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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]
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