Building Message Templates

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This is her.
Daisey Fahringer *Product Manager*

2001 - 2007 | Client
Middle & Upper School IT Support & Computer Teacher, Webmaster

2007 - 2016 | Support Team
Support Specialist, Product Best Practice Analyst, LMS & Apply Deployment Specialist

2016 - Present | Product Team
Product Manager for Athletics, Forms, Messages, Posts, Registration

This is him.
Dan Bonville *Product Manager*

2011 - 2014 | Support Team
Support Specialist

2014 - Present | Product Team
Product Manager for Constituent Manager, Editor, Integrations & SSOs

This is today.
Session Agenda

~~**Who** are these presenters?~~

Why do we send email?

What are some tips or strategies?

How do we build one?

Why do parents read your emails?

Where are parents reading your emails?
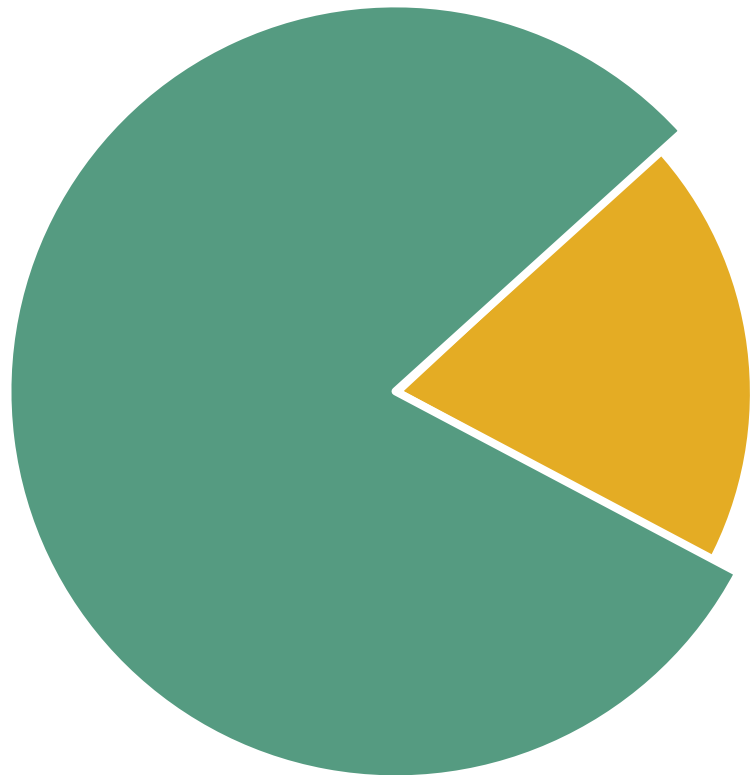
What information are they trying to find?

But, let's be **honest** just for a moment

Scrolling
Much?

Mobile First. **Mobile Friendly.**

80.8%

of users report
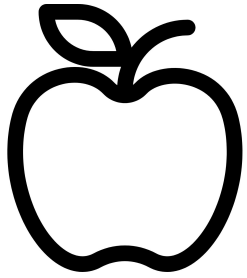reading email
on mobile devices
- HubSpot
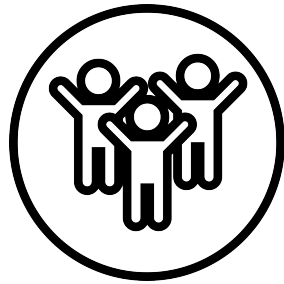
Be Creative.

The brain processes visual information

60,000

times faster than text.

- SerpLogic

1:8
Teacher-Student Ratio

400+
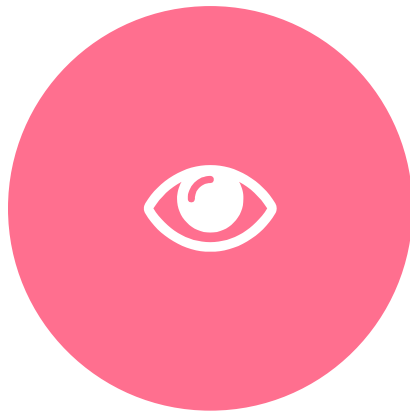Extracurricular Options

51
Nationalities Represented

65%
Teacher's with 10+ Years Experience
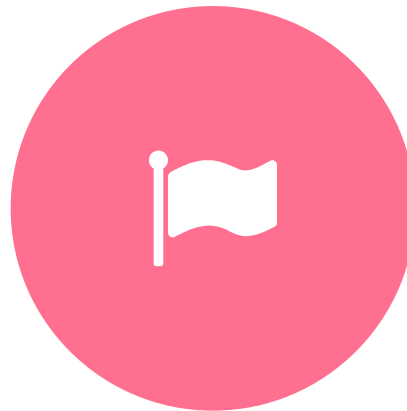
Incorporate **Infographics**

