

## **Setting Goals** <sup>[1]</sup>

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Start by asking your team these questions:

### **How do you want your emails to help your department/unit?**

Are you setting the right goal?

- Focus on areas that bring the most value. The quality of your communications is more important than the quantity of them.

Can you measure your results?

- If your results can't be measured, how will you know if you have met your goal?

### **Marketing Cloud**

- Increase open rate
- Increase click-through rate
- Reduce opt-out rates
- Send fewer emails while maintaining business goals

### **Cvent**

- Increase registration and attendance
- Decrease no-shows
- Increase revenue
- Increase process efficiency
- Gather more event feedback

### **How do you want recipients to engage with your email?**

Is it easy to engage with your emails?

- Create a clear call-to-action button to get the most responses possible. Get your

recipients to reserve their seat, download your materials, subscribe or submit a nomination.

What is the appropriate frequency for communications to this audience?

- Encourage recipients to open your emails by sending fewer emails and timing them appropriately. The more emails you send, the more likely folks are to ignore some (or all) of them or worse - unsubscribe!

## Who is the ideal audience for your email?

Does the content resonate with this audience?

- If you are advertising an event, who is the intended audience? Alumni in a particular city? Faculty from a particular campus? Target your audience based on the answer to increase engagement.

Does this content support the relationship you are trying to build with these individuals?

- The more targeted your communication, the higher open and click-through rate you can expect.

[DOWNLOAD DOCUMENT | Setting Goals](#) <sup>[3]</sup>

### **Display Title:**

Setting Goals

### **Send email when Published:**

No

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