5 Insider Secrets to Email Marketing

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Your Ultimate Customer Experience
Heavyweight is... EMAIL
Emails You Love ❤️
Comms Overload

There's competition for your audience's attention.

Don't take it personally.
Email Trivia

How many **business-related emails** do people get a day on average? 125+

What do you think **industry open rates** are, for a good email program? 20%

What **platform device** do folks open email from the most? Desktop or Mobile? Mobile
Tip #1

Make Messages Memorable

- Consistent **voice, style, & tone**
- **Plain language**, please!
- **Visuals, emojis, gifs** matter
- Clear **Calls to Action**
- Catchy **subject line/preview text**
- **Bulleted lists** for easier reading
- **Humor** goes a long way
Try Our Teleworking Tools Workout!

Up to Speed on Teleworking Tools?

Virtually everyone is teleworking these days. But are you up to speed on all the tools available to connect?

Train your virtual muscle with these resources to help you stay tele-productive!

- Watch these Telework Tools videos
- Explore these handy Teleworking Tips

Meet with Fewer Disruptions

Keyboard typing, cats meowing... What do they have in common? They’re audio disruptions Google Meet can filter out with its noise cancelling feature!

Make sure to turn this feature “ON” the next time you are in a Google Meet to cancel the noise so everyone benefits!

Boost Your Brainpower with These Tech Tips

The Easy Way with 2FA

When teleworking, remember it’s easy to get connected using 2-Factor Authentication (2FA).

2FA lets you access Gmail, Concur, InSite, Salesforce, and the Self Service Portal -- plus, a long list of other GSA resources that don’t require VPN.

Watch this 2-minute video for a quick refresher on how to connect.

Get Your Tidy Back

Remember when your computer was new—when your desktop was clean and organized? October 19 is National Clean Your Desktop Day. It’s time to get your tidy back!

- Delete unused icons
- Pin favorite apps to the Start Menu
- Combine related files in folders
- Move files from your desktop to Google Drive

Faster with 2FA

Tidy Up with Drive
Tip #2
Create Customer-Centric Content

- **Customer comes first** - what's most important to them?
- **Editorial calendar** to line up key messaging
- **User-generated content**
- **Embedded customer surveys** to collect feedback
- **Closing the loop**
Tip #3

Dig into the Data

- What's working well?
- What fell flat?
- Open & click rates - there's more to the story
- Reader behavior as feedback loop
- Trending data
- Help Desk tickets, reports, and analytics to determine content strategy
Tip #4

Select a Send Strategy

- **Targeted** messaging
- **Time of send**
- **Shared email send calendar** to avoid message overload
- **Preferred channel of communication**
- **Performance of buttons versus links**
Tip #5

Test & Try New Things!

- Learn customer preferences from **A/B Testing**
- Experiment with **template/layout changes**
- Test messages on **mobile devices** before you send
- Opposite of success is not failure, it's **wisdom**.
Good email is a team sport and requires:

- A Strategy
- A Consistent Send Schedule
- A Consistent Branding Look
- An Editorial Calendar
- Accurate Content

And team members that:

- Put the reader first
- Respect readers' time
- Enjoy writing
- Create engaging visuals
- Serve as backup editors
- Understand email data
How to Contact Us

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