

Create & Manage Lists

- Use Advanced Query Builder or Uploaded ID Lists
 - The Advanced Query Builder list is the most dynamic list; it utilizes the most current email address and searches the database for your entire group every time you send out an email.
 - Uploaded ID lists are the next best lists to use. They will search the database for the set number of IDs that have been provided and return the most up-to-date information.
 - Uploaded Email List is a static list.
- If using Email Address lists, you will not be able to use data tags in the email message.
 - If a data tag is used, even for a test message list, the email will fail to send. You will not get notification of the failure.
- Use standard naming convention with a date. WhoYouAre_WhatItIs_Date
 - ie. DAPAAA_JanEnews_12_15_11
- If you accidentally delete the Advanced Query List, you must contact help desk to get this reinstalled (603) 646-3202.



Create and Manage Content

- No Attachments or MP3 files. The email will fail to send or strip the attachments off.
- Try to keep your message simple. Make links to your site, or other sites, for further information. Use the email as a teaser or to gain interest.
- Keep it simple inside one (1) window frame. Everybody likes a quick read.
- If you find your whole paragraph is gone to blue underlined linking when you try to create a web link, go back, highlight the paragraph, and select the eraser in the edit tool bar (it is in the top row, 4th from the right). This will remove the current formatting; you then can go back and try to re-link the text you selected.
- Different servers and email applications will change the look of your text. The best you can do is set all of the text and fonts the same within the original message.
- Use data tags where you can to personalize the message.
- When selecting a personal data tag, First name = Salutation Name
 - Thaddeus “Buddy” Williams ’39 will be addressed in the email as Buddy Williams ’39.
- On the HTML side of the content builder make sure that the Open Count data tag the Unsubscribe data tag are attached.
 - The open count is linked to the reporting feature of this tool. In order to monitor the open rates of you message this tag must be enacted.
 - The unsubscribe link needs to be available, when sending out mass emails we need to provided the recipient an avenue to remove themselves from the list.
 - If the tags get removed from your email content you can add them back by using the Work with Data Tags button.
- Use standard naming convention with a date; WhoYouAre_WhatItIs_Date
 - ie. Class55_JuneEnews_5_15_11



Address & Assemble



- The **TO:** field – you can use data tags
 - Beside the **TO:** line entry box, there is a More Information link.
 - Select the personalized tag you wish to use and copy and paste that into the **TO:** line.
 - By using the data tag in the **TO:** line, it helps decrease the spam rating of the email.
- The Campaign line item relates back to the reporting information for the email.
 - If you are a _____ volunteer please select _____.
 - Class ↪ Class Communications or Class Dues
 - Clubs ↪ Club Communications
 - Affiliated Groups ↪ Affiliated Grp Communications
- The Category line item relates back to the opt-out information of the recipient.
 - If you are a _____ volunteer please select _____.
 - Class ↪ Classes
 - Clubs ↪ Clubs
 - Affiliated Groups ↪ Affiliated Groups (Members Only)
- Use standard naming convention with a date; WhoYouAre_WhatItIs_Date
 - ie. ClubMN1_GolfOuting_6_15_11

Send & Schedule

- Try to schedule your emails to go out on Tuesday, Wednesday or Thursday. This helps with the opening rate.
 - People tend not to read email on the weekends; Mondays they are swamped, and Fridays they want to get things done and out to play.
- Schedule your email to be sent a day or two ahead; this way you have time to make the last minute edits, or reschedule if necessary.



Reports



- Open count only factors if the recipient has opened the HTML version and loaded the images from the email.
- Expect a 20-25% open rate.
- Check the click through rate – this will tell you how many people are reading the material and are intrigued enough to find out more.

Facebook User Group

Dartmouth Volunteer Alumni Harris User Group

This is a forum built to allow users of the Harris Broadcast Email Tool to ask questions, post successes, and add tips and tricks of their own.

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