

Closing Time for the Open Rate

How to Adapt & Improve Your Email Strategy



Meet the presenters



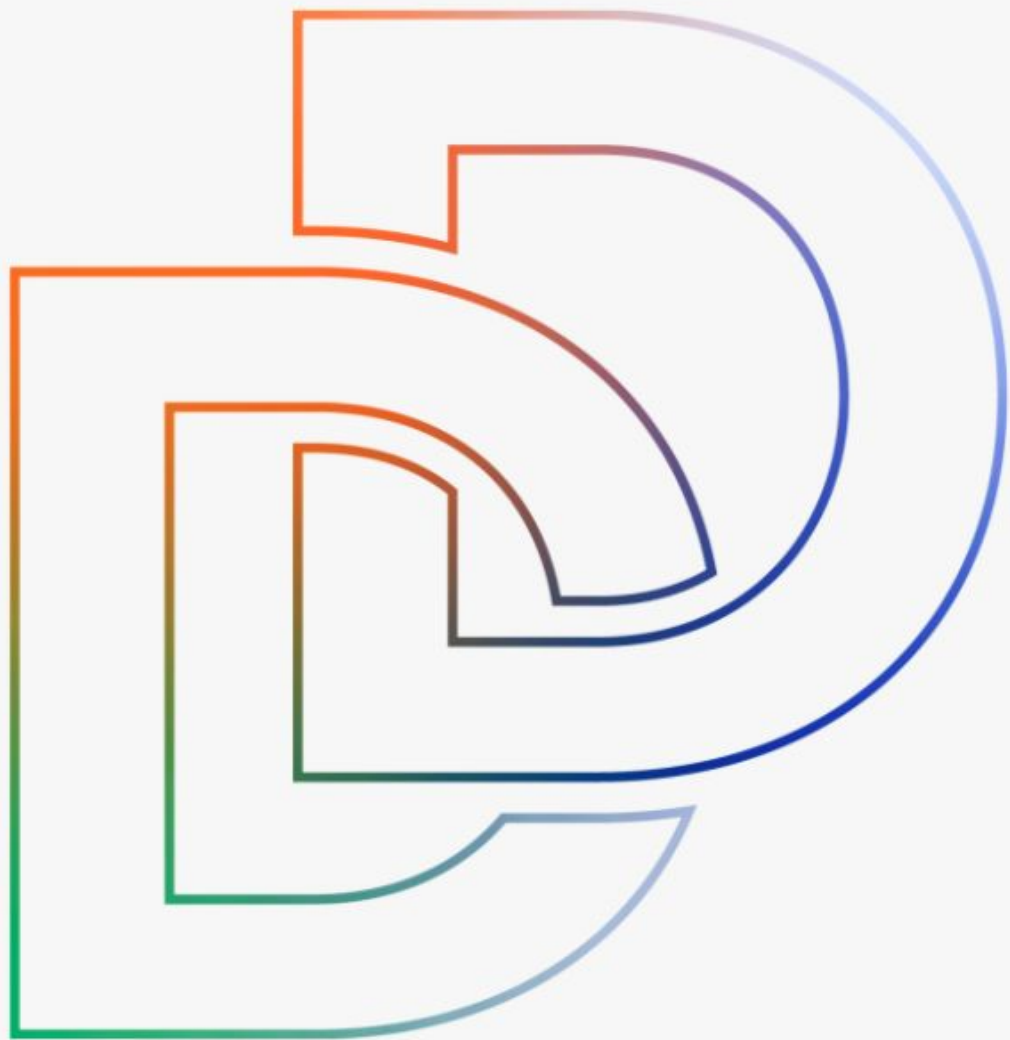
Tony Fraga
Chief Executive Officer

Tony's been involved in higher ed marketing & communications for nearly two decades. He specializes in helping schools adopt inbound marketing strategies and implement marketing automation for recruitment. Tony speaks regularly at various conferences & events to teach enrollment management and marketing professionals how to leverage content to engage prospective students. He holds a Bachelor's degree in Philosophy from the University of Virginia.



Jamie Gleason
*Vice President of
Enrollment Strategy*

Jamie brings over 15 years of higher ed experience to DD Agency - nearly a decade was spent on campus(es) along with 6 years in edtech. A self-proclaimed "farmer + fixer," enrollment provides the perfect challenge for him. He's an enthusiastic speaker; he has hosted countless webinars and is currently a co-host of CRMprov, a podcast that discusses growth through technology in the higher ed space — available through Enrollify's Podcast Network.



We help Davids beat Goliaths

Welcome to the family. DD is a family of brands centered around one mission — to help the Davids of this world beat their Goliaths. This is our approach, and it infuses every product, service, and resource we create.

