SURVEY EMAIL BEST PRACTICES
ABOUT ME

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• Two-time graduate of The Ohio State University
• Almost 3 years as Director, Email Marketing & Marketing Automation with University Marketing
• 11 years focused on email marketing
QUESTIONS TO ANSWER TODAY

What is deliverability and how does it impact me?

How can I maximize the chances that my emails are seen?
WHAT IS DELIVERABILITY?

Deliverability is the ability to get your emails delivered to the inbox.

Even if an email is marked as delivered (not bounced), it could have been sent to the spam/junk folder due to poor deliverability.

These ESPN emails in my spam folder count as delivered.
More than ever, mailbox providers (i.e., Gmail, Yahoo) are looking at recipient engagement to determine inbox placement.

**Email engagement**
Are people opening and clicking your emails?

**List quality**
Is there a high proportion of your list that hasn’t been opening your – or any – emails?

**Spam rate**
Does the number of clicks on the spam button trigger red flags?
When people engage with your emails in a positive way – opening, spending time reading, clicking – mailbox providers are less likely to place your emails in the spam folder.

**Audience segmentation** is the first step to ensuring engagement. Targeting the appropriate audience makes it more likely that the message will be relevant, which naturally leads to good engagement.
ENGAGEMENT BEST PRACTICES

Subject lines

- For surveys, be clear that it’s a survey/that their opinion is needed (and it’s okay to mention an incentive, if applicable)
- Opinions on the best subject line length vary
- Utilize the preheader text

<table>
<thead>
<tr>
<th>Company</th>
<th>Subject Line</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pet Palace</td>
<td>Pet Palace Needs Your Help (For a Chance to Win $250)! - short online survey, and share your feedback regarding your experience at Pet Pal.</td>
</tr>
<tr>
<td>DICK’S Sporting Go.</td>
<td>Elaine, Tell Us About Your Delivery And Earn $10 off $50 In-Store or Online! - Review Delivery of Your Product</td>
</tr>
<tr>
<td>Starbucks Rewards</td>
<td>How was your visit? Let us know. - 3 minute survey about your experience, we’ll add 10 Bonus Stars to your account within 3 days.</td>
</tr>
<tr>
<td>Graeter’s Ice Cream</td>
<td>We want to hear your feedback on our Summer Bonus Flavor! - Thank you for your recent visit, we want to hear your feedback.</td>
</tr>
<tr>
<td>TripAdvisor</td>
<td>Elaine Yavorcik, Your opinion is needed! - TripAdvisor Hi, Elaine Yavorcik 9 reviews 2 helpful votes Hi Elaine Yavorcik Thank you for using your</td>
</tr>
</tbody>
</table>
ENGAGEMENT BEST PRACTICES

Content

• Keep it short and sweet! Most people scan their emails
• Include a clear call-to-action (your survey link!) – buttons stand out and are harder to resist
• Personalize where it makes sense

Dear Colleague:

The Enterprise Project team is seeking to gauge your awareness of the project. Please take 5-10 minutes to complete an initial Change Management Survey:

Take the survey

The survey link is unique to you, please do not forward it to others.

The survey aims to capture your current perception of the project. We encourage you to answer each question, recognizing that you may not be entirely familiar with project specifics yet. Your feedback will help guide our effort to fully prepare the university community to understand and implement the business improvements.

Please submit your responses as soon as possible, as the participation window closes on Monday, November 20. If you have any questions, please contact enterprise-project@osu.edu. Thank you, in advance, for your contributions and collaboration.

Thank you,

John Hrusovsky
Project Director, Enterprise Project

Anne Massaro
Director, Organizational Change Management
ENSURING THE QUALITY OF YOUR LIST

If mailbox providers notice that you’re sending emails to lists with **inactive email addresses**, your emails are more likely to end up in the spam folder.

**DO**
- Send to email addresses that have a recent history of opening
- Consider suppressing email addresses that haven’t opened any emails in the last 12 months

**DON’T**
- Collect email addresses from the internet
- Buy email addresses
- Continue sending to people who never respond
WHY DO PEOPLE MARK EMAILS AS SPAM?

