



# Snazzy Readable E-mail

*with Kathy O'Leary*

Public Relations & Communications Coordinator at  
Indianhead Federated Library System



# Challenge

- Engaging someone with email is like trying to engage a waiter in a busy restaurant.
- We are inundated with email every day.
- Make yours stand out!

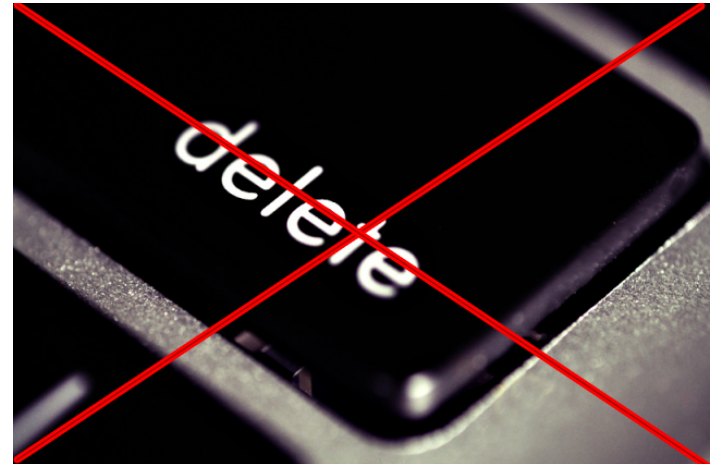




# Goals

#1 Open your email

#2 Read your email



# Rich Text • HTML

## Storytimes for Everyone

with Saroj Ghoting

**May 15, 9:30-4:30**

WITC Conference Center, 1900 College Drive, Rice Lake

[Register by May 8](#)

**For librarians and other professionals working with children and families. All are welcome!**

- Incorporate information for parents/caregivers into your storytimes
- Learn about early literacy components and child development
- Learn about the 5 early literacy practices (talk, sing, read, write, play)
- Learn specific ideas and techniques for storytimes
- Hands-on practice developing a literacy-enhanced storytimes



**Saroj Ghoting** is a national trainer on early literacy. She is co-author of *Early Literacy Storytimes @ Your Library: Partnering with Caregivers for Success*, which applies information from the Every Child Ready to Read workshops to the storytime setting, and several other books about sharing early literacy information.

This free workshop is sponsored by the Indianhead Federated Library System, and is made possible with a Library Services and Technology Act grant from the **Institute of Museum and Library Services**. It will supply 6 contact hours for public library director certification. If you have questions or need accommodations to participate, please contact Leah (715-839-5082 ext. 114). [Register by May 8.](#)

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Sarojforweb.jpg Saroj Ghoting is a national trainer on early literacy. She is co-author of Early Literacy Storytimes @ Your Library: Partnering with Caregivers for Success , which applies information from the Every Child Ready to Read workshops to the storytime setting, and several other books about sharing early literacy information.

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# Rich Text • HTML

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your browser



## What is a LIBRARY SYSTEM? SYSTEM = SUPPORT

Indianhead Federated Library System supports 53 public libraries in a ten county region of western Wisconsin. Providing:

- Technology Support
- MORE Shared System
- InterLibrary Loan
- Online Databases
- Internet Access
- Downloadable Media
- Delivery

Visit our website [iflweb.org](http://iflweb.org) for more information.

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715-839-5082 ext 118  
[oleary@ifls.lib.wi.us](mailto:oleary@ifls.lib.wi.us)  
[www.iflswb.org](http://www.iflswb.org)

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# Before You Start

- Why are you sending an e-mail?
- What do you want the reader to do?
  - *Register for something? Read something?*
- Are you going to measure success?
- What are the goals behind this communication?
- Is e-mail the best way to communicate your message?
- Who should receive the message?
- Is the message relevant to the reader?





# 1<sup>st</sup> Goal – Get them to open it



What is recognizable, trustworthy and relevant?