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Today's agenda



What is Apple doing — big picture



Why this update matters

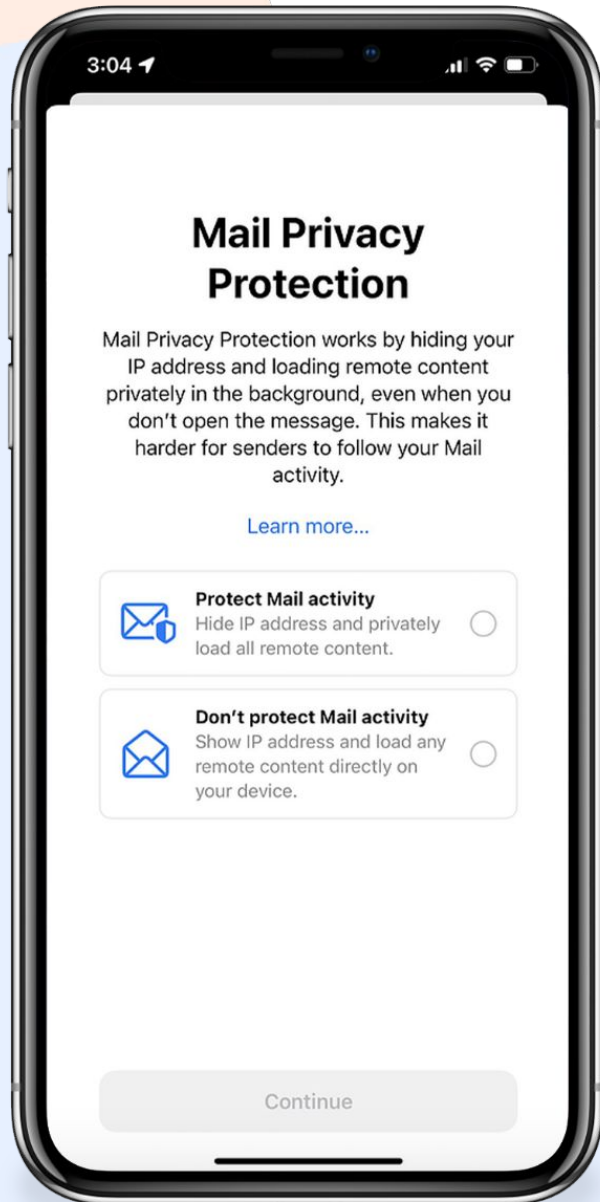


How you should adapt & improve



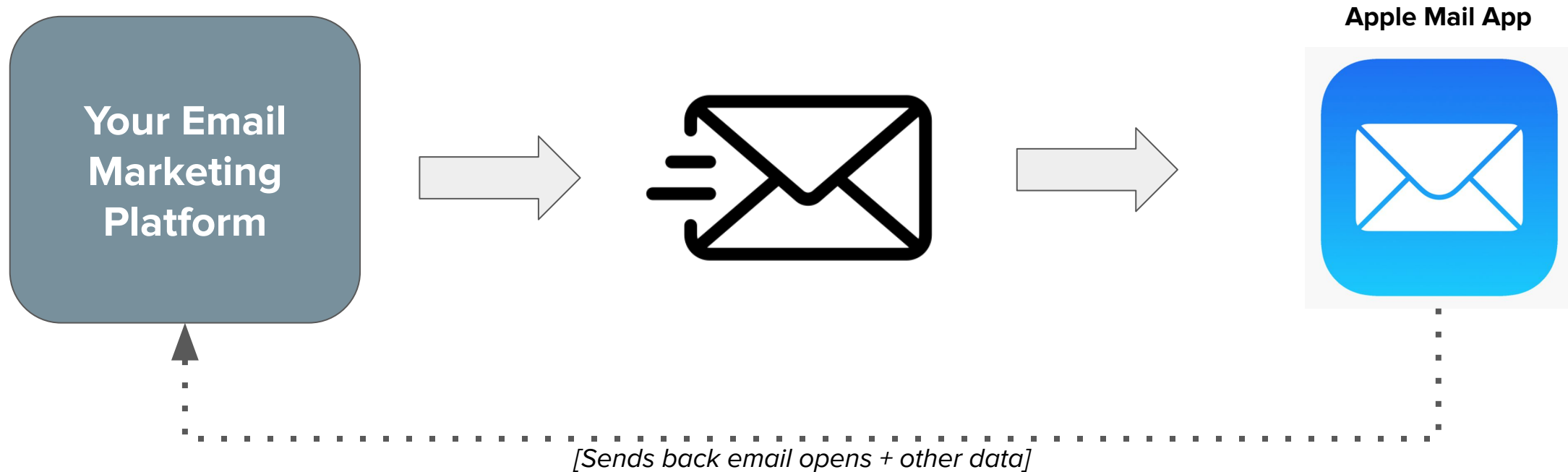
Q&A time!



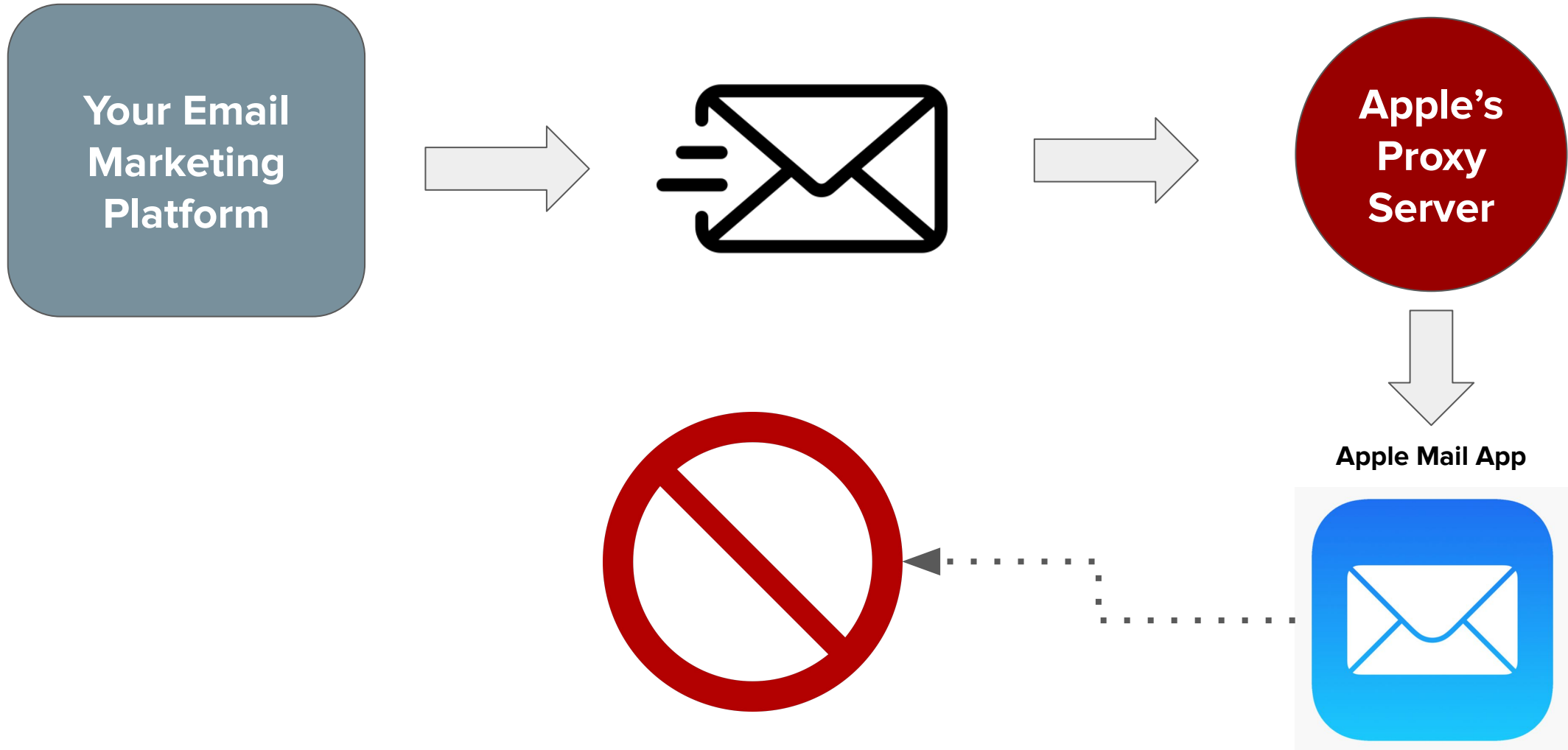


What is Apple doing?

