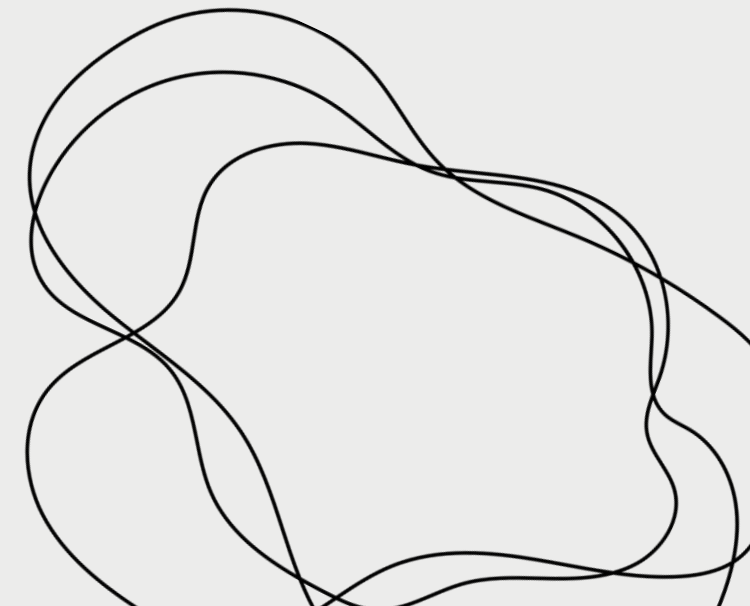


Emails Done Right

Building a Lasting Relationship With Your Students

emails
done right



Email conversion strategist for SaaS and ecommerce brands



Challenging the status quo of the email marketing world — one email at a time.



I pick email fights

emails

There are few things harder than buying jeans online.

If you're not the standard size - which let's be honest, most of us aren't - then it's a bit like playing Russian Roulette. The chances of you ordering the perfect fit is 1 in 37.

Personally, I have a love-hate relationship with buying jeans online. They never seem to fit the way I want them to. But I also hate going to a store and trying them on. With two kids - the idea of me trying on clothes in store is laughable.

What's worse is that there's no universal sizing in jeans. Every brand is different and figuring out my size is a massive headache.

Here's what my jean buying process looks like:

- Find a pair of jeans I like
- Look at the sizing chart
- Pour through reviews to see if someone my size has left feedback
- Contact customer support asking which size would fit best
- Finally make a decision and add to cart
- Then abandon the cart because I'm not convinced it's the right size.

I went through my cart abandoning process with Everlane recently.

I'm visiting San Diego for a week and I've heard rave reviews about their jeans. And yet when it came time to order online, they couldn't give me enough info to make the purchase for me a no brainer.

So what could an apparel company do to make buying their jeans a no brainer?

Free returns? That's not enough.

It certainly doesn't tempt me. Because getting the wrong size just increases MY workload. Not to mention, I don't get the gratification of receiving the item I paid for. Meanwhile my credit card bill has a charge on it that's really messing with my peace of mind.

Now not only do I have to wait some more but there's still no guarantee the new size will fit me.

I'm exhausted just writing and thinking about it.

Here's what would make buying from companies like Everlane a no-brainer:

Send a size bigger AND a size smaller - companies offering free returns can easily factor in the cost into their pricing.

Make returning jeans as easy as ordering them - Include packaging for customers to return the items that don't fit and if you wanna take your customer experience to the next level - arrange for them to be picked up too.

Improve the sizing info provided on the page - Because jeans don't have standard sizing, it doesn't help to say size 10 will fit size 30 jeans.

Offer a comparison chart of different jeans brands - This is where customer research comes into play. What other jeans are your customers wearing? List the size comparison of your top 10-15 competitor jeans.

Here's the funny thing though. A lot of brands are doing one or two of these but they're not doing ALL of these - and that's where things get lost in translation.

So where does email come into all this? Easy - this is a pain point that you address in your emails.

Acknowledge the challenges your customers face and build brand loyalty by showing what you're doing to make it easier for them to order the perfect pair of jeans the first time.

That's all from this frustrated jeans buyer.