# Don't get spammed



- Email subject lines that are *likely to get you filtered into spam include:*
  - Don't use certain keywords such as: Free, Click Here, Call Now, Amazing, Help, Reminder...
  - Don't use ALL CAPS



# Use a Strong Subject Line

Subject lines that will get your email opened:

- Descriptive

*~ 50 characters in length is best*

- Contain a question

*Does Your Dog Jump on People?*

- Contain a punchy phrase

*Cutting Edge • High Octane • Essential Tips • Simple Tricks*

- Cause a sense of urgency or involve time

*Only 3 Days Left to Register • Double Your Reading Rate in 5 Days*

## 2<sup>nd</sup> Goal – Get Them to Read It

- Consistent Branding – your website, logo and email should look consistent. Creates trust.
- Keep content fresh, current and relevant.
  - Don't repeat a previous email
  - Be compelling
  - Don't tempt them to hit 'delete' before they open
- Link to your website in each email. Tell them why they should visit. ie: see full calendar of events on our site.



# More Tips...

- Forget Background Images
  - Most e-mail clients won't show it
  - Design should look good on plain background
- Make sure most important message is seen in preview pane\*
  - Upper left corner of email
  - Don't put an image here because if their images are off they won't see it.

\* The **preview pane** is part of the inbox in some email clients. It lets users peek at part of their emails to decide whether or not to open them.

If those few inches of space don't entice previewers to open, they'll simply ignore or delete your message. Don't let that happen.

# Text Arrangement

- Use left justification for text
- Headers can be centered

[\*|ARCHIVE|\*]View this email in  
your browser



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# Catch & Keep Attention

- With the Subject Line
- With type, colors, shape, sizes and placement
- Prioritize important information
- Prune extra irrelevant content
- Bullets are your friends
- Use a mix of rational and emotional appeal
- Use strong clear calls-to-action



## Mark your calendars

Looking for a great one day conference? We've got the perfect day and location for you. The Support Staff and Circulation Section will be holding their annual one day conference "**Supporting Excellence in Service**" at the Davies Center on the UW-Eau Claire campus on **May 28, 2014** from 9am to 4pm.

Please join us for a day of great sessions, networking with library staff from across the state, and a tour of UW-Eau Claire's McIntyre Library.

Parking (free), directions to the campus and Davies Center, and hotel reservation information can be found here: <http://bit.ly/1e5eQJ7>. The Clarion Hotel is about a 5 minute drive or 15 min walk to the campus. Rooms are reserved at the state block rate ( Wisconsin Library Association SSCS \$70.00/single and \$79.00 double). This block rate expires on April 27, 2014. Please continue to check the SSCS area on the WLA website for further information as the conference planning develops and sessions are confirmed.

**If you are interested in presenting at the conference, please submit a proposal at <http://tiny.cc/SSCS14Proposals>. The deadline to submit proposals has been extended from March 10 to **March 30, 2014****

Looking for a volunteer opportunity? Consider helping out at the registration table or be a room monitor at the conference. If you are interested in volunteering, please e-mail board member Chris Raulusonis at [c.raulusonis@lacrosse.lib.wi.us](mailto:c.raulusonis@lacrosse.lib.wi.us)

Looking forward to seeing you on May 28!



# Images

- Size them for the web! 72 dpi
- Can use free photo editing sites for this:

- [picmonkey.com](http://picmonkey.com)

- [pixlr.com](http://pixlr.com)

- [ipiccy.com](http://ipiccy.com)

- [fotor.com](http://fotor.com)

- Leave space around images

- Looks unprofessional if you don't

- Makes harder to read



Create  
Snazzy  
Email  
Tues April 1  
9am



Create Snazzy Email  
Tues April 1  
9am

Don't count on images showing up

## Convey your message without images

 This message contains blocked images [Show Images](#) [Options](#)

**New (PRODUCT) RED(TM) Styles Are Here** Standard Header ▾  
**gap.com** <gap@gap.delivery.net>  Add  
To: ANNA\_BILLSTROM@YAHOO.COM Tuesday, July 10, 2007 1:42:12 AM

To ensure you receive your Gap emails, please add **gap@gap.delivery.net** to your address book now.

If you are having trouble viewing this email, please [click here](#).

 GA	 Shc	 Men	 Womer	 GapKid	 babyGar	 GapMaterni	 GapBody
--	---	---	---	--	---	--	---

 NEW STYLES SAME HOPE INTRODUCING THIS SEASON'S (PRODUCT) RED(TM) STYLES, DESIGNED TO HELP ELIMINATE AIDS IN AFRICA. WHILE YOU'RE AT IT, CHECK OUT THE LATEST MEN'S AND BABY STYLES, PLUS OUR KIDS COLLECTION, THE NEWEST MEMBER OF THE GAP PRODUCT (RED) FAMILY.

