Email Best Practices
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• PUNCHY subject lines
• SHORT body
• BIG and OBVIOUS CornellConnect Registration and See Who’s Coming links
Email Best Practices
Log In - 1

Go to:  https://admin.alumniconnections.com/olc/pub/CEL/adminlogin/Logout.jsp

- Enter your User ID
- Enter your password
- Click Login button
Create & Manage Content - 2

• STEP 1: Click tab Create & Manage Content

• STEP 2: Select a TEMPLATE Email
Duplicate an Email Template - 3

• STEP 3: Click Duplicate
Name your email - 4

- **STEP 4:** Name your Email
- Follow naming convention as before
  - NetID
  - Event name
  - Audience
  - Date
Do Not Delete..... - 5

• DO NOT DELETE
Removal Instructions

• DO NOT DELETE:
${vars[general_tags_open_count]}

• Use template text that is standard in our templates

• If you create an email from scratch...please be sure to include the Removal Instructions

DO NOT REMOVE ANYTHING BELOW THIS LINE
Adding graphics - 6

• Add your graphic at the top of your email

• Click button: Open file manager
Find your appropriate graphic - 7

- Open correct folder
Find and insert graphic - 8

- Check the box of the graphic you want for your email
- Click the words: Insert Image into HTML
Uploading NEW graphic - 9

- Click button: Browse
- Find your graphic on your desktop
- Highlight the name
- Click button: Upload
- When the title of the graphic disappears, click button: continue
Tables and Text - 10

Skip this step if using a template

• Create a table for your text
  Tables will help control your line breaks and length of sentences

• Select Table icon
How to set up Table Properties - 11

Skip this step if using a template

• Type in these dimensions into the table properties box:
  • Row: 1
  • Column: 1
  • Border size: 0
  • Width: 600 pixels
  • Height: 100 pixels
• Click OK
Adding text inside the table - 12

- Begin typing directly into the email box or copy it from another document and put it into “text edit”. Make sure your text has no current formatting from any previous software, or it will cause problems in formatting.

- Stay consistent:
  - Text – Font Arial
  - Size – Small
  - Headlines – Font Arial Bold
Adding links and color - 13

- Highlight your text
- Click on the Globe icon:

1st-Highlight the text you want to be an active URL
2nd-Click the Globe to designate appropriate URL
Adding links – 14

• Designate proper Link Type: URL or email
• Designate proper Protocol: http, https
• Type URL address in the open box
• Click OK button
Adding color to your text - 15

• Want to add color to your text?
• Highlight your text
• Click on the “T” icon.
• Enter color: b13131.
Add event to your calendar - 16

- The text “Add an event to your calendar” is already an active URL in the email templates provided to you.
- You must change the URL to see your specific event.
Add event to your calendar - 17

- Click the Source button so you can see all of the coding for your email.
Add event to your calendar - 18

- Find the words: `eventID=`
- The numbers are listed twice
- Delete 114806
- Insert your event ID # in both places
- Click the Source button again to get back to HTML view
Saving your email - 19

• Click button: Copy HTML to text version

• THIS STEP IS VERY IMPORTANT

DO NOT SKIP!
Saving your email - 20

• Click button: Save Content, if you want to keep working

OR

• Click button: Save Content and Exit, if you are done creating your email
Address & Assemble Email - 21

- Click tab: Address & Assemble Email
- Click yellow button: Address and Assemble a new email
Email Details - 22

- Enter email name in box using
  Follow the naming convention:
  - NetID
  - Event name
  - Audience
  - Date

- Select appropriate FROM: Cornell University

- Enter “From email address” “From” email addresses receive all bouncebacks and bad address returns

- Enter “Reply-to-email address” Reply emails get those that reply to the email
Email Details - 23

- Enter information into “To” box. This title will be PUBLISHED. Example: Cornellians, Friends of Cornell.

  Or

- Display “first and last name of your audience” Add data tags in the “To” field. View the “More Information” dropdown menu to the right of the “To” box. 

  \${.vars("personalizedtags__first")}

  \${.vars("personalizedtags__last")}

  This will create first and last name when the email is sent

- Enter title into “Subject” box. This information is your actual subject line seen by your audience.

- “Select email content” drop down menu: find your email that you created and saved.

- “Select recipient list” drop down menu: find your list that you just created & saved.