Before the new iOS Privacy Update...



After the new iOS Privacy Update...



**This impacts
any email
account
managed by
the Apple Mail
App client!**

Apple Mail App



john@icloud.com
john@gmail.com
john@outlook.com
john@yahoo.com
john@aol.com
john@companyname.com

Impacted by Apple's New Privacy Update

Apple Mail App

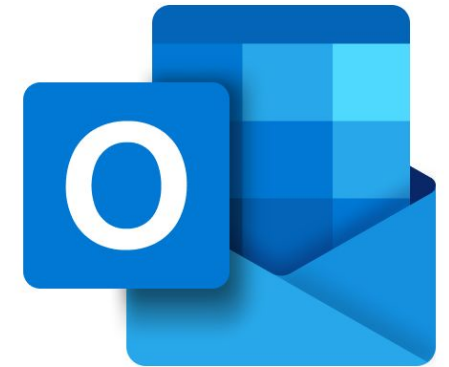


NOT Impacted by Apple's New Privacy Update

Gmail App



Outlook App





Hides your IP address

Hides your location

Hides if you open emails

Today's agenda



What is Apple doing — big picture



Why this update matters



How you should adapt & improve



Q&A time!

Why this update matters

IF

30-50% of your email list is using Apple's Mail App to open emails

AND

Email marketing makes up 50% of your outreach to your prospect pool

THEN

The iOS update will **reduce your insight** on **25%+** of your prospect communications

Potential impact on your tactical marketing strategy

1. Any **targeting based on open metrics** (date, recency, rate, validation, etc.) won't be accurate
2. **Marketing automation that relies on email opens** will need new business rules
3. **A/B Testing** based on opens will not be valid
4. **Variable-transmission emails** won't actually be sending to a user's most preferred open times
5. **Lead scoring criteria** that awards points for email opens will need to be adjusted
6. **Dynamic lists** that create sub-segments of high-interest prospects based on open engagement will need to be reworked

“While this change may be painful, we believe it's the **right course of action**. Looking at clicks and conversions is much more closely tied to how your database is engaging with your email programs.”

– *HubSpot*



○ Adstra <connect@adstradata.com>

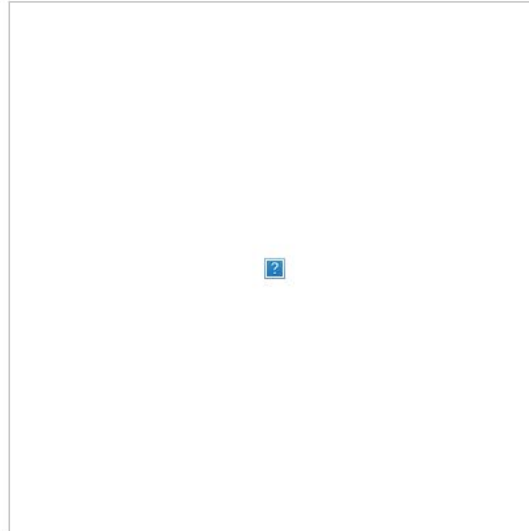
Yesterday at 4:27 PM

To: Tony Fraga

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[Download pictures](#)

You're Invited to Join a Conversation with Rick Erwin and Bryan Welch



Join us for an interactive conversation with Rick Erwin, CEO of *Adstra*, and *Mindful Communications* CEO Bryan Welch as they explore how mindfulness benefits organizations.

This FREE session is on **Thursday, October 28 at 2 p.m. ET / 11 a.m. PT** where Bryan and Rick will be exploring the many ways mindfulness makes a stronger, more resilient workplace.

Register now for free to reserve your spot. Hear from business leaders and learn how your organization can use mindfulness in the workplace every day.

[Register Now](#)

Follow Adstra on social media!



The GSE Advisor newsletter is here!



UB Graduate School of Education <gse-info@buffalo.edu>

Monday, October 11, 2021 at 11:05 AM

To: Tony Fraga

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The GSE Advisor: A Monthly Newsletter

Hi Tony (TEST)!

The Graduate School of Education at the University at Buffalo is pleased to announce that we're kicking off a new admissions newsletter, ***The GSE Advisor***. We have had an excellent start to the fall 2021 semester. There are so many exciting things happening with our programs, our faculty and especially our students. We want to keep those who are interested well informed. If that's you, keep reading!

Throughout September, the admissions office has held many webinars on various programs, including mental health counseling and childhood/early childhood education. We look forward to [offering more webinars](#), video chats and Facebook Live sessions as the months progress.

You can also now [apply for spring, summer and fall 2022 admission](#) to our programs. Not ready just yet? Don't worry. There is plenty of time to apply! Our admission team is available in person and online to assist you with your questions regarding application and program requirements.

We are excited to see our students back on campus or online. Hopefully, we'll get to see you here someday, too!

Sincerely,

The GSE Admission Team

Student Spotlight

GSE Alum

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The GSE Advisor newsletter is here!

UB Graduate School of Education <gse-info@buffalo.edu>

To: Tony Fraga

Monday, October 11, 2021 at 11:05 AM

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What's Next

[GSE Admission & Financial Aid Chat](#)

Oct. 12 at 12 p.m. ET

Ask our admissions team anything! This video chat session will give you the chance to ask questions about our programs, funding opportunities, and application.

[GSE on Facebook Live: Ask Me Anything about Creating a Strong Application](#)

Dec. 1 at 6 p.m. ET

Our Facebook Live sessions allow you to join a live event to ask questions about our programs and learn more about the GSE application process. You can submit your questions when you register or talk to our admissions team during the event.

Admissions Tip of the Month

Before submitting an application, it is important to contact the individuals that you wish to use as recommenders before submitting their contact information. The earlier you reach out to them, the more time they have to write and submit the letter on your behalf.

Have Questions?

We are here to help answer questions you may have.
Email us at gse-info@buffalo.edu or call us at 716-645-2110.

