

# TOP TIPS

## Online Communication

### Email Top Tips:

*What to think about when emailing current/potential supporters:*

1. Find software to help you – see next slide for some examples
2. Build your list of subscribers – but be aware of data protection law and don't spam! (Can use a spam checker to see if your mail would be caught in filters)
3. Build relationships – don't only/always ask
4. Write compelling subject lines
5. Share memorable and interesting content
6. Show your impact
7. Include a call to action e.g. click here to find out more, donate button
8. Measures what you do –use open rate, click through and unsubscribe
9. Test and learn – it's easy to measure and therefore easy to test
10. Segment – as you build your list, be increasingly targeted and segmented in your approach, giving people more relevant content, and increasing engagement

### Website Top Tips:

*What to think about when assessing your website in readiness for an online campaign:*

1. Who are your audience?
2. What do you want to tell your audience?
3. What do you want them to do when they get to your website?
4. How do you get people to your website?
5. How do you capture your audience data
6. Is your branding fit for purpose?
7. Do you own images/ have a marketing budget?
8. Do you have a You Tube channel / Snapchat / Instagram account?
9. What other channels do you use?
10. How do you link your accounts across platforms?
11. Do you use e-mail marketing?
12. Do you have a client list?
13. What other partners/agency websites can you put your links on



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