

# 3 WAYS TO ENGAGE STUDENTS WITH EMAIL



WE ASKED STUDENTS ABOUT  
COMMERCIAL CLIENT EMAILS  
THEY GET FROM UCAS MEDIA.

## HERE ARE 3 KEY FINDINGS:

### 1. MAKE A CONNECTION

Students told us emails that spoke to them personally and related to their interests were best:

- 👎 “Long, seemingly unimportant information. Not feeling as if it relates to me in any way.”
- 👍 “If the email is addressed directly to me and is based on what I am interested in.”

Our research shows that **personalising email with the recipient’s name or subject of interest** can increase open rates by up to 4%. **Using a pre-header** also helps grab attention and can improve open rates by up to 7%.

### 2. BE CLEAR

65% of students said they normally view emails on mobile and many wanted clearer content:

- 👎 “Bad formatting, unhelpful content, irrelevant content, if the emails are oversaturated.”
- 👍 “Punchy, relevant title and eye-catching design and content.”

**A one column or responsive design** ensures email creative works on any device. **Snappy content, clear calls to action and use of buttons** also improve engagement – especially on mobile.

### 3. STAY RELEVANT

Students used the word ‘relevant’ / ‘irrelevant’ 220 times when asked about email engagement:

- 👎 “If it has a lot of wording that is mostly useless and has no imagery or some sort of media.”
- 👍 “Straight to the point, provide interesting, relevant, and fun information.”

**Targeting your campaign and tailoring your message** to that audience is key to improving relevance and driving engagement. **Imagery can also be a really good way to get a message across quickly.**

For help with your marketing campaign contact  
**01242 544 881 / [UMCS@ucas.ac.uk](mailto:UMCS@ucas.ac.uk)** or see our  
website for more **creative tips & specifications**.