University at Buffalo
Graduate School of Education
Office of Graduate Admission
366 Baldy Hall
Buffalo, NY 14260
ed.buffalo.edu

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Today's agenda



What is Apple doing — big picture



Why this update matters



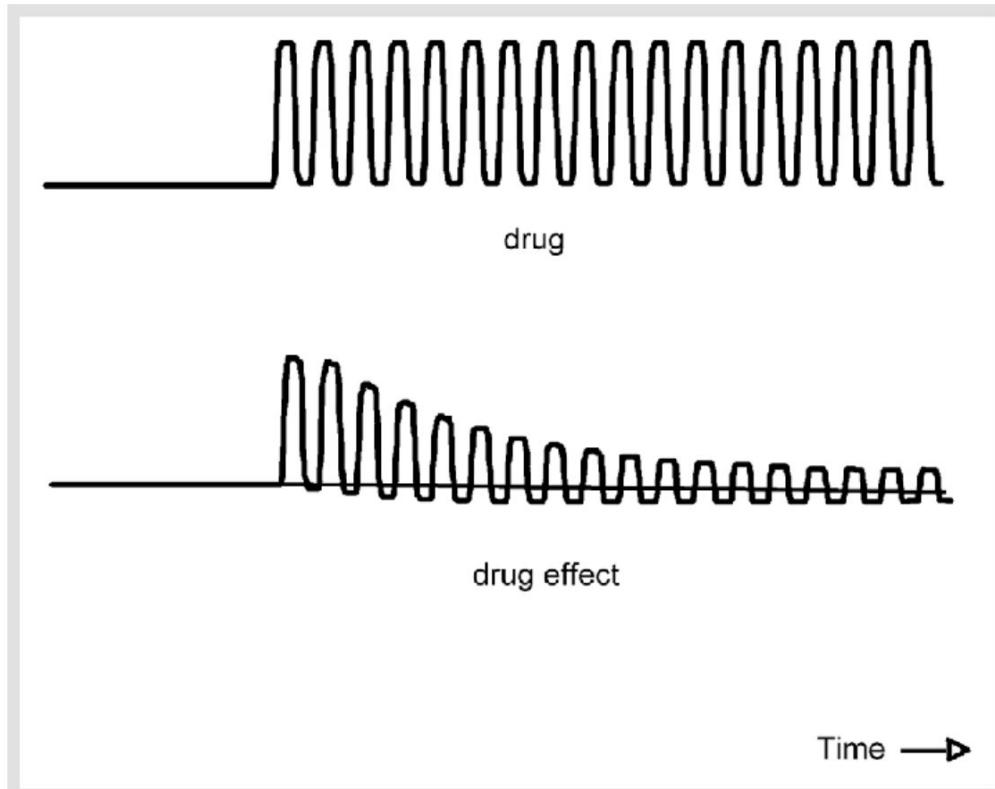
How you should adapt & improve



Q&A time!

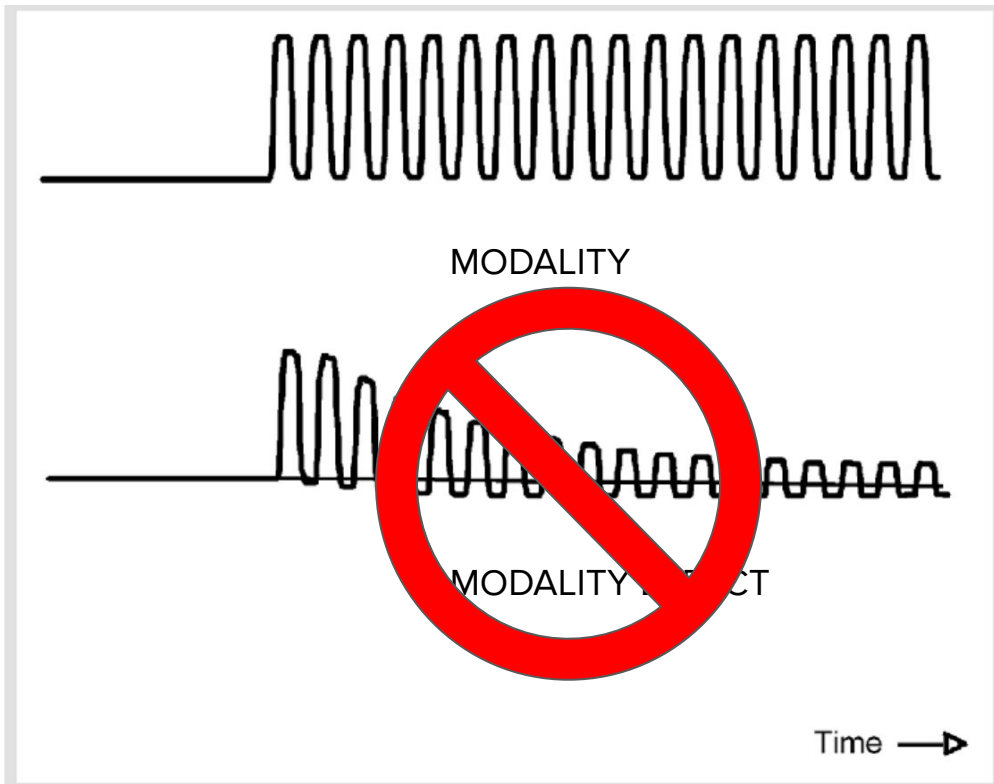
Email tolerance

AN ANALOGY



The antidote to email tolerance

VARIED MODALITY



The antidote to email tolerance

VARIED EMAIL TYPES

Variety is the Spice of (email) Life:

“In nearly all cases, schools varied the copy and length across content promotions emails for the same primary offer. This variance, combined with the consistent above-average email metrics across emails, demonstrates that it is a higher-performing practice over sending the same (or highly similar) email multiple times.”

**DD Agency's Deep Dive:
Enrollment Marketing Benchmarks Report**




Clickmap visualizations

This tool provides:

An easy way to compare the performance of primary and secondary Calls-To-Action (CTAs) in your emails

Quantity + percentage of total clicks each link receives

A/B test emails to see which versions of links your audiences prefer



REGISTRATION CONFIRMATION

Closing Time for the Open Rate: How to Adapt & Improve Your Email Strategy

October 27, 2021 at 2PM EST

Hi Friend,

Thank you for registering for our upcoming webinar on how the recent Apple iOS 15 privacy updates affect higher ed enrollment marketing strategies.

