

3 WAYS TO ENGAGE STUDENTS WITH EMAIL

We asked students about commercial client emails they get from us.

UCAS

HERE ARE 3 KEY FINDINGS:

1. Make a connection

Students told us emails that spoke to them personally and related to their interests were best:

- 👎 "Long, seemingly unimportant information. Not feeling as if it relates to me in any way."
- 👍 "If the email is addressed directly to me and is based on what I am interested in."

Our research shows that **personalising email with the recipient's name or subject of interest** can increase open rates by up to 4%. **Using a pre-header** also helps grab attention and can improve open rates by up to 7%.

2. Be clear

75% of emails views are on mobile and many students have expressed to us their want for clearer content: (statistics from Inbox Monster March 2023)

- 👎 "Bad formatting, unhelpful content, irrelevant content, if the emails are oversaturated."
- 👍 "Punchy, relevant title and eye-catching design and content."

A one column or responsive design ensures email creative works on any device. **Snappy content, clear calls to action and use of buttons** also improve engagement – especially on mobile. With the average email read time

being 13 seconds it is key to display important facts in the clearest and most concise way possible. (Statistics from Inbox Monster March 2023)

3. Stay relevant

Students used the word 'relevant' / 'irrelevant' 220 times when asked about email engagement:

- 👎 "If it has a lot of wording that is mostly useless and has no imagery or some sort of media."
- 👍 "Straight to the point, provide interesting, relevant, and fun information."

Targeting your campaign and tailoring your message to that audience is key to improving relevance and driving engagement. **Imagery can also be a really good way to get a message across quickly.**



For help with your marketing campaign contact: **01242 544 881 / services@ucas.ac.uk** or see our website for more **creative tips & specifications.**

BEST PRACTICES

1. Think about subject line length

It is key to consider mobile opens when you put together your subject line. With around 75% of email opens happening on mobile, subject lines need to convey a lot in a short space. 40 characters is a good length to aim for. (Email statistics from Inbox Monster March 2023)

2. Make good use of pre headers

A third of what recipients see in their inbox when your email lands in it is the pre-header. Use this extra space to add some extra details, such as a call to action, to entice your recipient to open your email.

3. Avoid spam words

Free, £, cashback, using all capital letters can all trigger spam filters in inboxes. This can mean your email doesn't land in someone's inbox but makes its way into Junk, potentially meaning it goes unseen.

4. Design your email for mobile

Think about how long a recipient may spend scrolling before they get to the first potential area to engage. Place buttons and call to actions high up in the email, don't leave them until after long paragraphs of text or recipients may not make it to them.

5. Carefully consider your targeting when retargeting

Resending the same email to all who received your first email may drive people to mark the email as spam. It's far better to retarget those who did engage with new content which follows on from the first send they received, creating a clear customer journey or, retarget those who did not engage with a new subject line or fresh email content to provide them with something new and different.

