

THE Anatomy OF A K-12 EMAIL

- To set you on **your way to a successful marketing to schools**, we have put together **the most important elements** in creating a well-crafted email.



HEADER



PRE-HEADER

Preheader is a short **preview text** that follows the subject line. Avoid **words that are repeated** from the subject line.



SUBJECT LINE

A well thought subject line would grab **recipient's attention**. Keep it **Short and Descriptive**.



REPLY-TO EMAIL

The email address you would like **customer to respond to**.



FROM

From name and email **tells the recipient** the email is from valid source (you).

BODY



CALL TO ACTION

Guide the **user to click** toward your goal in the email. Give your audience a reason why they should **take the desired action**.



LOTS OF IMAGES

Many images is overwhelming and makes the email size big (trigger for spam filters). A **good image selection strategy** can help bring your message to life.



PERSONALIZE

Make the email looks **like from a friend** by adding name. **Increase the chance** that people will open and click your emails.



SIMPLE IS BETTER

Goal is to get educators attention **don't over-design**. The **simpler your design**, the more **successful** it will be.

FOOTER



CONTACT INFORMATION

Identify **who your company is** in the footer of the email. Without detailed contact information, recipient's will not be able to **get in touch with you easily**.



UNSUBSCRIBE LINKS

Clearly mark that they can **unsubscribe at any time**. Don't have an unsubscribe link that is so in their face it only makes them **run away faster**.



GENTLE REMINDER

Gently follow up with educators and **remind them about your product**. Give them a **little more attention** to your recipients.