Follow these tips to reach more of your Shocker audience and increase their responsiveness.

**MAKING IT PERSONAL**

Personalized mailings have 29 percent higher unique open rates and 41 percent more click rates than non-personalized emails.

“Joe, WSU spring registration is coming up!”

Sounds fun! See you there!

**WRITING TECHNIQUES**

**Brief is Better.**

When messaging someone brief is better. The more words that are used the more saturated the message becomes. Stick to a message of between 50 and 125 words.

**Use Simple Language.**

“Exempted” translates “do not need to”.

**Remove Passive Voice.**

“If you are contacted by your advisor” should be “If your advisor contacts you”.

**Translate Jargon.**

“non-credit bearing” translates to “does not count for credit”.

**Ensure Readability.**

Write at the reading level of high school senior.

**STRIKE OUT**

**CALL TO ACTION**

Use One.

Include only one call to action when possible. (Clicks increase 42 percent when CTA is reduced from 4 to 1.)

Subject Line.

Put CTA in the subject line so students immediately know what to do.

**Urgency.**

Convey a sense of urgency. Use action verbs such as “sign up,” “schedule,” or “pay.”

Stand Out.

Make your CTA stand out. Offset CTAs with bold, different colored text or buttons.

**TRACKING**

Always track the basics for any campaign. You should track your own activity (i.e., students contacted, rounds of outreach) and student engagement (e.g., response rate, advised rate) because these metrics are important to evaluating your campaign’s success. They are also helpful in making trends that prove “do what works” and provide motivation along the way.

Find more ways of measuring campaign effectiveness here:

**Embrace Analytics.**

You can’t optimize what you can’t be measured.