Welcome to the Email Strategy webinar, we will begin at 2:00 ET.

Housekeeping

Twitter

Follow @Granicus and use **#Granicus19** to share what you learn.

Resources

Download related resources, including the **slide deck**, via the controls.

Questions

Our expert will take questions at the end. Submit questions through the **Q&A** section.

Recording

The recording and slide deck will be **emailed** to you next week.

For anything else, please email us: info@granicus.com

Agenda Today

1

Overview

State of Email and Helpful Early Tips

2

Common Flaws

Serial offenders in email design or strategy that could be holding you back

3

Simple Fixes

Quickly adjust to ensure that your constituents are engaged and informed

4

Expert Tactics

Identify key areas for iterative improvement

5

Question and Answer

Today's **Speaker**

Shawn Pillow

Director of Sales Enablement

Shawn Pillow is the Director of Sales Enablement with Granicus, focused on scaling communications, messaging and training in an engaging way. A decade of experience building and marketing software solutions for government and hotel sectors have curated a passion for reimagining the connections between organizations and the communities of people they serve. As a consultant, he orchestrates marketing for startups in the craft beverage space, as well as a variety of nonprofit organizations. A proud graduate of Duke University, Shawn spends his free time devouring podcasts, running, or playing with his two year-old rescue pup, Stanton.

Overview

Your communications strategy plays a critical role in your agency's ability to accomplish its mission. Email is the most adaptable, cost-effective, and measurable channel for delivering goals and keeping your constituents in the loop.

However, what could be preventing you from taking the next step and how can you troubleshoot these common issues?

The State of Email

It remains the most valuable communications channel.

- 53% of emails opened on mobile devices

- 75% of Gmail users access via mobile

- 6X likelihood to click email vs. tweet

- 5X likelihood to see email vs. facebook

- Less than 2% of facebook followers see any given post

Pre-Sending Tips

Optimize Your Open Rate

- Identify Yourself

  - 68% of recipients indicate that the "From" name impacts their decision to open an email.

- KISS

  - The best subject lines are fewer than 50 characters – many mobile email clients limit to 30 or 35 characters.

- Explain Yourself

  - Use a preheader 100% of the time; beautiful content that's never seen doesn't help anyone.

Pre-Sending Tips

Manage Your Message

- ## Be Balanced
  - Don't overwhelm the audience break up text into paragraphs with headers

- ## Plan to Follow Up
  - Analyze and Test potentially high-impact items to inform ongoing strategy.

- ## Mind the App
  - Many readers will use a variety of email apps on a variety of devices (desktop, mobile, tablet)

- ## WIIFM
  - Tailor the format of your message to its purpose and emphasize the value to the recipient of the call-to-action or information.

Frequent Design Flaws

And Simple Fixes

Full Email Images

Lacks accessibility and loads slowly

- Hard to read the image

- Is not accessible and properly tagged for screen readers

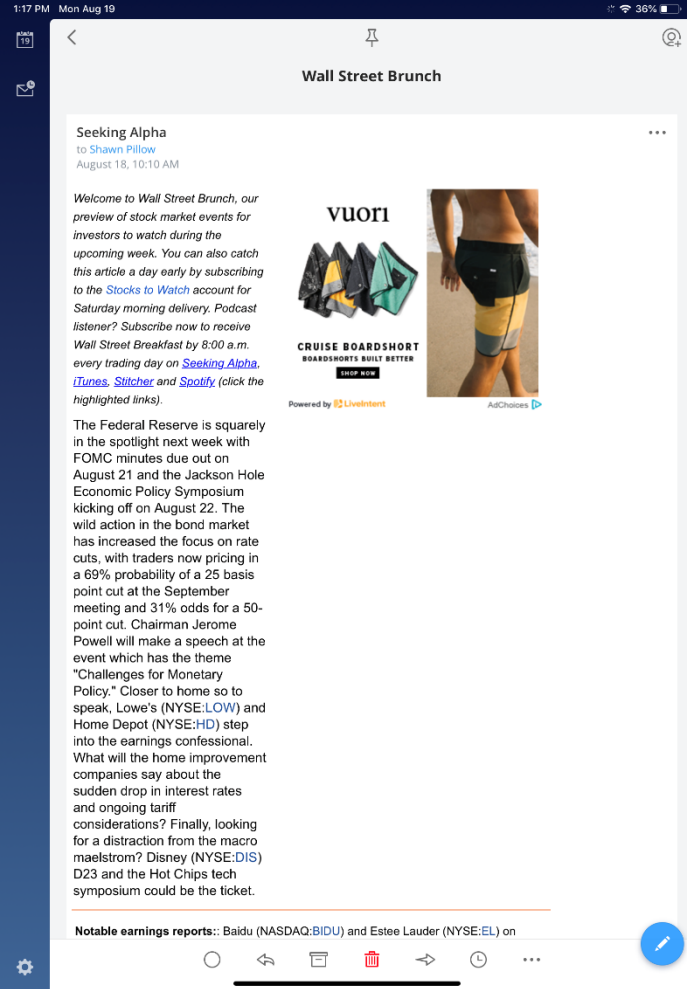- Image is not linked so no data is available on engagement