Infographics allow you to take a complicated (or boring) topic and turn it into an **easy-to-digest** piece of **visual content** that captivates the reader.
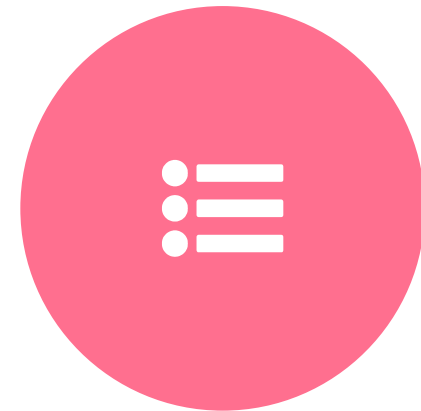
BE YOUR BRAND

Consistency is KEY. Carry your brand through your e-newsletters
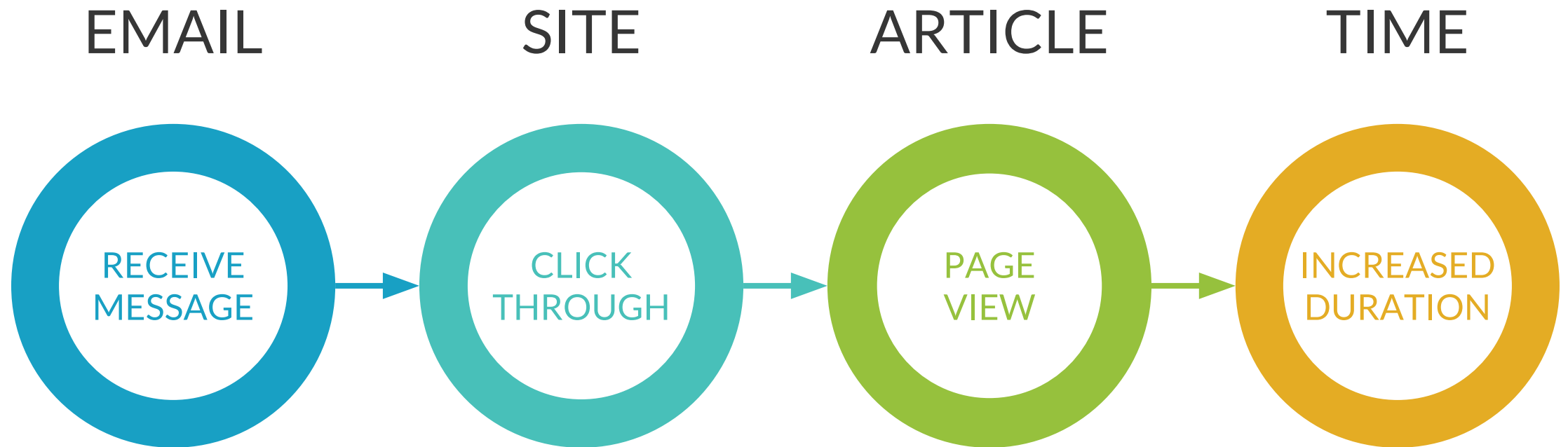
LOOK &
FEEL

LOGO

MAIN
MENU

Email as a **Gateway to Your Site**

EMAIL — RECEIVE MESSAGE → SITE — CLICK THROUGH → ARTICLE — PAGE VIEW → TIME — INCREASED DURATION

Save Time. **Reuse Content.**

CALENDAR

POSTS

ATHLETICS

MESSAGES

Message **Personalisation**
Make them feel **loved** and **unique**.

Dan, Congratulations!

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Aenean lacinia bibendum nulla sed consectetur. Maecenas sed diam eget risus varius blandit sit amet non magna. Maecenas faucibus mollis interdum.

Sed posuere consectetur est at lobortis. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Curabitur blandit tempus porttitor. Morbi leo risus, porta ac consectetur ac, vestibulum at eros.

> **Click through rate (CTR) is higher when using the recipient's first name in the subject line over no use of the first name.**
>
> *-HubSpot*

OLD NEWSLETTER

234 CLICK THROUGHS

387 SESSIONS

344 USERS

1,191 PAGE VIEWS

51.16% BOUNCE RATE

NEW NEWSLETTER

1,183 CLICK THROUGHS

1,050 SESSIONS

863 USERS

3,194 PAGE VIEWS

34.12% BOUNCE RATE

The .GIF that Keeps on Giving

Graphics Interchange Format.
Image files that are compressed to reduce transfer time. They are images stacked on top of each other, sort of like Flipbook Pictures.

How
do we build a template?

Thank You!

Thank you for attending our presentation.