- Leave “HTML and text” radial button selected.
Email Campaign & Categories – 24

- Available campaigns: please skip for now. More to come soon.
- Available categories: move the appropriate category into the right hand column labeled “Selected categories”. You must select at least one category.
- Click button: Save this email
• Find your email in the list
• Go to 7th column, click words: “Calculate” wait for number to display
• Go to 7th column, click words: “Display”
• Review your list. Is it correct?
Check the Spam Rating - 26

- Go to 8th column, click words: “Check spam rating”.

- Is it within the spam rating. It has to be less than 5?
Test Your Email – 27

- Send yourself a TEST EMAIL
- Click on the words: “Send Test Email”
- Review your email message.
- Check the links.
- Make changes as needed.
Test Your Email - 28

- Send a TEST EMAIL TO YOURSELF
Schedule Your Email - 29

- Click tab: “Send & Schedule”

- Click on the day in the calendar
Your Email Needs Approval - 30

- Your email automatically gets scheduled into the CornellConnect calendar that is visible on your screen.

- Everyone in AA is sending messages and we want to avoid 10 emails to the same group on the same day.
Your Email Needs Approval - 31

- Please schedule all emails 3 days in advance of the date you want the email to be sent. Then, email Debra Earl and Brenda Canniff requesting “approval” of your email message.
- We will review the entire calendar to make sure your email is not also going to the same constituents as another colleague across the hall! This is rare, but can happen.
- We will then “release” your email as you have scheduled it.
- Here is a sample email that displays: title and time of email.

```
Another CornellConnect E-mail
Donna Carl
Sent: Wednesday, April 18, 2012 4:38 PM
To: Debra H. Earl
Cc: Brenda M. Canniff

Hi Deb,
DC37 - CC Greater Buffalo Young Alumni Wine Tasting and Dinner 4-18-12 is in the queue for 11:00 a.m. tomorrow, April 19.
Thanks, /dc
```
After your email has been sent you can view reports on your email effectiveness and open rates.

Click on the tab: “Reports” to see what is available to you.
### Report Summary

**Mailing Details**

<table>
<thead>
<tr>
<th>Field</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email name</td>
<td>dhe4/Class Annual Statistics 9/23/10</td>
</tr>
<tr>
<td>Schedule start</td>
<td>Thu Sep 23 12:03:00 EDT 2010</td>
</tr>
<tr>
<td>Job end time</td>
<td>Thu Sep 23 12:04:00 EDT 2010</td>
</tr>
<tr>
<td>Status</td>
<td>Scheduled job completed successfully</td>
</tr>
</tbody>
</table>

**Log**

- 9/23/2010 12:03pm Schedule item added by dhe400
- 9/23/2010 12:03pm Schedule item approved by dhe400
- 9/23/2010 12:03pm Job #131648 starting on mailer1

**Email Description**

- **To**: CACO Board, Class Officers
- **From**: “Cornell University” caco@cornell.edu
- **Reply to**: caco@cornell.edu
- **Subject**: CACO - Cornell Class Annual Statistics
- **View html**: [Click to view html]
- **View text**: [Click to view text]
<table>
<thead>
<tr>
<th>Recipient details</th>
<th>Count</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total sent (OK+bounced)</td>
<td>606</td>
<td></td>
</tr>
<tr>
<td>Sent OK</td>
<td>593</td>
<td>97.85%</td>
</tr>
<tr>
<td>Total recipient list count</td>
<td>606</td>
<td>100.00%</td>
</tr>
<tr>
<td>Open count</td>
<td>88</td>
<td>14.83%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Recipient errors</th>
<th>Count</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Missing merge data</td>
<td>0</td>
<td>0.00%</td>
</tr>
<tr>
<td>Bounced back</td>
<td>13</td>
<td>2.14%</td>
</tr>
<tr>
<td>Missing email address</td>
<td>0</td>
<td>0.00%</td>
</tr>
<tr>
<td>Bad email address</td>
<td>0</td>
<td>0.00%</td>
</tr>
<tr>
<td>Merge problem</td>
<td>0</td>
<td>0.00%</td>
</tr>
<tr>
<td>Mail sending problem</td>
<td>0</td>
<td>0.00%</td>
</tr>
<tr>
<td>Unknown problem</td>
<td>0</td>
<td>0.00%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Link tracking</th>
<th>Count</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unsubscribe tag clicks</td>
<td>0</td>
<td>0.00%</td>
</tr>
<tr>
<td>Unsubscribed from clicks</td>
<td>0</td>
<td>0.00%</td>
</tr>
<tr>
<td>Registration tag clicks</td>
<td>0</td>
<td>0.00%</td>
</tr>
</tbody>
</table>