

Hacks for Better Emails with ContactMonkey



Plan in Advance

Before getting started ask yourself some questions: What is my newsletter goal? Who is my audience? What is my content? How do I measure success?



Email Templates

Use a responsive email template. Get started by selecting one of our pre-made templates from our library of designs.



Use Content Blocks and Row Styles

Use a mix of content blocks (images, dividers, buttons, plus much more) to create an easy to digest and read template. Adding videos and GIFS will add some animation to your email.



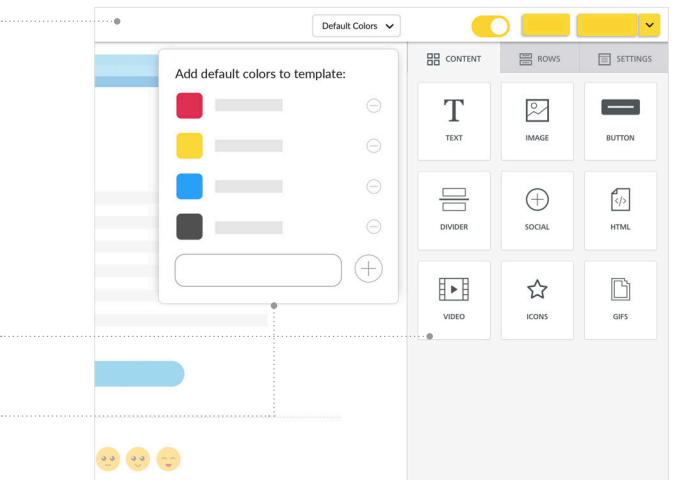
Use Brand Colors and Fonts

Use your brand fonts and colors. You can easily define your brand colors with the default colors feature.



Add Call to Actions (CTA)

Do you want your employees to take a specific action from your email? Add CTA buttons to direct readers to your latest intranet update.



Personalize Your Subject Lines

Personalize your templates and subject lines with merge tags. Try using employee's first names in the subject line and body copy.



Use Anonymous Pulse Surveys

Gather ongoing feedback on any topic with one-question surveys that employees. Enable comments to get a more qualitative feedback.



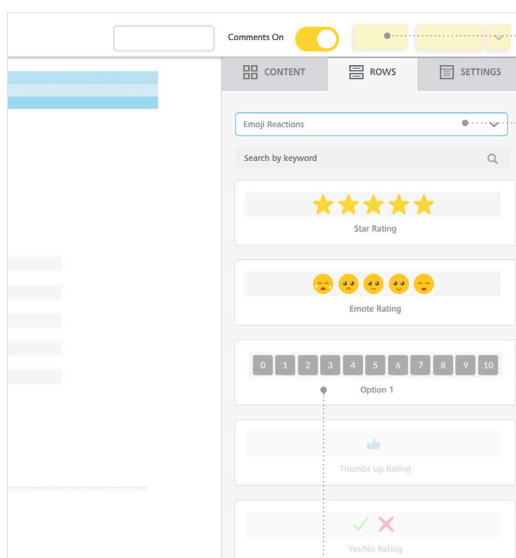
Use Emoji Reactions

Gain an understanding of how employees really feel about your newsletter with emoji reactions. Move emoji reactions around on the newsletter to encourage reading of specific sections or track readership with a prompt question such as "Is this information useful?".



Start Tracking Employee Net Promoter Scores (eNPS)

Use eNPS to get a real sense of the sentiment and employee advocacy at your organization. For example, "On a scale of 1 to 10, how likely are you to recommend this organization as a place to work?".



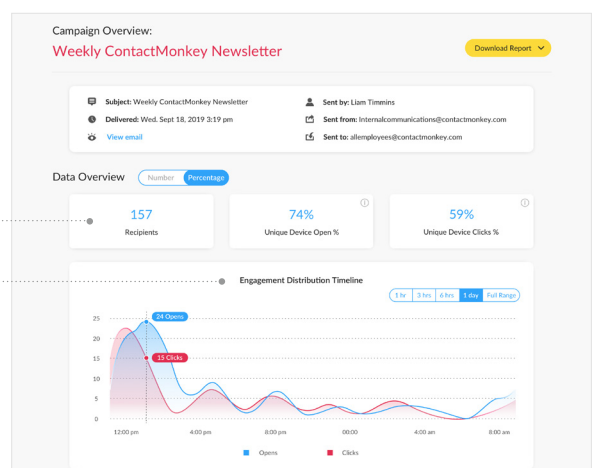
Take Actions

Don't forget about your newsletter once it's sent. Dive deeper into engagement by comparing open rates, click rates, read-time, survey results, and comments.



Play Around with Sending Times

Analyze your open rates to figure out what the best time to send is for your employees. Analyze the Engagement Distribution Timeline on your dashboard to learn more about your best times to send. Typically mid morning around 10:00 - 11:00 am works well on Mondays and Tuesdays.



Customer Tip



Halstead Real Estate increased their open rates by 16% on their newsletters by implementing some easy changes. By personalizing the subject line with first name, changing their sending time, and adding a quick survey they were able to boost their open rates from 44% to 60%.