# AusDoc

## adg

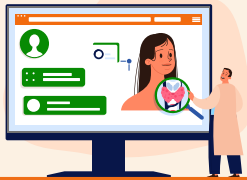# *AusDoc* eDM Best Practice
# TOP TIPS

## Top 5 Tips for Improving
## OPEN RATES

### 1 | CRAFT COMPELLING SUBJECT LINES

- Use action-oriented, curiosity-inducing phrases (e.g., "Are your patients ready for the season ahead?" or "Discover the latest updates in your field").
- Avoid generic or overly promotional language.

### 2 | SEGMENT YOUR AUDIENCE

- Personalise emails based on recipient demographics, profession, interest area, or previous engagement.
- Tailoring subject lines to specific groups (e.g., GPs vs. specialists) boosts relevance and engagement.
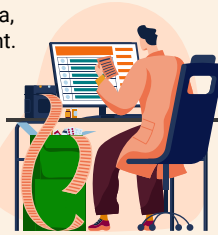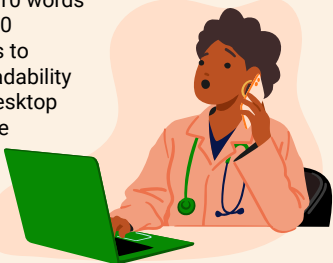
### 3 | OPTIMISE SEND TIMES

- Send emails when your audience is most likely to check their inbox, such as early mornings on Mondays and Tuesdays or around midday on Thursday and Fridays.
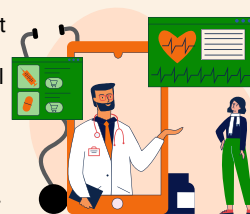
### 4 | KEEP SUBJECT LINES CONCISE

- Aim for 6-10 words or under 50 characters to ensure readability on both desktop and mobile devices.

### 5 | USE PREHEADER TEXT EFFECTIVELY

- The preview text should complement the subject line, providing additional context to entice the recipient to open (e.g., "Learn about solutions for winter health challenges.").

## Top 5 Tips for Improving
## CLICKS

### 1 | STRONG CALL-TO-ACTION (CTA)

- Use clear and actionable language for CTAs (e.g., "Learn More," "Get Started Today," "Register" or "Explore Solutions").
- Include multiple clickable links to drive greater engagement – 3 to 5 is ideal.

### 2 | PERSONALISED CONTENT

- Align the email content and offers with the recipient's preferences, profession, or past interactions to increase relevance and engagement.

### 3 | SIMPLIFY DESIGN AND LAYOUT

- Use clean, visually appealing layouts with a clear hierarchy that guides the reader to the CTA.
- Avoid overcrowding with excessive text or images.

### 4 | TEST AND OPTIMISE

- A/B test different elements like subject lines, send days and times, CTA text, button colours, and email structure to determine what drives the most clicks.
- Continuously refine based on performance data.

### 5 | OFFER VALUE

- Provide something actionable or valuable, like a resource guide, webinar invite, or a limited-time offer, to encourage clicks.

OFFER