From: Mary Ann Keisler
Sent: 1/8/2015 4:56:15 PM
To: Haley, Nikki
Cc:
Subject: Tips to Boost Click-Through Rates

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6 Tips to Bump Up Your Click-Through Rate

A newsletter from the desk of Ben DeVries: Group Tour Magazine

Cracking the click-through code: 6 tips to increase click-throughs on your email marketing

We want more click-throughs (CTs), we want more engagement and we want to be able to show our boss (or board) we upped the numbers and deserve that raise. But, how do we drive that engagement? I've put together 6 tips to bump up your CT rate:

Match your content to your subject line - #1
You only get to make one first impression, but you have to constantly support that impression. If your subject line and content don't match, your readers won't waste time trying to put the pieces together. Your email will be deleted so fast it will make your mouse spin.

Have one "call to action," and make it clear - #2
There are two schools of thought here: (1) have a single call-to-action, and (2) more links means more clicks. #2 drives up your numbers without driving up your

effectiveness. Having a single point will help increase your effectiveness because everything in the email drives them to it. And here's a biggie, make sure the link looks like a link. They can't click if they don't know it exists.

TELL them to click the link - #3
It may sound silly, but simply asking someone to click a link is a HUGE driver in CT rates.

Give them the "so-what" - #4
Focus on why your reader cares. I don't care if you have a new "whosa-what's-it," I care if it can save me money, if it can make my schedule easier or if it will wow my group. Focus on the benefits of clicking your link.

Write to a single person - #5
When you write in second person (you, yours, y'all), you create a stronger connection with your reader. But it's tricky; it's hard to write a personal email when you're trying to make it fit everyone. Well don't. Pick just one person and write an email to them, just them. Then, go back over the email and cross out anything overly personal and turn any name into a merge field (feel free to ask me how by emailing me).

Be mobile friendly - #6
A full 30% of recipients who opened our last Spotlight Newsletter <http://click.icptrack.com/icp/relay.php?r=21562771&msgid=520992&act=6MUY&c=1099674&destination=http%3A%2F%2Fclicks.skem1.com%2Ftrkr%2F%3Fc%3D49435%26g%3D1040%26p%3D9943a505bc3b1afa9a98686108acf1a3%26u%3Df1d58931ac7e6da80aad3f36258f796a%26q%3D%26t%3D1> (you know, the one that reaches the same audience you want to reach) opened the email on a mobile device. If your email isn't mobile friendly, you're practically ignoring 1/3 of your audience.

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<http://click.icptrack.com/icp/relay.php?r=21562771&msgid=520992&act=6MUY&c=1099674&destination=http%3A%2F%2Fwww.tbredcountry.org%

 - "All My Sons" <http://click.icptrack.com/icp/relay.php?r=21562771&msgid=520992&act=6MUY&c=1099674&destination=http%3A%2F%2Fwww.tbredcountry.org%2Fcommon%2Fcontent.asp%3FCONTENT%3D8921%26PAGE%3D311> (1/9-10, 16,17, 18, 23, 24)

 - "The Sound of Music" <http://click.icptrack.com/icp/relay.php?r=21562771&msgid=520992&act=6MUY&c=1099674&destination=http%3A%2F%2Fwww.tbredcountry.org%2Fcommon%2Fcontent.asp%3FCONTENT%3D9164%26PAGE%3D311> (1/9-11, 16-18)

 - Winter Nocturne: Mendelssohn Piano Trio <http://click.icptrack.com/icp/relay.php?r=21562771&msgid=520992&act=6MUY&c=1099674&destination=http%3A%2F%2Fwww.tbredcountry.org%2Fcommon%2Fcontent.asp%3FCONTENT%3D9464%26PAGE%3D311>(1/22),

 - A Play to Spay <http://click.icptrack.com/icp/relay.php?r=21562771&msgid=520992&act=6MUY&c=1099674&destination=http%3A%2F%2Fwww.tbredcountry.org%2Fcommon%2Fcontent.asp%3FCONTENT%3D9717%26PAGE%3D311> (1/27)

 - "The Tempest" <http://click.icptrack.com/icp/relay.php?r=21562771&msgid=520992&act=6MUY&c=1099674&destination=http%3A%2F%2Fwww.tbredcountry.org%2Fcommon%2Fcontent.asp%3FCONTENT%3D9040%26PAGE%3D311>(1/29)

<http://staticapp.icpsc.com/icp/loadimage.php/mogile/1099674/a25d98d5e54d2f6e243137868bbe8770/image/jpeg> *Martin Luther King Holiday Events*

 - Dr. Martin Luther King Service Day <http://click.icptrack.com/icp/relay.php?r=21562771&msgid=520992&act=6MUY&c=1099674&destination=http%3A%2F%2Fwww.tbredcountry.org%2Fcommon%2Fcontent.asp%3FCONTENT%3D9395%26PAGE%3D311> - Denmark (1/18)

 - MLK Community Celebration <http://click.icptrack.com/icp/relay.php?r=21562771&msgid=520992&act=6MUY&c=1099674&destination=http%3A%2F%2Fwww.tbredcountry.org%2Fcommon%2Fcontent.asp%3FCONTENT%3D9508%26PAGE%3D311> - North Augusta (1/18)

 - MLK Day of Service Project <http://click.icptrack.com/icp/relay.php?r=21562771&msgid=520992&act=6MUY&c=1099674&destination=http%3A%2F%2Fwww.tbredcountry.org%2Fcommon%2Fcontent.asp%3FCONTENT%3D9667%

26PAGE%3D311> - Aiken State Park (1/19)

 -<http://click.icptrack.com/icp/relay.php?r=21562771&msgid=520992&act=
6MUY&c=1099674&destination=http%3A%2F%2F%2520-%2520Martin%
2520Luther%2520King%2520Jr.%2520Celebration%2520-%2520USC%
2520Aiken%2520%281%2F25%29>Martin Luther King Jr. Celebration
<http://click.icptrack.com/icp/relay.php?r=21562771&msgid=520992&act=
6MUY&c=1099674&destination=http%3A%2F%2F%2520-%2520Martin%
2520Luther%2520King%2520Jr.%2520Celebration%2520-%2520USC%
2520Aiken%2520%281%2F25%29> - USC Aiken (1/25)

<http://staticapp.icpsc.com/icp/loadimage.php/mogile/1099674/6867d90e0ca8fe0def6f07
a4e681cd3c/image/jpeg>_ History Events

 - Battle of Rivers Bridge 150 Years Later
<http://click.icptrack.com/icp/relay.php?r=21562771&msgid=520992&act=
6MUY&c=1099674&destination=http%3A%2F%2Fwww.tbredcountry.org%
2Fcommon%2Fcontent.asp%3FCONTENT%3D9045%26PAGE%3D311> (1/17)

 - Lecture Series at Aiken County Museum
<http://click.icptrack.com/icp/relay.php?r=21562771&msgid=520992&act=
6MUY&c=1099674&destination=http%3A%2F%2Fwww.tbredcountry.org%
2Fcommon%2Fcontent.asp%3FCONTENT%3D9662%26PAGE%3D311>(1/20,
27)

 - St. Andrews Society of Aiken Robert Burns Dinner
<http://click.icptrack.com/icp/relay.php?r=21562771&msgid=520992&act=
6MUY&c=1099674&destination=http%3A%2F%2Fwww.tbredcountry.org%
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6MUY&c=1099674&destination=http%3A%2F%2F%2520-%2520St.%
2520Andrews%2520Society%2520of%2520Aiken%2520Robert%2520Burns%
2520Dinner%2520%281%2F24%29>(1/24)