## Save up to 50% | Get \$25 to Spend Later. [Inbox](#)



Eddie Bauer <[EddieBauerEmail@e.eddiebauer.com](mailto:EddieBauerEmail@e.eddiebauer.com)> to me

[show details](#) 11:27 am (1 hour ago)

[Reply](#)

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Eddie Bauer (R) Est.  
1920

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# Sources for Free Images

- Faces Are Nice
  - Cut Outs and Cropping Can Make a Huge Difference
  - Size the image before you place it
- 
- **Free Image Sources:**
  - [Bing/images](#) – Public Domain
  - [Stock.xchng](#)
  - [Morguefile](#)
  - [pixabay.com](#)
  - [www.flickr.com/search/advanced](#)

*Images copied from the web will show up ok for email –  
The problem is with fair use and copyright laws*



# Alternate Text Tags

**Alt tags** are the text that shows up if the image does not show up. This tells people what the image would be.

This information is necessary to comply with Americans With Disabilities (ADA) Labeling your image will ensure it will be accessible to people with vision problems.

BuzzFeed <today@buzzfeed.com> Oct 28 (2 days ago) ☆ ↶ ▾  
to me ▾

Images are not displayed. [Display images below](#) - Always display images from today@buzzfeed.com

---

BuzzFeed Today

## 18 Sure-Fire Methods For Getting Out Of Bed In The Morning

Are you excited about getting out of bed on a Monday? Probably not. [But this strategy might keep you from hitting snooze.](#)

[oh, nope, not hitting snooze](#)

BuzzFeed <today@buzzfeed.com>  
to me ▾

Oct 28 (2 days ago) ☆



**BuzzFeed** TODAY

## 18 Sure-Fire Methods For Getting Out Of Bed In The Morning

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# Steps to a great e-mail

- Chose a strong subject line
- Choose a great image (if desired)
- Tweak the message to be brief and punchy
  - break up large blocks of text
- Use colors in text carefully
- Link to your website
- Add your logo
- Follow your brand – colors, fonts



# Design Concepts To Keep in Mind

- Hierarchy
- Alignment
- Font
- Space
- Balance
- Unity & Harmony

*From previous webinar “Creating Eye-Catching Brochures and Flyers*  
*<http://vimeo.com/88887575>*





# Hierarchy

- Most important to least
- Stay consistent
- Make big **BIG**
- Make small small

By Using:

- Size
- Boldness
- Color

**Most**

Second Most

Third Most

Least Important

**Most**

Second Most

Third Most

Least Important

**Most**

Second Most

Third Most

Least Important



# Fonts

- Never more than 2 fonts
  - Use one 'serif' and one 'sans serif'
  - Use consistently
  - Body font should be easy to read
- 
- Reading a block of text should not be a chore
  - Should be inviting
  - 2 similar fonts are not a good idea to use

San Serif

Serif

Use standard fonts so most people will have them on their computer



Space

Balance

Alignment



# Hold 'em

- Avoid Large Blocks of Text
- Be Punchy and Brief
- Use Bullets
- Link For More Information



# Use Your Instincts

- Take a quick look  
Do you like it? Does it bother you? Why?
- Revisit the various Design Elements

# Tools to Use

- Compose in your own email client
  - Gmail, Outlook, etc

OR

- Use an email service

- MailChimp [mailchimp.com](http://mailchimp.com)
- Benchmark <http://www.benchmarkemail.com>
- iContact <https://www.icontact.com>
- Constant Contact <http://www.constantcontact.com>
- Pinpointe <http://www.pinpointe.com>
- Mad Mini <https://madmimi.com>

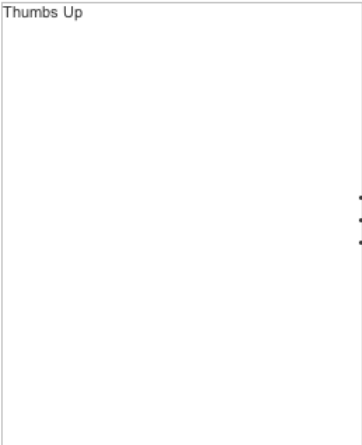




# Create Snazzy E-mail

Free Webinar

Tues. April 1  
9am



Create Snazzy Email



Join Me for a Free webinar on how to create snazzy email.

