



June 2015

# YOUR MONTHLY RECOMMENDATIONS

## EXPAND YOUR REACH

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### Mailing list

- Review your professional contacts and add the relevant ones in your mailing list.
- Add a SignUp form on your website's home page as well as on your Facebook company page.

## IMPROVE YOUR ENGAGEMENT RATE

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### Schedule

- Send your marketing emails on Thursdays.
- Identify the most optimal send time for your subscribers. For instance, segment your mailing list and send your email to one segment at 10 a.m. and to the other segment at 4 p.m.



### Subject line

- Change your subject line with every edition.
- Personalize your subject line by identifying yourself. For instance, write your subject line as follows: "[Company name] Title of your email."



### Header

- Put your organization's name in the "From" field.
- Reduce the size of your logo to 100 pixels and add compelling text, so your subscribers can read it in the preview pane.

## INCREASE YOUR EFFICIENCY

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### Content

- Focus on product and corporate topics.
- Speak the language of your audience. As it is mostly composed of engineers, use technical words, to which they can relate.



### Design

- Use professionally-taken pictures only. If you don't have any, check for copyright free pictures on the Internet.
- Color your "Read more" buttons to make them more visible and enjoyable.

Good job, marketing ninja! Keep going!