Closing Time for the Open Rate: How to Adapt & Improve Your Email Strategy

Wednesday, October 27, 2021 at 2:00 p.m. EST

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[Add to Google Calendar](#) [Add to Outlook Calendar \(.ics\)](#) [Add to Yahoo! Calendar](#)

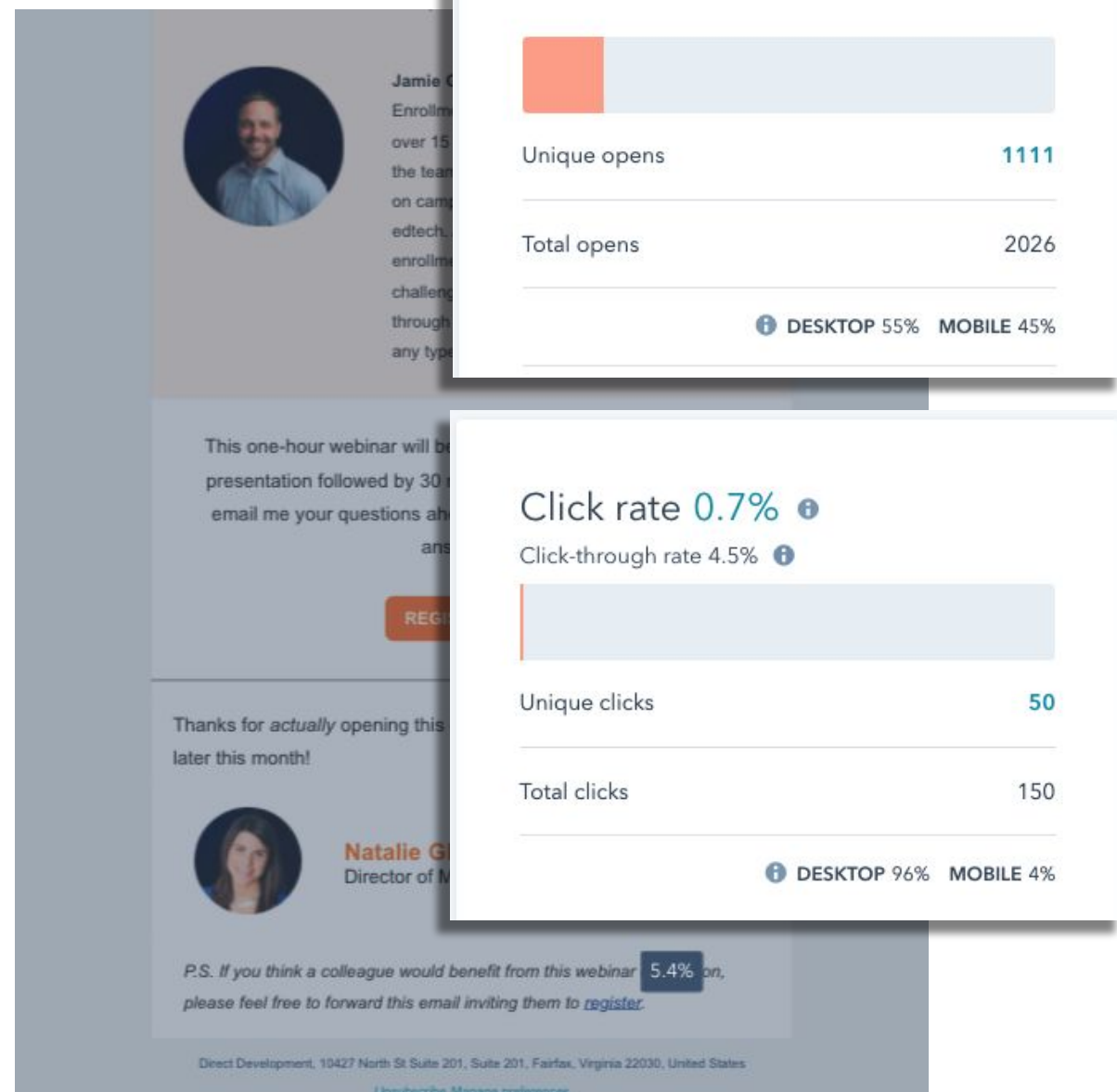
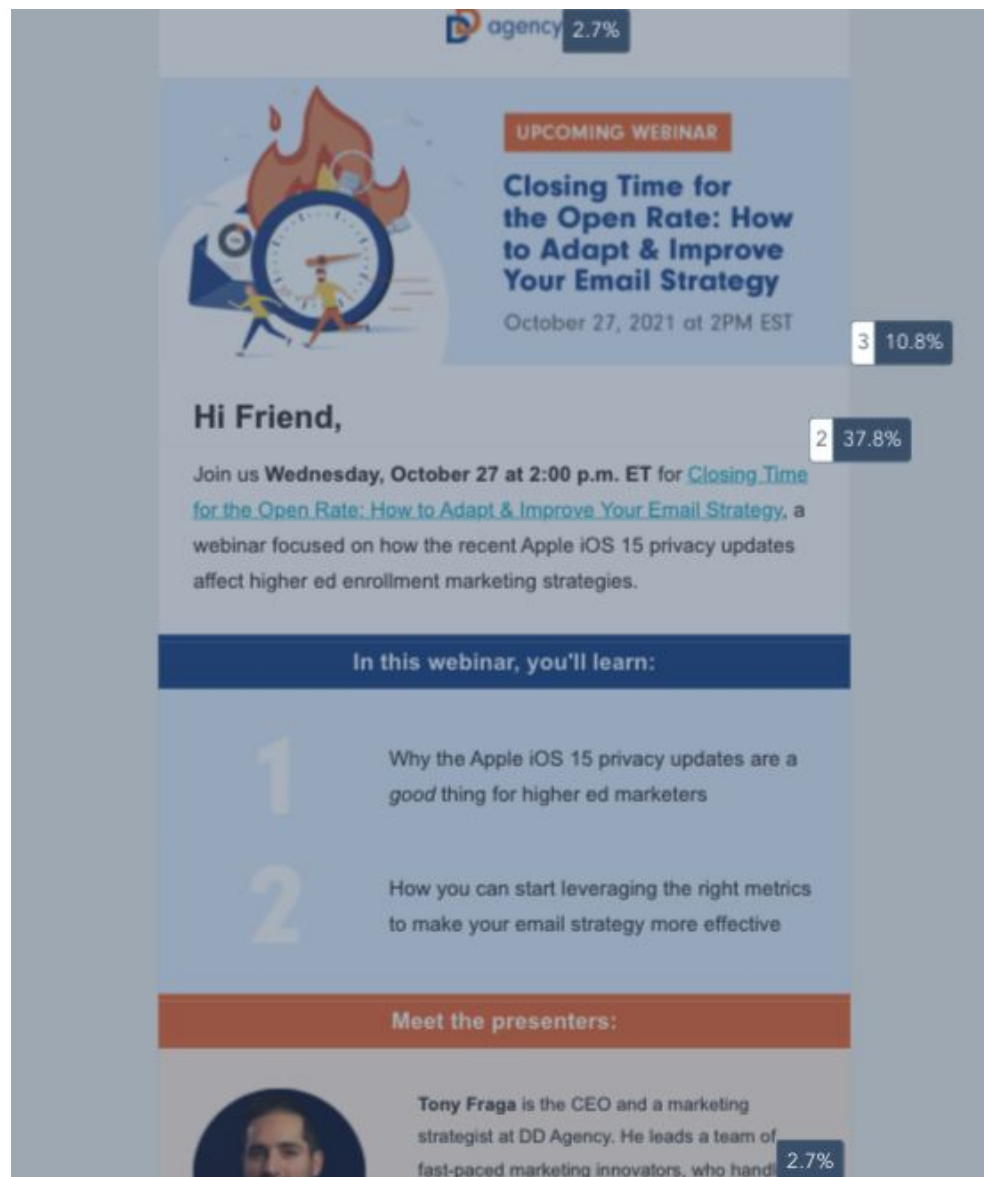
Want to start learning today? Explore more resources on this topic:

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1. [Why Should Higher Ed Marketers Be Thankful for iOS 15 Privacy Updates?](#), a blog article that details the email privacy updates included in iOS 15 and explains the impact this will have on enrollment marketers.
2. [How Schools Using HubSpot Can Embrace Apple's Privacy Changes](#), a blog article that walks you through how to optimize your email marketing in HubSpot to prepare for these changes.

