



MWCC Email Marketing Best Practices

The Mount Wachusett Community College Marketing and Communications Division is continually working to provide you with up-to-date resources you need to effectively communicate with students, staff, faculty, and our community. To accompany our email marketing and communications templates, we have developed this comprehensive Email Marketing Best Practices document to help you make the most effective decisions when communicating with your target audience.

From Name

- Use a recognizable “from” name. This could be the name of a known group administrator or the group name (e.g. Alpha Beta Gamma or Jane Doe)

Subject Lines

- Should be no longer than 30 to 50 characters
- Convey action - consider starting with an action verb such as learn, apply, or sign up.
- Never use all caps or punctuation
- Create a sense of urgency
“Only 3 Seats Left in Our Upcoming STEM Seminar”
- Give readers an indication of what to expect
“What to Expect at the Next Green Society Meeting”
- Include Numbers
“5 Ways SGA Will Help Improve Your College Experience”
- Consider using MWCC in the subject line
“MWCC’s Legal Studies Group Meeting Has Changed”

Increasing Open Rates with Subject Lines

- Try using the “cliffhanger” approach
“I Never Aced a Chemistry Test Until...”
- Consider a small amount of controversy
“Art Is Boring. (Open if You Disagree)”
- Make a Limited Time Offer/Event
“Registration for the MWCC Dance Club Ends This Friday”
- Make a Limited Quantity Offer
“Only 10 Seats Left for the Philosophy Club Seminar”
- Reward Fast-Actors
“First 5 Registrations Get a MWCC T-shirt at No Charge”

Email Content

- Put a clear and concise “call-to-action” close to the top of the email. This can be included in an image, however, some email clients block images by default, so be sure to have it in text form as well.
“Register for the Friends 5K by April 3”

Email Content (continued...)

- Reinforce the subject line in the first couple sentences with action-oriented verbiage. These sentences are often seen first in the “preview” pane of an inbox
“Grab a friend and stop by the ALANA Group’s ice cream social! Free for all MWCC students with an ID.”

Branding and Integrity

- Utilize the email templates provided by the MWCC Marketing and Communications division
- Refer to MWCC’s Branding & Style Guide (download at mwcc.edu/marketing) for proper color palettes and logo usage (use RGB or Hex values)
- Send emails from an MWCC registered email
- Never send emails to individuals who have expressed their desire to “opt-out” of your communications. This is the law. (Using an email marketing software like Constant Contact will help you abide with email marketing laws which state you must provide an “opt-out” opportunity for any marketing related email communications)

Test It Out

- **Conduct a 5-second test:** Send a copy of the email to a friend or co-worker. Can they tell what your call-to-action is within 5 seconds? If not, try to rework your email and/or subject line.
- **Send it to yourself first:** Does it look like it should? Are there spelling mistakes? Is the call-to-action obvious? Would you find the email helpful if you received it?

Timing

- **Answer this question: who is my audience and when are they most likely to check their email?** Typically Monday mornings and Friday afternoons are not ideal times to send out an email as people are either settling in for the week on Monday and are inundated with emails or they are ramping up for the weekend on Friday and are not as focused.
- **Are the majority of your email addresses school emails or personal?** School related emails are most likely checked Monday through Friday during the day, personal emails typically after hours and on weekends.

☑ 8-Point Email Check

Before sending any emails, complete the following 8-point checklist to increase the probability of a successful email communication launch.

- 1 Is my “from” email MWCC based?
- 2 Is my “from” name recognizable by my audience?
- 3 Is my subject line less than 50 characters?
- 4 Is my subject line compelling?
- 5 Do I have a clear call-to-action?
- 6 Are the first couple sentences action-oriented?
- 7 Am I using proper templates/colors/branding?
- 8 Am I sending this at an appropriate time?



The Marketing Email Idea List

Here are some ideas of what information to include in your emails.

- 1 Events
(Seminars, Exhibits, Socials, Open-Houses, etc.)
- 2 Tips and Hints
“The Top 5 Study Tips from Nursing Alumni”
- 3 Reminders
“First Dental Hygienist Club Meeting is This Friday”
- 4 Related News and/or Resources
“Job Growth Expands for Medical Assistants”