- Email that gets attention gets opened
- Get your message across
- Avoid becoming spam

Register Today Here:  
<https://www3.gotomeeting.com/register/921524582>

Kathy O'Leary  
715-839-5082  
oleary@ifls.lib.wi.us

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[iflweb.org](http://iflweb.org)



# Created with MailChimp:

To:  Kathleen O'Leary

- To help protect your privacy, some content in this message has been blocked. To re-enable the blocked features, [click here](#).
- To always show content from this sender, [click here](#).

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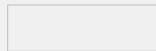
**Create  
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Readable  
E-mails**

**Tues. April 1**

10am

Compose an e-mail to make sure it gets  
read and understood!

Tools for creating e-mail or newsletters



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# Tell Them What To Do

- ✓ Register
- ✓ Donate
- ✓ Sign up
- ✓ Watch Video
- ✓ Visit our Website
- ✓ Like Us on Fb
- ✓ Follow our Blog

# How to Tell Them

- Buttons
- Context
- Active Language
- Size
- Placement



**Donate**

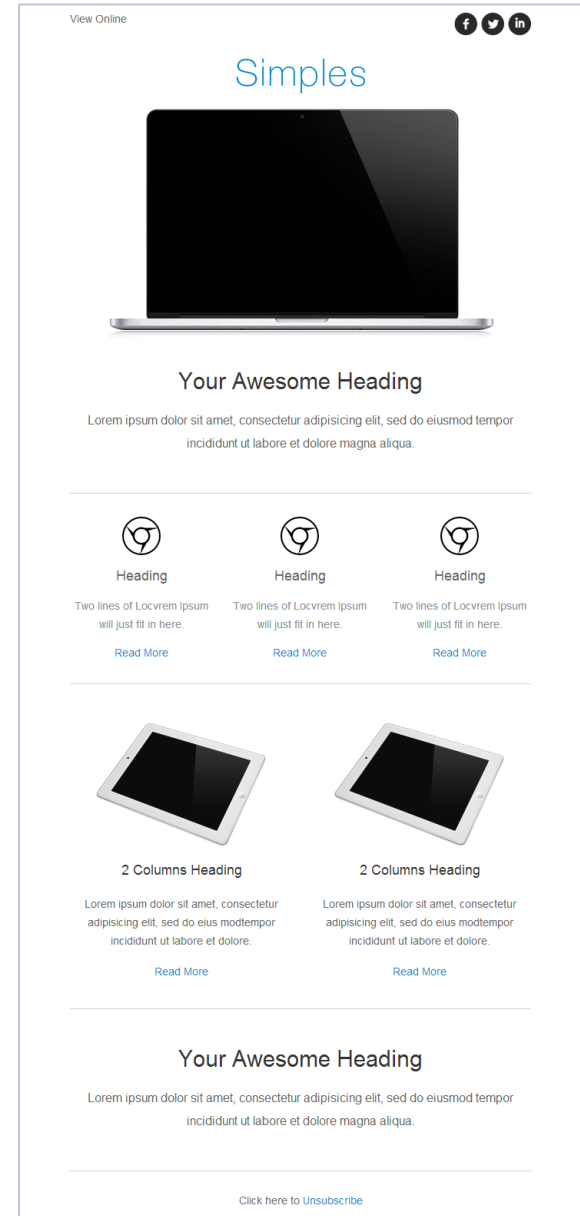


**Share  
Your  
Story!**

**Register Now**

# With Images

- Create a great image visual jpg
- Also include plain text in the email to say your message if the image won't open up.



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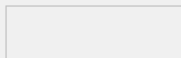
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# Recap:

- ✓ Decide Who Your Audience Is
- ✓ Determine the Purpose of the E-mail
- ✓ Create a strong subject line
- ✓ Is There a Call to Action?
- ✓ Find a great image(s) and size properly



...

- ✓ Write Your Message
- ✓ Link to Your Website, Add Your Logo
- ✓ Create Hierarchy
- ✓ Consider Alignment, Font, Spacing, Balance to create Unity & Harmony
- ✓ Make Sure Your Message is Clear in Plain Text



Thank you for attending





# Kathy O'Leary

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Indianhead Federated Library System

[oleary@ifls.lib.wi.us](mailto:oleary@ifls.lib.wi.us)