

Tips & Tricks | 5 Types of Emails Students Ignore—And How to Get Your Emails Opened ^[1]

May 15, 2018 by [Kate O'Connell](#) ^[2]

Before you send your next communication to student, check out [this article](#) ^[3] from [EAB](#) ^[4] that walks through the types of emails that students ignore. Tips for how to boost your open rate and engagement rates are also included.

Highlights include:

- Subject Line Best Practices
- Jargon/Language Tips
- Action Verbs
- Spam Filter Considerations

You can read the full article [here](#) ^[3].

[Tools of the Trade](#) ^[5], [Email Marketing](#) ^[6]

Display Title:

Tips & Tricks | 5 Types of Emails Students Ignore—And How to Get Your Emails Opened

Send email when Published:

Yes

Source URL: <https://www.cu.edu/blog/ecommerce-wiki/tips-tricks-5-types-emails-students-ignore%E2%80%94and-how-get-your-emails-opened>

Links

[1] <https://www.cu.edu/blog/ecommerce-wiki/tips-tricks-5-types-emails-students-ignore%E2%80%94and-how-get-your-emails-opened>

[2] <https://www.cu.edu/blog/ecommerce-wiki/author/292>

[3] <https://www.eab.com/daily-briefing/2018/05/14/5-types-of-emails-students-ignore-and-how-to-get-yours->

[opened?elq_cid=1295480&x_id=003C000001UoOfsIAF&elqTrackId=3fafa608cea3496296597468a0b029](https://www.eab.com/daily-briefing/2018/05/14/5-types-of-emails-students-ignore-and-how-to-get-yours-opened?elq_cid=1295480&x_id=003C000001UoOfsIAF&elqTrackId=3fafa608cea3496296597468a0b029)

[4] <https://www.eab.com/>

[5] <https://www.cu.edu/blog/ecommerce-wiki/tag/tools-of-the-trade>

[6] <https://www.cu.edu/blog/ecommerce-wiki/tag/email-marketing>