Until next week,

Samar

Forgot something? 🙄

Abandoned cart emails are creepy AF

what we'll cover today

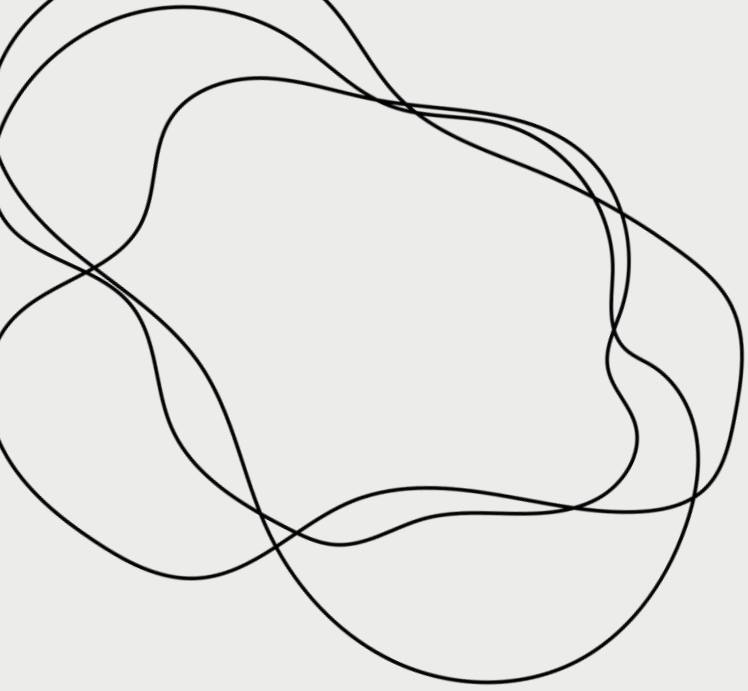
“
What emails are and aren't (and what they definitely shouldn't be)
”

“
The 3-question rule of sending emails that connect
”

“
Creating emails that get opened, read, and clicked
”

Email generates \$42 for every \$1 spent





Emails aren't magic

“
Emails helps you
connect with your
students
”

“
**Emails build brand
awareness that
increase applications**
”

“
Emails turns
subscribers into
students & alumni
”

Email is prospective students' number one preferred channel for receiving information from colleges and universities.

Prospective students are more willing to give schools their email addresses than any other piece of information.

The average open rate for marketing emails sent by educational institutions is 35.4%

That's below the average open rate of 38.49% across industries.

To: Me

From: Me

pipa•bella



One day left – act fast!

As the clock is ticking down to midnight, we're making a final request to you to send off 2023 on a philanthropic note...

Make a gift before midnight

relies on the support of donors like you to continue offering an exceptional education, ground-breaking research opportunities, and life-changing experiences for students and researchers.

Get your 2023 tax receipt

Time is not just ticking for , it's also ticking for your year-end tax planning! By making a gift before midnight, you can secure a tax receipt for the 2023 calendar year. It's an opportunity to make a difference, while enjoying tax benefits.

If you've already made a gift to this academic year, thank you for your support.

THE NETWORK | ATTEND | VOLUNTEER | BENEFITS | ABOUT | GIVE



[View in browser](#)

Alumni

What's on at

Connecting our community beyond borders



Alumni webcast: Is COVID on the rise again? – December 14

ONLINE: Coupled with the onset of flu season, the apparent rise of COVID-19 cases is making for a nasty confluence that could put a damper on holiday plans. Join us **this Thursday at noon EST** for our final [Made by McGill alumni webcast](#) of 2023, as we sit down with a McGill health expert to discuss how hospitals are preparing for an increase in Covid cases, and what measures we can take to protect ourselves – and our loved ones – this holiday season.

In the spotlight



Balancing studies and parenthood

As a full-time student at the Ingram School of Nursing and devoted mom, Ruth Tewah juggles parenting with studying and attending classes. Donor support makes a huge difference to students like her. [Read Ruth's story](#).



Building the tools to amplify voices

Ellen Taylor is passionate about amplifying the voices of young leaders working in digital development. [Donor funding allowed her to participate in a conference in Rwanda](#) as part of a Canadian delegation and learn from enriching discussions with her peers.

Upcoming in-person events



Friends Annual General Meeting & Celebration of Friend of the Year – December 14

HYBRID: [Join the Friends of the McGill Library](#) at our Annual General Meeting as we recap the year's activities, highlight future initiatives and connect with one another. We'll also take this opportunity to honour a Friend of the Year.

