



Take Your Email Performance Rates Up a Notch

Knowing what works can help you maximize your returns.

Whether email is your primary marketing channel or just a small part of your strategy, knowing what's working today with educators is essential to maximizing the return on your e-marketing campaigns. MDR's annual report, *Email Trends in the Education Market 2011*, provides a wide-ranging view of email in education, based on the results of thousands of campaigns to schools and colleges.

The results of your program will diminish over time if you aren't using an up-to-date list because of "churn" within the educator universe. MDR reports that for the 2010-2011 school year, nearly 1,400 schools closed and about 1,100 new schools opened. Factoring in educators new to their schools this year, updated email addresses for existing staff, and schools changing their email address domain, the percentage of new email addresses is close to 40%. To be sure your emails make it to inboxes, use a vendor with rigorous "list hygiene" processes. An accurate email list with valid and current educators' addresses is the key to strong email reputation, high deliverability, and successful results.

Timing, Timing

What's the best time of day and week to send emails? MDR's research shows that during the past year, businesses continued to prefer midweek days for their school market campaigns, most often choosing Tuesday (30%), Wednesday (25%), and Thursday (22%) for their messages. Friday was the least popular day of the week to send emails. In the end, however, day of week did not impact email performance.

Education marketers also continue to prefer morning deployments, with 60% of last year's K-12 campaigns going out between

7 a.m. and noon EST. Messages deployed to educators between 10 and 11 a.m. EST performed the best all around, with a 10.4% open rate and a 3.2% click-through rate (30-50% higher than all other hours of the day).

Personalization and Performance

Personalization is a universally accepted best practice to increase email campaign effectiveness, especially when prospecting. MDR found that during the 2009-2010 school year, K-12 messages customized by educator or institution demographics boosted open rates a full percentage point to 10.5%. Click-through rates also improved to 2.7% with more targeted messaging. Overall, personalization pays off, especially when it increases a message's relevancy, so it's a smart tactic for marketers looking to bump up their campaigns' performance.

Mobile Email

Survey respondents across the education universe reported increased use of mobile email. District personnel continue to lead in viewing email on handhelds, averaging a 10% increase over each of the past two years and hitting 46% usage this year. With these levels of penetration across educators, marketers should focus on design best practices so that their messages render correctly on mobile devices—by following the same best practices for viewing emails on computers.

Want More Details?

For more research on the current state of education email marketing, dive into *Email Trends in the Education Market 2011* on MDR's Website at www.schooldata.com/mdrreports.asp.

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