They don’t recognize the sender

Make sure it is recognizable to the recipient

Box-Steffensmeier, Janet M.
Reappointment Review for Associate Executive Dean Steve Fink

Dear Colleagues,

The previous email needs a title correction. Dr. Steve Fink’s correct title is Associate Executive Dean for Curriculum and Student Engagement.

Dr. Steve Fink’s current term as Associate Executive Dean for Curriculum and Student Engagement concludes at the end of the Spring 2019 academic term. Dr. Fink has expressed his willingness to be considered for reappointment, and your assessment is very important in this process. Please take a few minutes to complete the survey regarding his service as dean. Rest assured that your responses will be aggregated for review, and thus remain completely anonymous to all of us in the college. Please complete the survey by February 17, 2019.

Please click on this link to complete the short survey. Take the survey.

You may also copy and paste the following link into your preferred web browser:

https://www.qualtrics.com/

You can choose whether or not to participate in this confidential survey, and may withdraw at any time. You may also choose not to respond to any question(s).

Survey is only one source of information in the dean re-appointment process. Please feel free to reach out to me directly at this time.

Please feel free to reach out to me directly at this time.

Janet M. Box-Steffensmeier

Interim Executive Dean & Vice Provost for Arts & Sciences

Pro tip: Not sure what will work best for your audience? Run an A/B test!
WHY DO PEOPLE MARK EMAILS AS SPAM?

They don’t recognize the sender
Make sure it is recognizable to the recipient

They don’t know why they received it
Be clear about why the recipient was sent the email

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Office of Academic Affairs
Summer Term Awareness Survey

Dear Students:

The Ohio State University wants to make sure our students are aware of all options to help them complete their degrees in an efficient and affordable manner. Therefore, we are asking for your feedback through the Summer Term Awareness Survey.

The data from the survey will help inform how and when we communicate with students about Summer Term course offerings in the future and will guide the messages of future communications.

You can complete the survey online by clicking the link below or by copying and pasting it into your browser. Please know that your responses are completely confidential.

Follow this link to the Survey:
Take the Survey

We ask that you take a few moments to answer a few questions to help us identify where the university is effective in providing information to students about Summer Term courses and where we can improve.

Sincerely,

Beth V. Hume, Vice Provost for Undergraduate Studies and Dean of Undergraduate Education
WHY DO PEOPLE MARK EMAILS AS SPAM?

- They don’t recognize the sender
- Make sure it is recognizable to the recipient
- They don’t know why they received it
- Be clear about why the recipient was sent the email
- They don’t know how to unsubscribe
- Provide a clear and easy opt out option and honor requests

For best results:
Put the unsubscribe link at the bottom of the email – away from other body text – using the words unsubscribe, manage preferences or opt out so it’s easy to find when scanning the content.
WHY DO PEOPLE MARK EMAILS AS SPAM?

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  - Make sure it is recognizable to the recipient

- They don’t know why they received it
  - Be clear about why the recipient was sent the email

- They don’t know how to unsubscribe
  - Provide a clear and easy opt out option and honor requests

- They receive too many emails
  - Don’t over-send

Sometimes you catch people on a bad day and they are reacting to an influx of emails in general. But you can still take steps to not let it be your emails that cause frustration.

Recommended survey email cadence:

1. Invitation to take the survey when it opens
2. If necessary, send a single reminder 1-3 days before the survey closes (if possible, remove those that have responded and/or only send to non-openers)
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- They believe the content looks suspicious
  - Implement consistent visual cues

HTML templates are nice, but not always necessary. “Personal notes” are often effective, especially when the recipients receive other emails from the sender.

If you choose to use an HTML template…
• The brand templates have been updated!
• Easier to use, accessible and updated to render in all of the latest email clients

Find the latest at brand.osu.edu
The Email Community of Practice is a group for all university email marketers. We meet every other month to discuss industry updates, challenges, opportunities and best practices.

Next meeting:
March 27 (tomorrow) at 3pm in the Barbie Tootle Room (Ohio Union)

Email us to be added to the distribution list (or if you have questions about email marketing!): emailmarketing@osu.edu
THANK YOU!