Tune in



Cares: Medical Aid in Dying in the Context of Dementia – December 13

ONLINE: Jocelyn Downie, Professor Emerita at Dalhousie University, served as Special Advisor to the Canadian Senate Committee on Euthanasia and Assisted Suicide. [Watch the McGill Cares webcast](#) to hear her discuss whether, and how, people living with dementia can request Medical Aid in Dying (MAID).

[View all upcoming events](#)

The latest from campus



Community pays tribute to the 14 women of École Polytechnique

On Wednesday, the McGill community honoured the women killed at Montreal's École Polytechnique on December 6, 1989. In a poignant ceremony, 14 female engineering students from McGill read tributes to each of the 14 women of École Polytechnique, and speakers included the first woman to serve as McGill's Dean of Engineering, Viviane Yargeau.



shines in global sustainability rankings

McGill is the fifth most sustainable university in North America, according to the second annual QS World University Rankings: Sustainability [across the globe](#). McGill ranked 13th among 1,403 institutions.



New Vic Project wins architectural award of excellence

The architects of McGill's New Vic Project have won a Canadian Architectural Award of Excellence for their design. The project, on part of the site of the former Royal Victoria Hospital, will comprise restored Scottish baronial heritage buildings and new construction, and will be a dedicated hub for sustainability research at McGill.



A smart giving tip for tax savings!

Donating securities – including stocks, bonds and mutual funds – can generate year-end tax savings while supporting McGill students and researchers who go on to impact their community and the world. All securities donated by December 20 will receive a 2023 charitable tax receipt. [Learn more](#).



The advantage of an IRA Charitable Rollover

U.S. residents aged 70½ and over: Did you know you may be able to donate directly from your IRA? Take advantage of this special provision by transferring a gift to The Friends of McGill University, Inc. without taking the distribution as income. [Find out if you're eligible](#).



in the race to innovate

The McGill Centre for Innovation in Energy Storage and Conversion brings together some 50 researchers and more than 150 graduate students as it helps accelerate the transition to cleaner energy.



Holiday benefits for alumni

Planning a trip to Montreal over the holidays? As a McGill graduate, you can benefit from a [wide selection of preferential rates at hotels](#) around Montreal. [Discover all the benefits](#) available to McGill alumni!

Get Involved



Virtual Alumni Book Club: *The Marriage Portrait* – January 5 to March 8

Immerse yours



Upcoming Professional Education Opportunities

At Villanova's [College of Professional Studies](#) (CPS), we know that reaching your career goals doesn't come easy. The next step in your journey often requires an extra level of learning or new skills on your resume.

That's why you'll discover a wide range of professional education courses and programs built to help you become the best version of yourself and set you apart in a competitive job market.

[View All of Our Programs](#)

LEARN YOUR WAY

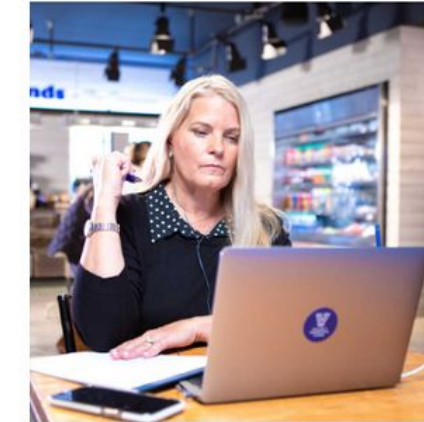
CPS offers a flexible array of programs, designed to meet your needs as a working professional – whether you are looking for in-person learning, online courses, or a hybrid approach. Find the program that best suits your learning style and your schedule.

TAKE A STEP FORWARD

Professional education classes enable you to add new skills, expertise, or credentials to your resume and make you an even more valuable contributor to your organization. Communicating and building relationships with your classmates and instructors can open new doors.

EARN A CERTIFICATE OR DIGITAL BADGE

Upgrade your resume, portfolio, or online professional network by earning a certificate or digital badge that can be proudly displayed to your current or future employers.



EARN A BADGE OR CERTIFICATE!



We hope to see you this spring. Pursue the next you!

