



5 WAYS TO MAKE YOUR EMAILS MORE EFFECTIVE

As a wellness professional, you're part marketing professional, too. It's your job to keep employees up to date on the latest news through email. But how do you ensure they actually read your message instead of punting it to the trash? Read on to find out.



Timing is everything.

Most people ignore an email that comes in Friday at 6pm. And Monday at 9am might be too early in the week for people to focus. Instead, aim for the middle of the workweek. Research shows that 1-3pm is the golden hour for sending emails, with 2pm being the sweet spot.¹

Give people enough time to act. Make sure you communicate any action items far enough in advance to allow people to think it over, do some research or ask questions.

Send emails mid-week for best results.

M	T	W	Th	F

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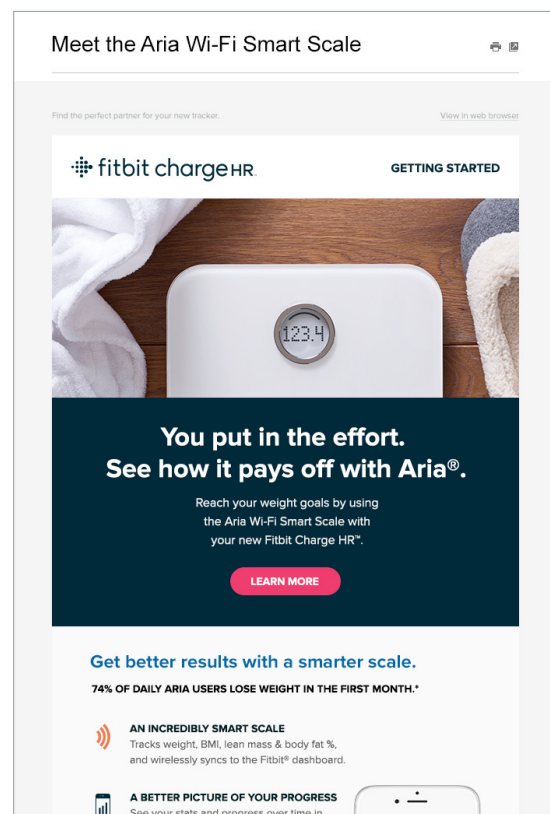
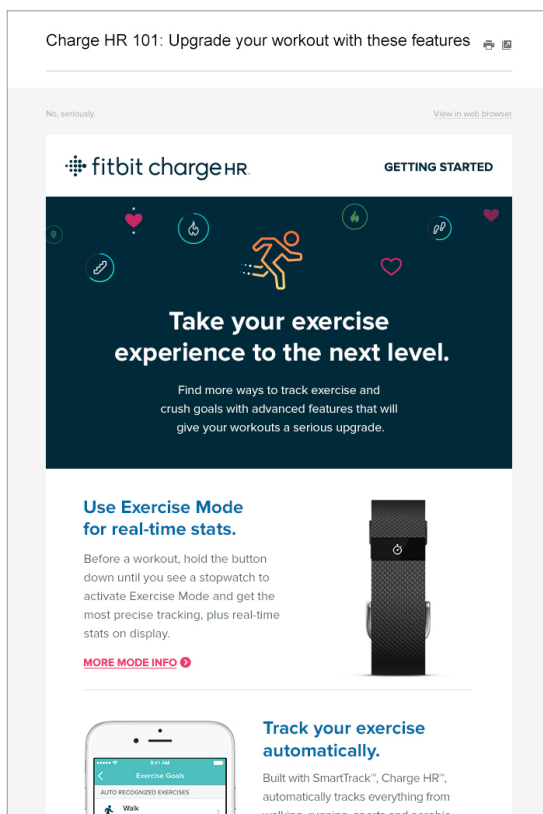
Make it easy to read.

Avoid thin, light-colored text on bright backgrounds.

Although it might feel bright and cheery, that type of treatment is difficult to read.

