

EMAIL BEST PRACTICES

Part 2

1. Ditch the graphics.

We've all received junk email. It's easy to tell what is junk and what came from a friend because junk email usually has lots of images, colors, and formatted text. Emails from friends are just words. "Pretty" emails are great, but sometimes it is better to send a stripped-down email just like the ones you would send to a friend. You'll typically find that you're getting higher open rates with this technique.

2. Use real photos.

When you do use photos (which is great!), try to use real photos of real people. People connect with pictures of people. If you're emailing about a ladies' event, why send a logo when you can share images of ladies' enjoying a previous event? Oh, and [be sure to resize and compress those images first!](#)

3. Mix up the subject line.

Certain email clients (including Gmail) have a "Conversation" view. This is a (subjectively) cool feature which groups emails coming from the same sender using the same subject line. However, this means that if you send emails with the exact same subject line, they may get buried. Gmail doesn't see it as new email, but rather a continuation of an old email. And so, your recipient may not see it all.

4. Ask: "Would I open this?"

This is simple. If you wouldn't read or even open your email, then you shouldn't expect everyone else to do that either. Make it worth opening and reading.

5. Make it personal.

Try this: Rather than sending an email from an entity, send it from a person. I'm less likely to open an email from "ALIVE Student Ministry" than I am to open one from "Tim | ALIVE Student Ministry." It's a minor adjustment, but makes a cold thing a little warmer.