[View All of Our Programs](#)

Sincerely,

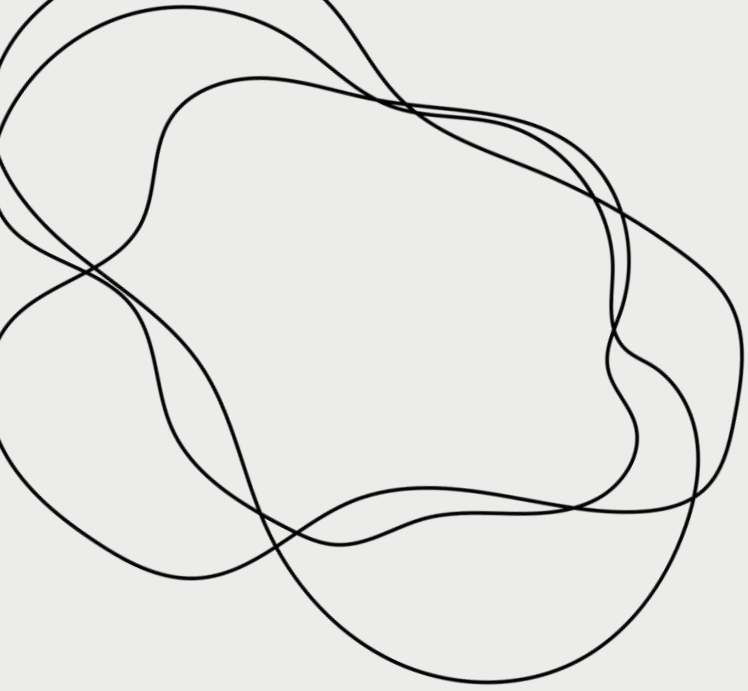
The College of Professional Studies
Villanova University



VILLANOVA UNIVERSITY COLLEGE OF PROFESSIONAL STUDIES
800 E. LANCASTER AVENUE | VASEY HALL, 1ST FLOOR | VILLANOVA, PA 19085

CPS.VILLANOVA.EDU

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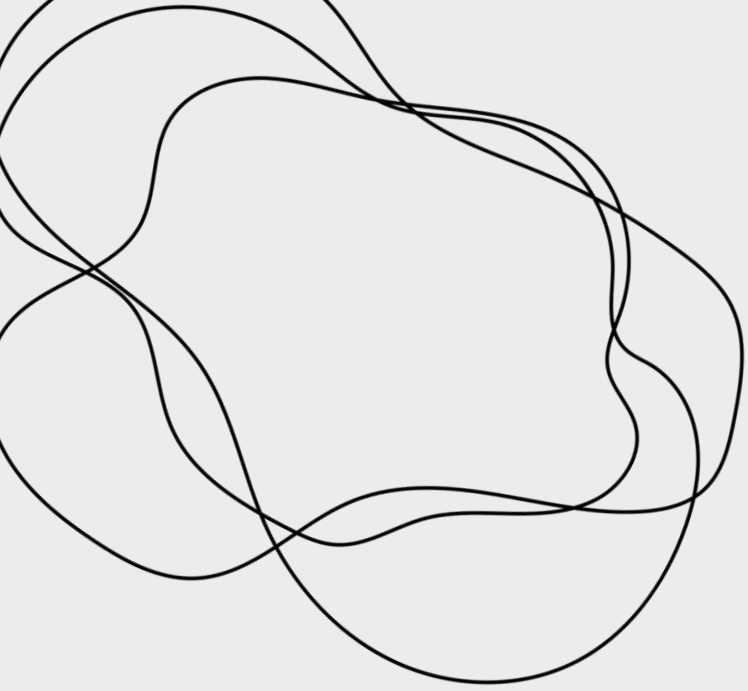


Emails are a communication tool
(before they're a marketing tool)

“
Talk to your target audience (not at them)
”

“
Establish trust
”

“
Treat them with respect
”



Email experience > email metrics

email metrics

- open rate
- click-through rate
- unsubscribe rate
- student enrollment rate
- other conversion metrics

**Sending the right message,
to the right person,
at the right time.**

email experience

admission offer

monthly newsletter

campus updates

events

Dean's message

announcements

student support
emails

Sending the right message...

invitations

promotional emails

Transactional emails

class schedule
updates

marketing emails

Rejection emails

prospective student

parents / guardians

partners

current student

to the right person...

