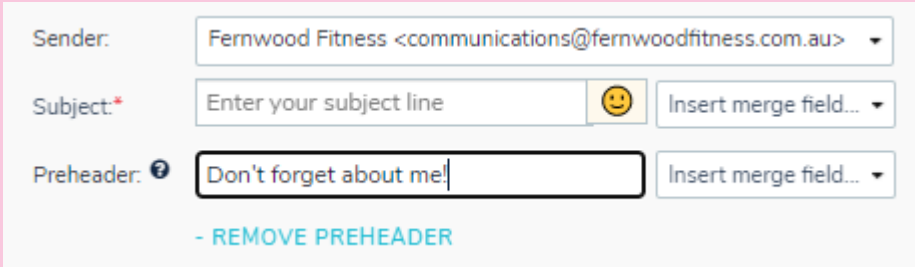
Use the  
upload +  
tag option



## 4. Pre-headers

*Your second chance*

- If you don't add a pre-header, it will be blank or pull from the beginning of the email
- A pre-header is a **second chance** to win over the recipient
- More opens = higher conversion rate



The screenshot shows an email editor interface with three main fields: Sender, Subject, and Preheader. The Sender field is set to 'Fernwood Fitness <communications@fernwoodfitness.com.au>'. The Subject field has a placeholder 'Enter your subject line' and a smiley face icon. The Preheader field contains the text 'Don't forget about me!'. Below the Preheader field, there is a link that says '- REMOVE PREHEADER'.

Sender:	Fernwood Fitness <communications@fernwoodfitness.com.au>	
Subject:	Enter your subject line	Insert merge field...
Preheader:	Don't forget about me!	Insert merge field...

- REMOVE PREHEADER

# 5. Email templates

## *Designed for Fernwood*

- Templates are brand compliant & have all the required features such as **logo**, club **contact details** (auto-filled) and the **unsubscribe function**
- There is a huge suite of **Fernwood branded** templates



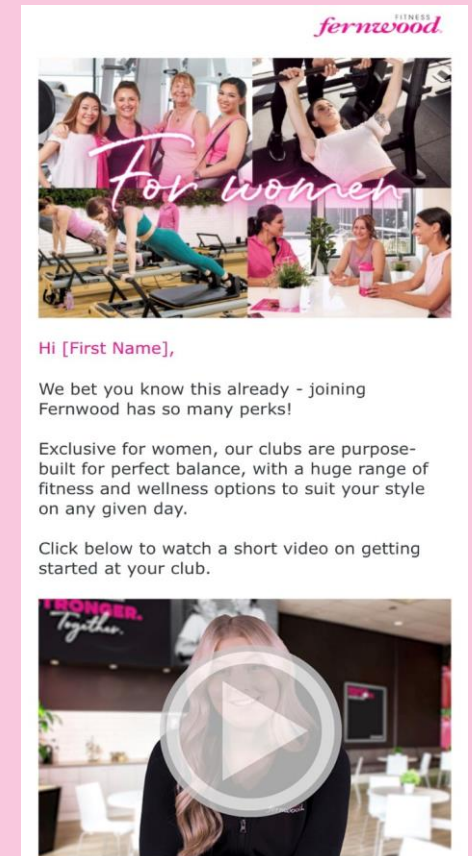
## 6. User experience

Create comms for mobile

More than 60% of people view emails on their smart phone

### Remember:

- Send a test email and view via desktop and mobile
- Existing templates in TalkBox have been designed based on best practice guidelines





## 7. Content

*Give your audience options*

As part of your monthly LAM, allow for non-campaign communications

- Monthly club-based newsletter
- Recipes + blogs included in your campaign emails
- Information about Fernwood products + services
- Events in club

Our audience  
LOVES  
free recipes



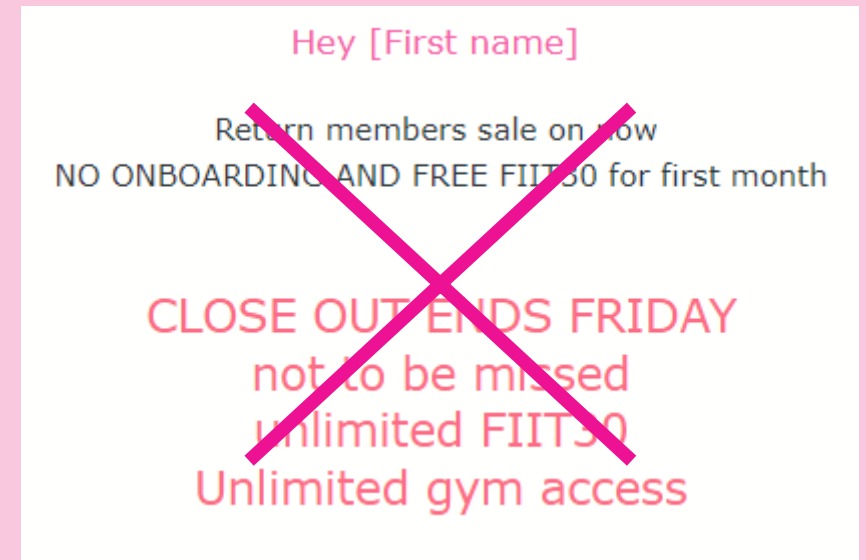
## 8. Language

*Simple & sweet*

Every communication is a representation of the Fernwood brand.

Every email & SMS must:

- Be professional
- Use language the audience understands
- Be consistent with the brand language
- Be proofread
- Have a call to action



## 9. Send time

*Choose wisely*

- Consider your **demographic** before scheduling an SMS:
  - Does your gym attract young professionals?
  - Mums?
  - Older women?
- Make sure you have **staff on reception** ready to answer any calls/SMS responses

**Optimum  
send times:**  
8-9am  
4-8pm



# 10. FOMO

*AKA urgency*

Never underestimate the power of **call-to-action** phrases such as:

- Offer ends tomorrow
- Limited time only
- Only X packs available
- Don't miss your chance





# THANK YOU!

Any questions?