



# Circulation Management & Audience Development

## Email Tips

Sender **reputation** and **content relevance** are the most important elements influencing deliverability –

**Reputation is established over time by emailing only well-managed prospect lists**

**Subscribers respond to magazine's name recognition**

**Content must appeal to your market in terms of targeted features and benefits**

- Test the way your email looks in different browsers such as Explorer, Firefox, Safari and Opera.
- Test resending to non-openers one week after initial broadcast using a different subject line. Suppress those who opened the previous email from subsequent broadcasts. Sometimes a series of emails spaced about a week apart works best.
- Use a call to action button at the top and bottom of the email and make some text clickable throughout the body copy. It should be easy to respond throughout the email.
- If your headline is an HTML graphic that includes your offer, restate the offer in the first line of text. Some browsers strip graphics. Prospects should not have to read an entire email to find out what the email offer is about. Use more text than images. Many browsers block images.
- If you're emailing b-to-b, remember many professionals use the preview panel. Put your offer at the top of the email and keep your subject line to 50 characters or less.
- Depending on your market, testing a QR Device might improve response to emails. Smart phone usage is up over last year. If your subscribers are tech savvy and traveling, they can renew a subscription (or enter a new one) right from their smart phone.
- Mondays and Fridays are considered to be the two worst days to email... but for some markets the start and end of the week may actually yield a better response.
- Just because a requalification email failed today, does not mean it will fail if sent out again tomorrow. We have often re-mailed subscribers and gained a better response the second time around. This is not the same as "resending to non-openers one week"; this is just a "try it and see moment."
- The rules on email are being written, but are not yet defined. Do not be afraid to test because sometimes your gut is correct.

### About Tyson Associates, Inc.

This 28 year old firm offers full service circulation outsource management, project consulting, fulfillment consulting and creative work to paid and controlled circulation magazine publishers.