donors

professors

applicants

alumni

signed up for a
college tour

enrolled in a course

dropped out of a course

contacted the admin
office

requested information about
your college or programs

at the right time...

onboarding new
students

reminders

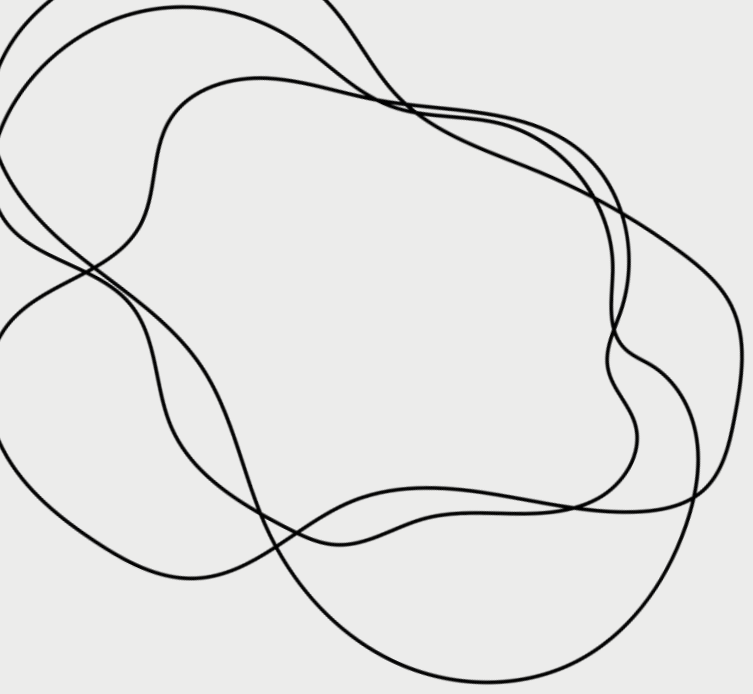
new program

upcoming event

booked a consult
call

**But how do you bring
order to chaos?**





The 3-question rule

(of sending the right email to the right person
at the right time)



Why are we sending this email?

What action do we want them to take?

2

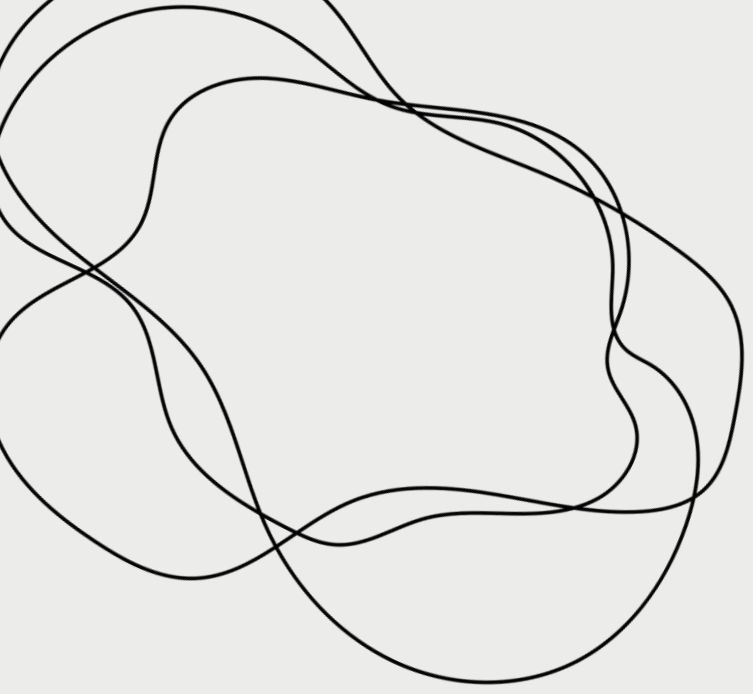
What happens when that action is taken?

What emails are they going to get next?

3

What happens when that action is NOT taken?

What emails are we going to send then?



Creating emails that build a lasting relationship with your students

The Email Copywriting “Rule of One”

The Email Copywriting “Rule of One”

Write to ONE person

The Email Copywriting “Rule of One”

Write to ONE person

Share ONE idea per email

The Email Copywriting “Rule of One”

Write to ONE person

Share ONE idea per email

Have ONE (type of) call-to-action

From: Charles Sturt University

Subject: Megan, Choose Charles Sturt and apply for a scholarship now



Dear Megan,

Congratulations on your offer to study at Charles Sturt University. We know you'll have a great experience and gain an education that sets you up for a bright future!