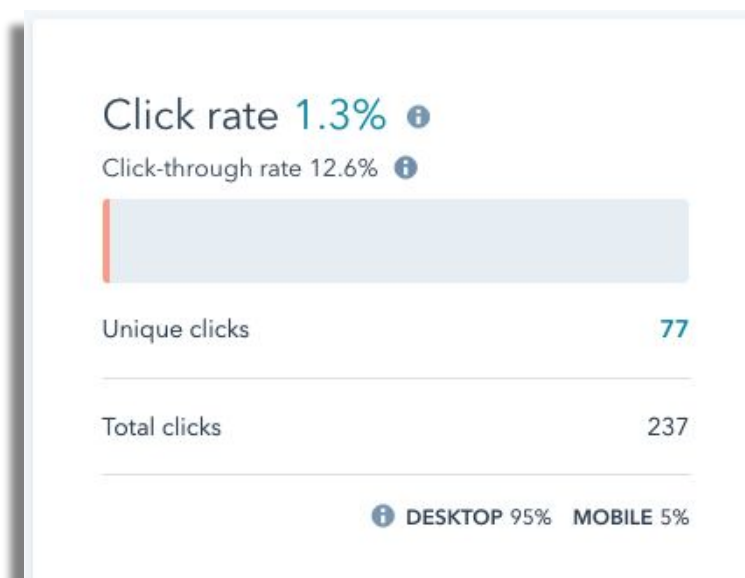
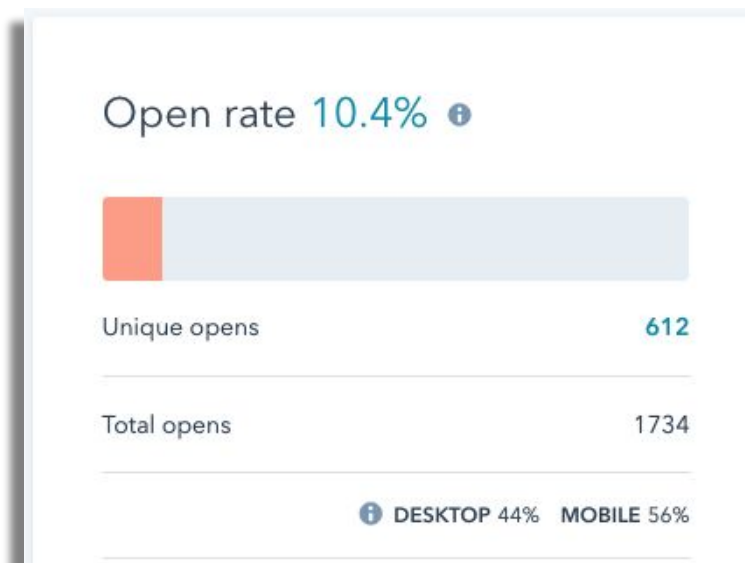
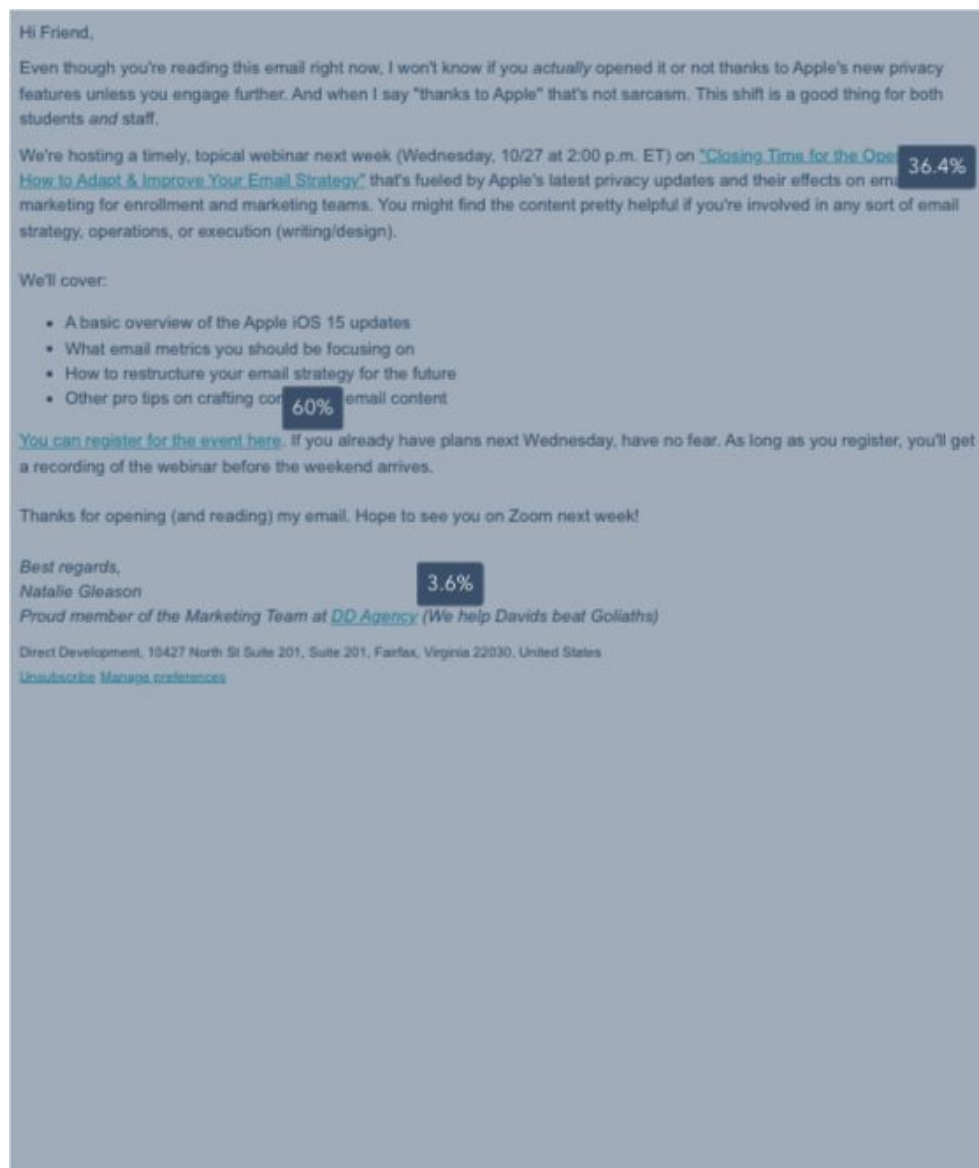
Clickmap visualizations

