## **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







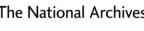














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