If you have conditions on your offer, make sure you are doing what you need to do to meet the conditions of the offer so you can accept and join us in July.

Did you know about our scholarships?

Apply for our [Vice-Chancellor International Scholarship](#)! You could be awarded \$5000 or \$10000 off your tuition fee.

Sounds great? Here's what we are looking for:

- Essay outlining your current community involvement and how you will get involved with our community (500 words).
- Unconditional offer letter (so meet those condition & accept your offer!).

Here's the thing though...

Applications close 11:59 pm (AEST time), 31 May 2019 - which is very soon so you need to get your application in. Send your application to us [via email](#) before this date. We will advise the outcome early in June.

We look forward to welcoming you,
Charles Sturt University



Upcoming Professional Education Opportunities

At Villanova's [College of Professional Studies](#) (CPS), we know that reaching your career goals doesn't come easy. The next step in your journey often requires an extra level of learning or new skills on your resume.

That's why you'll discover a wide range of professional education courses and programs built to help you become the best version of yourself and set you apart in a competitive job market.

[View All of Our Programs](#)

LEARN YOUR WAY

CPS offers a flexible array of programs, designed to meet your needs as a working professional – whether you are looking for in-person learning, online courses, or a hybrid approach. Find the program that best suits your learning style and your schedule.

TAKE A STEP FORWARD

Professional education classes enable you to add new skills, expertise, or credentials to your resume and make you an even more valuable contributor to your organization. Communicating and building relationships with your classmates and instructors can open new doors.

EARN A CERTIFICATE OR DIGITAL BADGE

Upgrade your resume, portfolio, or online professional network by earning a certificate or digital badge that can be proudly displayed to your current or future employers.



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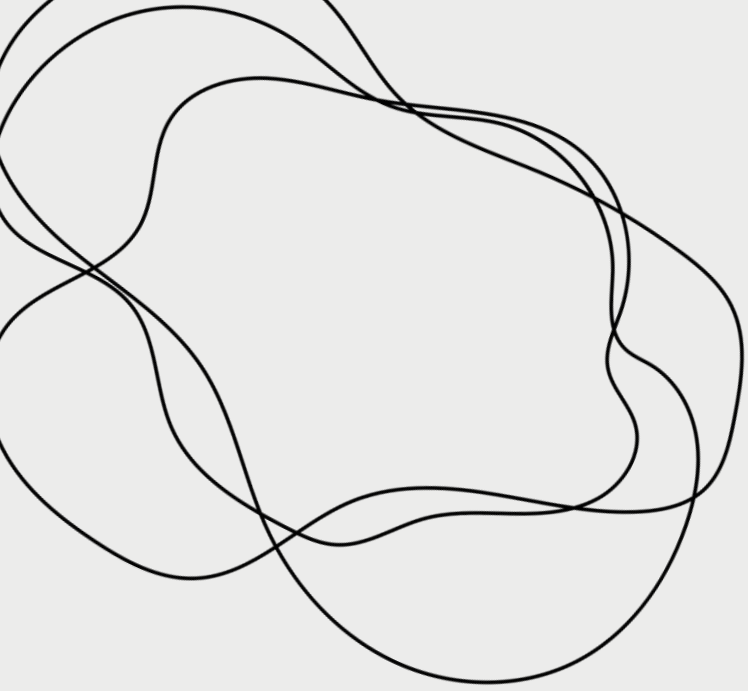
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Getting your emails opened, read, and clicked

Get your emails opened by...

Humanizing the “from” name

Making your subject line the star attraction

Giving your preview text a supporting role

» Jakob from Butter

Inbox

Welcome to Butter! 🙌 - Butter Run more engaging sessions. Get better outcomes.

» Cheska from Butter

Need a hand with Butter? 😊 - Hey Samar, I'm Cheska, leading Growth at Butter. I

» Tricia from PandaDoc



Samar, Try the PandaDoc Mobile App! - Track your documents on the go through your mobile device!

Get your emails read by...