Email #1



Clickmap visualizations

Email #2



Looking beyond clicks...to conversions



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UPCOMING WEBINAR

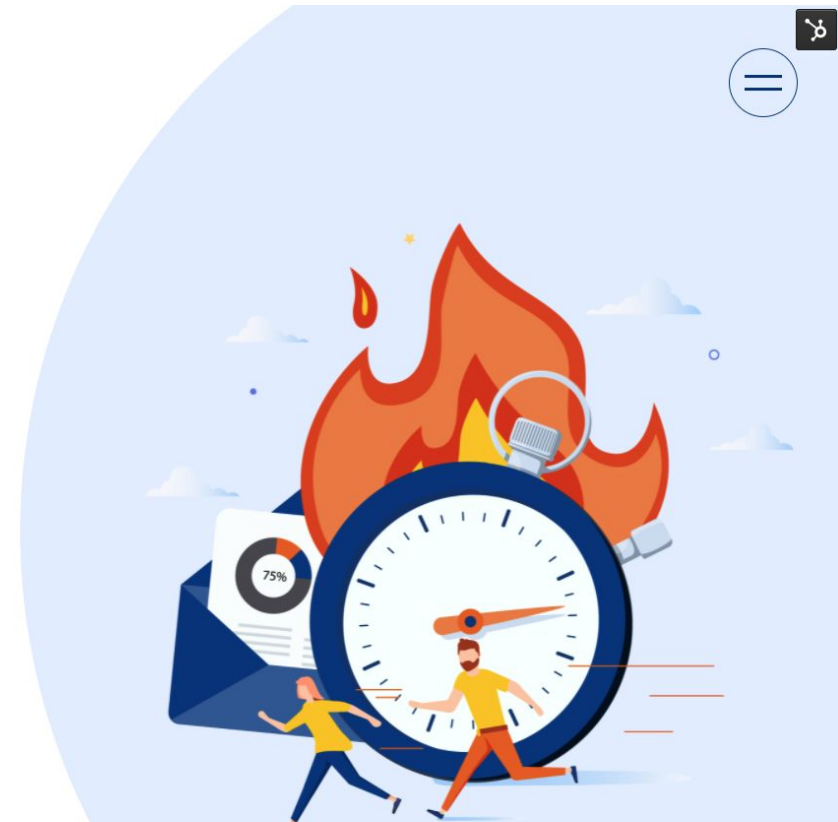
Closing Time for the Open Rate: How to Adapt & Improve Your Email Strategy

Wednesday, October 27 @ 2:00 p.m. ET

Learn why the Apple iOS 15 privacy updates are a *good* thing for higher ed marketers and how you can start leveraging the right metrics to make your email strategy more effective.

[SIGN UP NOW](#)

[LEARN MORE](#)



EMAIL (UTM CONTENT)

PAGE
VIEWS

TOTAL FORM
SUBMISSIONS

PAGE VIEW TO
SUBMISSION
RATE

NEW
CONTACTS

PAGE VIEW
TO
CONTACT
RATE

TIME PER
PAGE VIEW

[Email Privacy Updates] Here's why you should care less ab...

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[Webinar Invitation] Closing Time for the Open Rate: How t...

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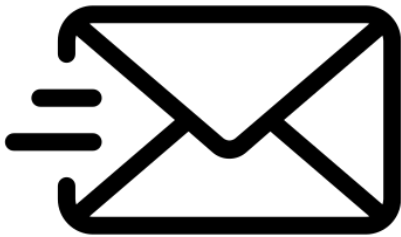
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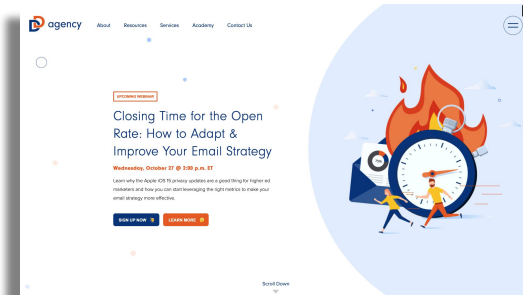
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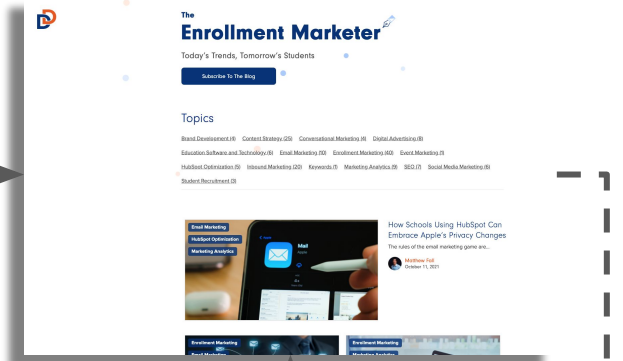
Looking beyond clicks...to engagement



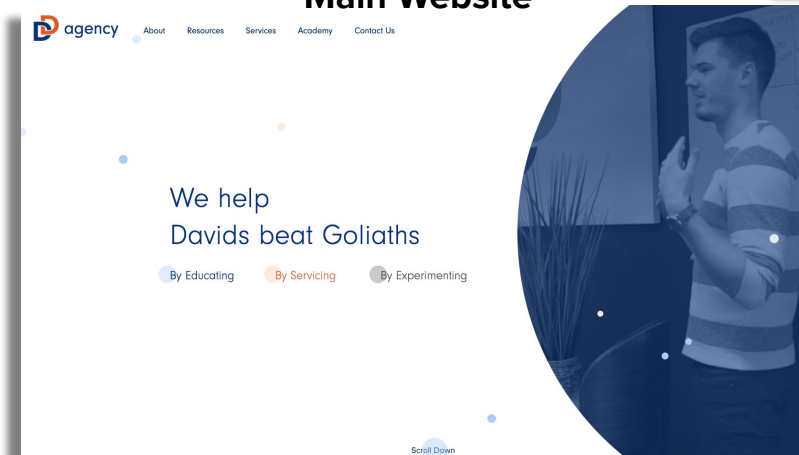
Webinar Landing Page



Blog



Main Website



Resources



Metrics That Matter...

