

SIMPLE WAYS TO BOOST EMAIL OPEN RATES

FOR TRAINING PROFESSIONALS



1

OPTIMISE EMAIL FOR MOBILE

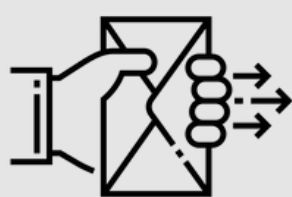
61% of all emails are now opened and read on mobile devices. If your learners can't read your emails on their mobiles, they will go straight to the delete folder



2

GET TIMING RIGHT

When emails are sent is important. Your learners are, statistically, most likely to open your course promo emails on a Tuesday and after 12pm.



3

GET SENDER RIGHT

Research shows that using a personal name in the From field, rather than a company name, increases open rate by as much as 35%



4

GET SUBJECT RIGHT

8 words is an ideal number for the subject line. For example, "No more New Course Launch Discount". This especially important for mobile users. Adding the readers name, can boost open rates by as much as 20%. If you link to a download in your email, add the word 'Download' to the subject line



5

SEGMENT YOUR EMAIL LIST

89% of emails sent are not to segmented email lists. Readers open emails that are relevant and interesting to them. For example, Hotel Managers are unlikely to be interested in First Aid courses for Fire Fighters. Perhaps now is a good time to start segmenting your email lists