Personalizing your email copy

Hooking your subscriber with your opening line

Making your email copy conversational and easy-to-read



Hi Samar Owais,

This is a reminder that your TinyPNG Pro subscription will automatically renew on **2021-02-04**.

[View account page](#)

On your account page you can change your settings, automatic renewal and payment details. If you have any questions or comments do not hesitate to [mail](#) or [tweet](#) us.

Have a magnificent day!

Team TinyPNG on behalf of George the panda

- ✔ Personalized
- ✔ Hooks with opening line
- ✔ Copy is conversational and easy-to-read

F.

Your subject line cheatsheet is here

Increase your open rates with these 7 subject line hacks.

Keep it short

#1 Let your subscribers read your entire subject line by keeping it under 50 characters

Capitalize only the first word

#2 This keeps your outreach personal and casual, just like friends emailing other friends

Add an emoji to stand out

#3 ...but avoid using lots of exclamation points or CAPITALIZING entire words!

Use action words

#4 Try saying "open this now to see what you missed" instead of "here's a summary of what you missed".

Create some urgency

#5 Use phrases like "last chance", "hurry—save your spot" or "ending soon". Being direct is great for conversion.

Avoid the spam filter

#6 "Urgent" or "free" (or anything red light district related) are likely to be picked up by spam filters.

Personalize your subject

#7 Use first names to create personalized subjects like, "Hey Rebecca, I'm excited to share this with you".