Choose your fonts wisely. Typeface designers say the key to a good font is legibility, as well as uniform shapes of the letters and spacing in between, which allows for easy skimmability.² Some of these designers recommend using Verdana, Georgia and Calibri.

Give text room to breathe. Shorten your copy—and then shorten it again! Instead of long paragraphs, use bulleted lists.



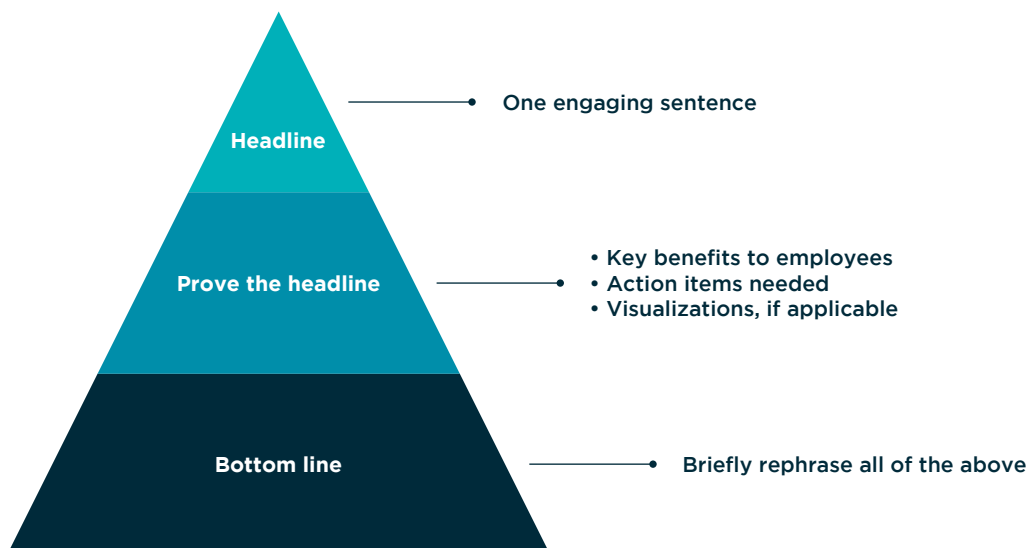
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Be concise & strategic.

Put your main message front and center. Cutting to the chase will never get you in trouble. If there's an action required by the reader, place the call to action high up in the email and reiterate it at the end. Learn more in the messaging pyramid below.³

If you need to send multiple emails, make sure it's for a good reason. If people think they're getting the same message over and over, they'll be less likely to keep reading. A recent survey revealed that almost half of people unsubscribe from email lists because they receive emails too often.⁴

Start with a succinct headline, followed by details. (Think key benefits to employees, or specifying what actions they need to take.) Then end with a quick recap of the most important message.



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Grab attention with a great subject line.

33% of email recipients decide whether or not to open an email based on the subject line alone.⁵ It's crucial to write a subject line that relates directly to your reader so they feel a personal connection to the message.

If you focus on what's in it for them, users are more likely to read the email and take action. So instead of "Expense reports are due December 4," try "Get paid on December 4."

Go for clever, catchy lines that make people smile.

But try to keep it to 40-45 characters or less, to ensure that the whole subject line will be seen.

Okay subject lines	Great subject lines
Stay active in winter	3 cold-weather workouts anyone can do
Please respond to our survey	Enter for a chance to win a Fitbit Blaze™!
Check out these fitness classes	How to get fit in time for summer
Choose a charity for the step challenge	Which cause are you stepping for?

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Use a trusted “From” address.

Customize your sender name with a specific name. Avoid a generic name like “HR.” Familiarity makes users more likely to read your email. One study showed an email was clicked almost 300 more times after being sent from a real person vs. a generic company name.⁶

Avoid the “no reply” address. If someone has a question, you want to make sure they have a direct contact to reply to.

Offer more than one contact method, like email and phone. You could even remind them where their direct contact’s office is, so they get more steps!

Questions? Reach out to us at fitbithealthsolutions@fitbit.com

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