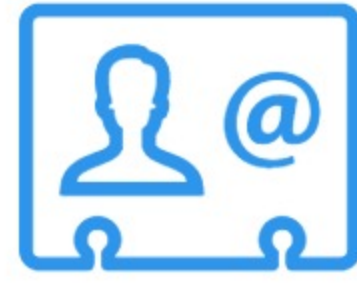


FOUR STAGES OF EMAIL INTERACTION 1.0

Sending an Email

1

DELIVERY



✓ Audience

The **audience** is a group of individuals with whom you want to communicate.



✓ Delivery Date/Time

Be strategic about the **date & time** when distributing communications.

2

ENVELOPE



✓ From Information

The **from information** is the text that identifies who sent the message.



✓ Subject Line

The **subject line** tells your audience what your communication is about.



✓ Preheader

A **preheader** populates after the subject line and can be seen before opening an email.

3

CONTENT



✓ CU Branded Logo

Always include your unit's **CU branded logo** in the top of each email.



✓ Image

Use **images** to enhance the content of your communication.



✓ Primary Message

The **primary message** contains the purpose of the email, often including a call to action.



✓ Social Media

Link to your Twitter, LinkedIn, Instagram, and other **social media** channels.



✓ Department Footer

Include your department's name, address, and phone number in the **department footer**.



✓ Unsubscribe Footer

The **unsubscribe footer** allows recipients to opt-out of commercial communications and is required by law.

4

LANDING PAGE



✓ Final Destination

There should be a strong connection between the email content and the **final destination** to which readers are sent.