Avoid Design Clutter

Draw attention to key items

- Bolded text links to content

- High contrast with substantial white space

- Media peeking above the fold

- Clear intention and an action-oriented subject line
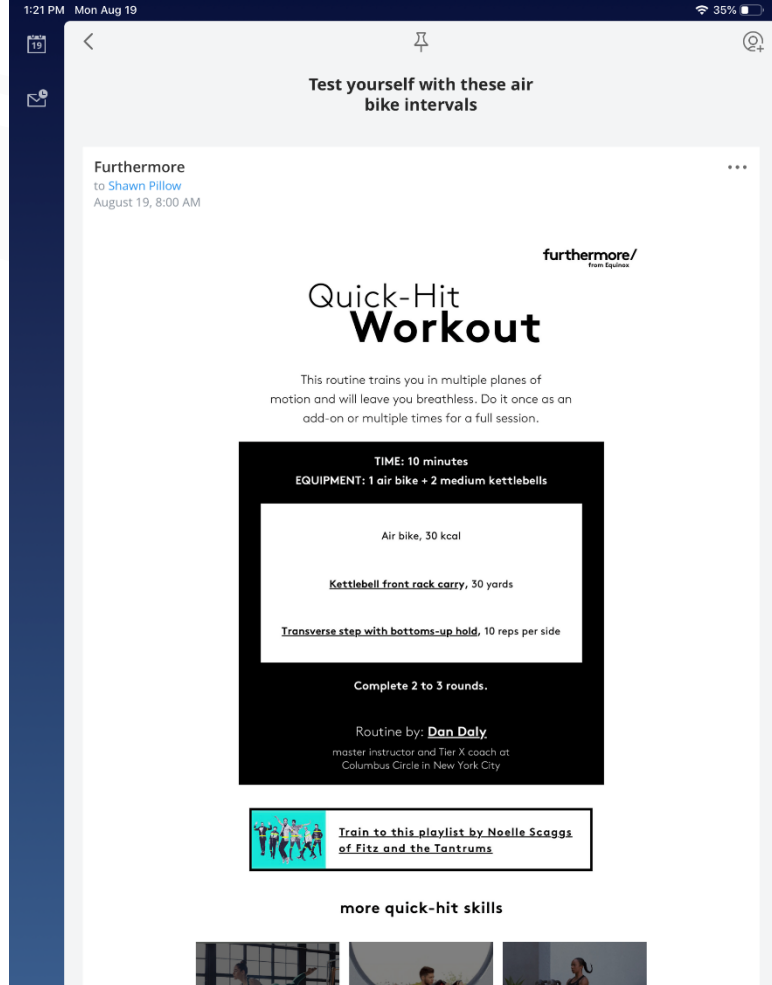
Fail to Plan...
Plan to Fail

- Test, Test, Test

- Even within device families, screen sizes may vary

- Secondary email clients grow in popularity

- Formatting images/text can be disruptive, burying your message

Avoid Walls of Text

No CTA = No Metrics

WASHINGTON – Today, the Bureau of Industry and Security (BIS) of the U.S. Department of Commerce identified 46 additional Huawei Technologies Co., Ltd. affiliates that require inclusion on the Entity List, as part of a routine review of all Entity Listings. Since May, the Department has added over one hundred persons or organizations to the Entity List in connection to Huawei. The new restrictions on these affiliates are effective today, August 19th.

BIS has also announced that it will extend the Temporary General License (TGL) authorizing specific, limited engagements in transactions involving the export, reexport, and transfer of items – under the Export Administration Regulations (EAR) – to Huawei and its non-U.S. affiliates which are subject to the Entity List. The continuation of the TGL is intended to afford consumers across America the necessary time to transition away from Huawei equipment, given the persistent national security and foreign policy threat. This license will be effective on August 19, 2019 and last an additional 90 days.