- Time on page?
- New contacts generated?
- Secondary conversions generated?
- Page views per session?

Adapt & Improve: email tips & tricks

It pays to send multiple emails promoting content offers. ALWAYS send more than one email to keep resources in front of your prospects — we see first & third get above-average engagement.

The more (CTAs), the merrier [within reason]. The best content promotion emails had 4+ primary CTAs and 2+ secondary CTAs, which, combined, can increase your click rates by 30-50%!

More emails is NOT always better. The average number of emails per comm flow was between 5 and 6. However, those that had 7 or more messages suffer from below-benchmark performance — 22% lower open rates & 55% lower click rates.

Behavior-based comm flows beat all others. The top-performing communication flows are ones that are triggered from prospect actions (i.e., their behaviors) rather than prospect status or upcoming deadlines. Note the very low performance of app deadline comm flows versus post-content or post-inquiry comm flows!



Want more details and benchmarks?

Check out our *Enrollment Marketing Benchmarks Report.*



Adapt & Improve: High-Level Strategic Recommendations

If you're thinking...	We recommend doing this...
Our email marketing tool is lacking these kind of performance metrics.	You need to get on a more capable Marketing Automation Platform that connects email metrics with the entire user's journey
The people who control these things are not on my team/dept.	Share the recorded webinar, then ask for regular reports for the metrics you need.
I don't have in-house talent for better email copywriting and/or design to make my emails more engaging.	Consider hiring an agency for the services you need, and then setting up the emails yourself in your CRM.
I don't know how many of our prospects use Apple's email client or even have iOS devices.	Add email tracking tools (like Litmus) to your existing email platform to get more sophisticated insights into your audience.
Our email communication flows haven't been updated in a while (and I'm uncertain if they are up to snuff!).	Start with an Email Audit to identify weaknesses and create a revised email marketing strategy with more compelling emails.
How do I increase click-throughs and engagement if I don't have much content to work with? (or... "I don't have <i>quality</i> content.")	Start with a Content Audit to identify the serious gaps in your foundation, then develop a Content Strategy that addresses both your immediate content needs + SEO strategy.

Today's agenda



What is Apple doing — big picture



Why this update matters



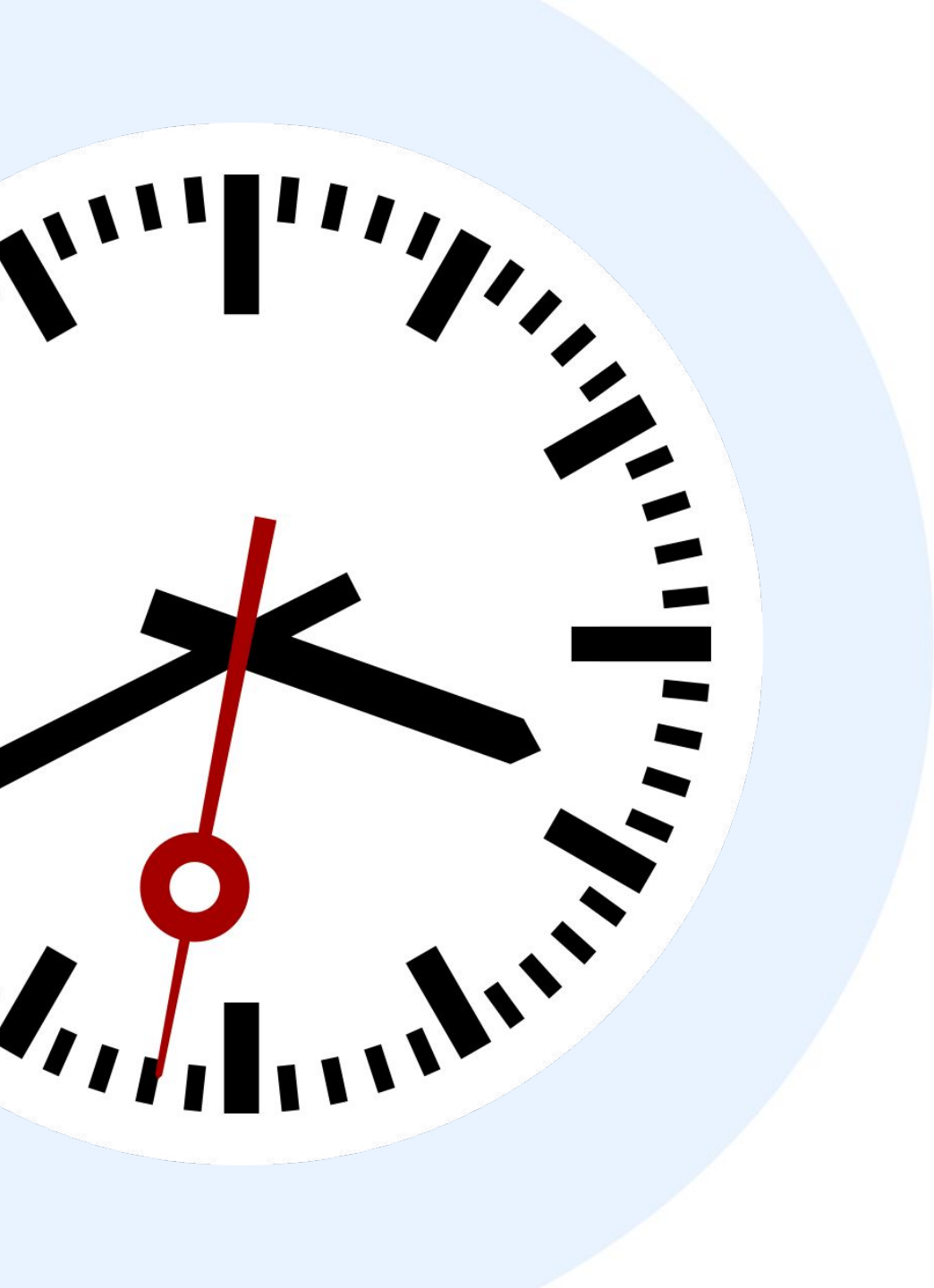
How you should adapt & improve



Q&A time!



Who's got questions?



Want more time?

Book a meeting to discuss how **DD Agency** can help with:

- 1 An email audit
- 2 A content strategy
- 3 Help using HubSpot
- 4 and more!