



Best Practices for Email Marketing

Email marketing continues to be one of the simplest and most effective methods of marketing. This one page guide will get you started on Pace University's best practices for email marketing. First and foremost, we ask that you adhere to the University's Brand Standards, which advise on written style, logo, and color usage. For our most recent Brand Standards Guide, [click here](#).

Top Tips:

- **Be responsive:** Where possible, optimize your email marketing templates so that they are mobile optimized, responsive, and work well across devices. Not sure how to create a responsive email? Try using an email marketing platform like [MailChimp](#), [Constant Contact](#), or [SendGrid](#).
- **Less is best:** One of the hallmarks of effective communication is the ability to communicate succinctly—or rather: don't use 25 words where 10 will do.
- **Link to the website:** Don't copy and paste content that is easily accessible on Pace.edu. Just link out! It's easier, it's trackable, and it makes your email less cluttered and clunky.
- **Shorten your URLs:** Long URLs are overwhelming and messy. Where possible, embed links directly in copy, use a vanity URL (these can be requested through ITS Help Desk), or use a URL shortening service like [Bit.ly](#).
- **Compelling subject lines:** Spend time coming up with a creative and informative subject line. If you're able to, test different subject lines on different contacts to see if there is a difference in open rates. 33% percent of people decide whether to open emails based solely on subject line.
- **Pix, please:** Adding visuals to your emails is one of the best ways to stand out in a crowded inbox. Images help grab your readers' attention and connect with people in a way that text alone cannot.
- **No spammy content:** Spam filters look for certain types of content, so avoid using all capital letters, too many exclamation points, and gimmicky words or phrases.
- **CTA is a must:** Calls to action are a necessity—don't be shy about it. If you need someone to register, deposit, donate, or take any other action, the best way to do it is to ask outright.

Pace Logos: www.pace.edu/logos

Pace Photography: www.pace.edu/photos, password is Pace1906