

3 WAYS TO ENGAGE STUDENTS WITH EMAIL

We asked students about commercial client emails they get from us.

UCAS

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 / services@ucas.ac.uk** or see our website for more **creative tips & specifications.**