Types of Marketing Emails

Marco Vescio - 2020-06-05 - E-mail

A short but growing list and explanation of various types of emails!

Some of these are industry standard or commonly known and understood. Some we've defined ourselves after years of helping our clients and identifying what works.

Resend

A resend is an exact clone + resend of a previously sent email.

The purpose of the resend is to increase the open rate of a message already sent by simply re-sending it and tweaking one of the item's below so it catches their eye, in case the first one didn't. We don't always suggest or enforce changing the subject because we know that it doesn't always matter: Sometimes just adjusting the time of day or even the sender is enough--email is constantly coming in and people get busy and it's easy to miss something you wanted to see the first time because it's now on another page or too far down your inbox.

Target Audience for a Resend typically are:

- Recipients that did not open the previous email
- Recipients that did open the previous email, but did not click any links in that email

Items we may change on a resend are:

- Subject
- Sender (Name of Office vs. Name of School vs. Name of Organization vs. Name of well known staff member)
- Time of send (2pm vs. 8am)
- Day of send (Monday vs. Friday)

Mock Forward

A mock forward is a marketing email designed to look as though a staff member or otherwise recognizable member of the organization's team has forwarded a previously sent marketing email from their own inbox directly to their constituent and added a short message.

Similarly to a **Resend**, target audience for a mock forward is often,

- Recipients that did not open the previous email
- Recipients that did open the previous email, but did not click any links in that email

An example

On Monday, a campaign email is sent out to start a week long funding event. The email comes from a generic sender (Development Office), has a banner/graphics as well as your message and a call to action.

On Friday, a campaign email is sent with the sender being the Director of the department, or Head of school. It is the same message that was sent on Monday with a second and more personalized message above it, asking if they've seen the message below or including a more personal plea to donate.

Using the example above, the typical layout would be:

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Dear #Constituent#,
[Personal Message]
Sincerely,
#Director's Name#

--Forwarded Message--
[Forwarded Message details]
[Monday's email]
```

Definitions Coming Soon...

- Informational
- Dedicated
- Digital Magazine or Newsletter
- Event Invitation
- Video Teaser
- Anniversary
- Re-Engagement