

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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