Personalized



Hooks with opening line



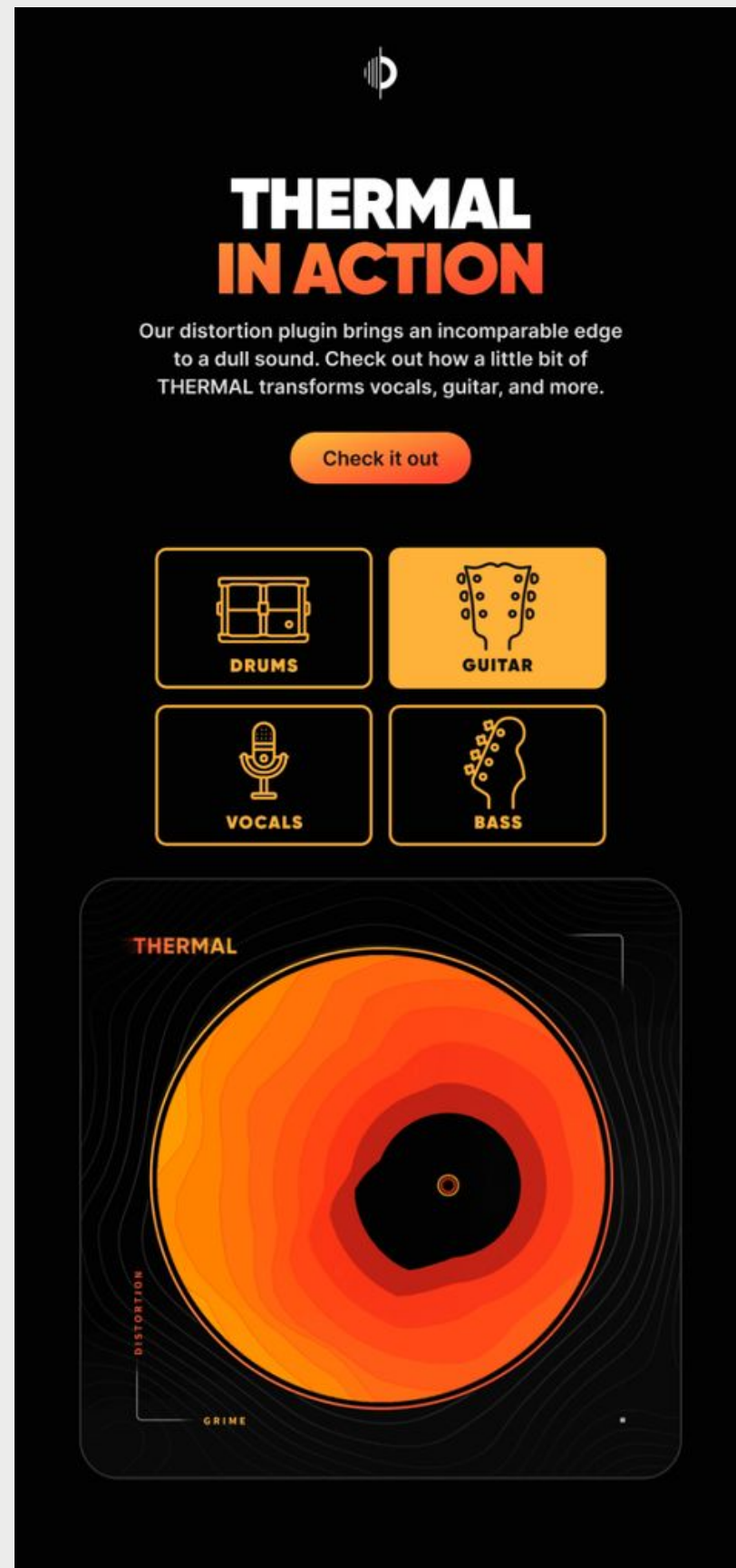
Copy is conversational and easy-to-read

Get your emails clicked by...

Making your emails interactive

Moving the conversation with call-to-actions

Formatting your emails for speed reading and fast action



- ✓ Interactive
- ✓ Formatted for speed reading
- ✓ Moves the conversation forward



Unleash the power of Slack

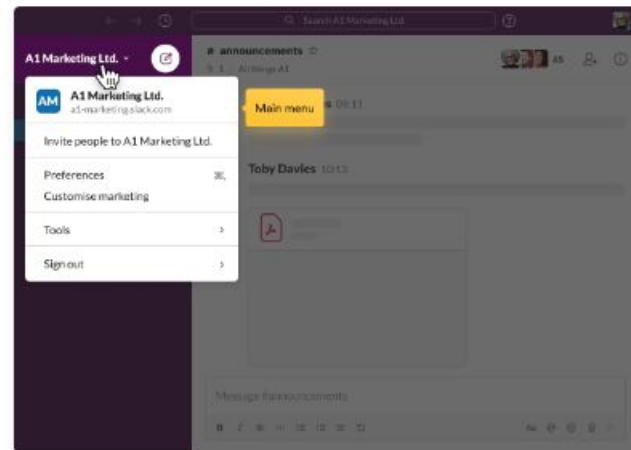
Invite your colleagues to join you and experience a better way to work. Streamline communications in searchable, organized group channels, send direct messages, share files and so much more.

To invite teammates:

1. Click on your workspace name in the top left and select **Invite people to Pantheon**.
2. Enter email addresses for anyone you'd like to invite.
3. Click **Send**.

That's it. Why not bring your team together in Slack today?

INVITE THEM NOW



Learn more about invitations in the [Slack Help Center](#).



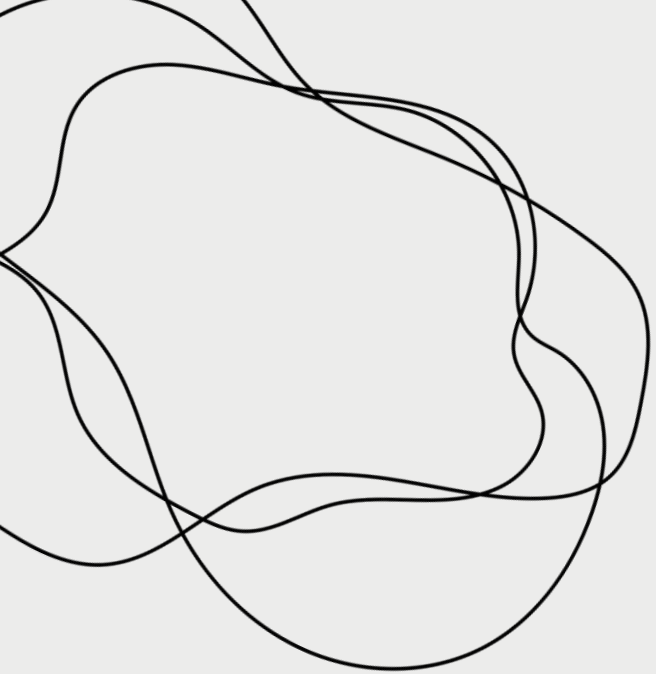
Interactive



Formatted for speed reading



Moves the conversation forward



**To build that lasting relationship with
your students... create emails that put
them first.**

Thank you!

emailsdoneright.com/carnegie