

Creating Compelling Content ^[1]



October 18, 2017 by [jennifer.mortensen](#) ^[2]

Strive to create content that is meaningful and relevant for your readers.

Some best practices for creating your content include the following:

- Keep your message short and to-the-point. Readers are more likely to engage with content at the beginning/top of your message, so limit the need to scroll when possible.
- Limit the number of links in your message to only the ones that are most relevant to your content. No more than 5-10 links per email will generally increase your click rate.
- Ensure the timeliness of your content. Relevant and recent information is more useful than outdated content. If the news happened before your previous e-communication, it's outdated.
- Make sure that your email compels recipients to take a specific action, such as donate to the university, enroll in a class, register for an event, engage on social media, etc.
- Design an email that is appealing to your audience, that looks professional, and that meets CU brand standards. For examples of well-designed emails visit our Wiki post "[Really Good Emails](#) ^[3]."

You can use functionality such as A/B testing and dynamic content to experiment with your messages to ensure they are truly engaging your audience. [Contact your eComm Specialist](#) ^[4] for more information.

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