"As we continue to urge consumers to transition away from Huawei's products, we recognize that more time is necessary to prevent any disruption," said Secretary of Commerce Wilbur Ross. "Simultaneously, we are constantly working at the Department to ensure that any exports to Huawei and its affiliates do not violate the terms of the Entity Listing or Temporary General License."

Outside of the scope of the TGL, any exports, reexports, or in-country transfers of items subject to the EAR will continue to require a license granted after a review by BIS under a presumption of denial.

Huawei was added to the Entity List after the Department concluded that the company is engaged in activities that are contrary to U.S. national security or foreign policy interests, including alleged violations of the International Emergency Economic Powers Act (IEEPA), conspiracy to violate IEEPA by providing prohibited financial services to Iran, and obstruction of justice in connection with the investigation of those alleged violations of U.S. sanctions, among other illicit activities.

The Bureau of Industry and Security's mission is to advance U.S. national security and foreign policy objectives by ensuring an effective export control and treaty compliance system and promoting continued U.S. strategic technology leadership. BIS is committed to preventing U.S.-origin items from supporting Weapons of Mass Destruction (WMD) projects, terrorism, or destabilizing military modernization programs. For more information, please visit www.bis.doc.gov
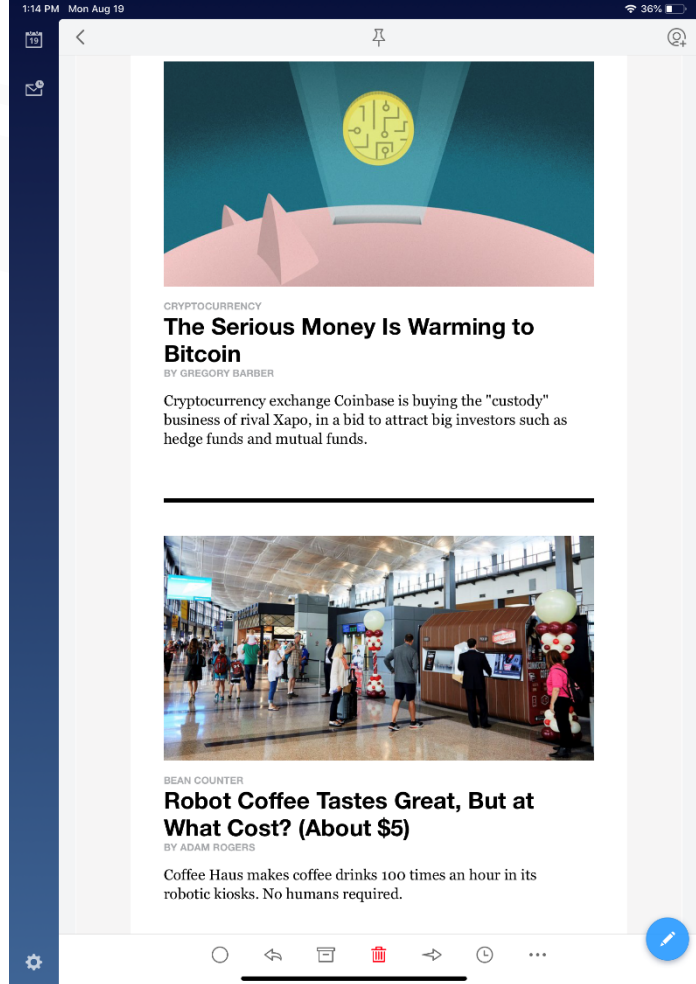
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Informational Content can be used to promote more engaging subjects elsewhere.

Images Create Contrast

Draw attention to key items

- Maximize space with teasers

- High contrast with substantial white space

- Media peeking above the fold

- Clear intention and an action-oriented subject line

Quick Next Steps

Consider incorporating these into your email strategy

CROSS-PROMOTE

Use exposure and interest in one topic to draw attention to others

DRIVE TRAFFIC

Link back to your website – close the loop with website analytics

EXPERIMENT

Don't be afraid to try a variety of messaging and voices

COPYWRITING

Avoid technical language and speak to your specific audience

CONSERVE TIME

On average, readers spend less than an hour outside their primary inbox

CALENDAR

Use a content calendar to map out your message cadence.

Questions?

If you haven't already, submit them now