Email Marketing
Best Practices

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Consistency Is Key

- Keep the “From Name” and “From Email” text the same each time you send an email.
  - Ask recipients to add this email to their address book to ensure they’re receiving your messages.
- Keep the “Email Category” consistent across messaging.
  - Specialized newsletters = Monthly newsletters
  - Athletic Invitations = Game watch invitations
  - Serving MSU = Service project invitations
Email Basics

- Keep your message short & to the point.
- Do not send multiple email messages per week.
  - Lump messages together in a newsletter format.
    - Community news paired with listing of game watches/events for the month.
- Send stand alone emails for the premiere events.
- Multiple email messages per week can result in unsubscribes.
- Don’t copy text from a Word document or website and paste into your email.
  - Always paste into Notepad (or similar program) first, then into your email.
  - This will keep embedded formatting from being introduced into your email (because no one likes to see two different fonts on one page!)
Email Basics, continued

- Make sure your email messages have a clear call to action.
  - Registration links for events.
  - A “Save the Date” message is not a call to action.
Using Images Within Your Emails

- Don’t let the image overwhelm your email message.
  - Size your images appropriately & use images as a way to break up text.

- A large collection of MSU images are available at no cost from the photos.msu.edu website.
  - When checking out, you must enter the coupon code “COMP.” This code only works with images within the complimentary gallery.

- Some popular stock photo sites include dreamstime.com, shutterstock.com and 123rf.com.
Alumni Community Wordmarks

- In December 2014, the MSU Alumni Association provided all active alumni communities with a university-approved wordmark.
- These marks can be used on promotional items, social media, websites and more.
Go Green! Go White!

PLEASE READ THE ENTIRE EMAIL – IMPORTANT VENUE INFORMATION IS INCLUDED

Below is additional information you need to know for this weekend’s Final Four.

ENTRY TO LUCAS OIL STADIUM

- To enter you MUST present the credit card you used to purchase your ticket and your valid MSU Student ID. Your admission is tied to the credit card used to purchase.
- There are NO TICKET TRANSFERS.
- Entry for students will begin at 3:30PM EST at the Southeast Corner of the stadium. MSU will have a designated line.
- Upon entry you will be given a team designated wristband and a seat locator with your seat assignment on it. Stadium personnel will direct you to your seats.
- At the conclusion of our game, you will be asked to leave the floor seating section. If you choose to stay for the Wisconsin vs. Kentucky game, you will be directed to designated seating throughout the arena by stadium personnel.

Go Green! Go White!

PLEASE READ THE FOLLOWING INFORMATION CAREFULLY – IMPORTANT VENUE INFORMATION IS INCLUDED.

Dear Izzone Members:

Below is 2015 Final Four information you will need to know for this weekend’s events.

ENTRY TO LUCAS OIL STADIUM

- To enter you MUST present the credit card you used to purchase your ticket and your valid MSU student ID. Your admission is tied to the credit card used to purchase your ticket.
- Ticket transfers are NOT permitted.
- Entry for students will begin at 3:30 p.m. ET at the Southeast Corner of the stadium. MSU will have a designated line.
- Upon entry you will be given a team designated wristband and a seat locator with your seat assignment on it. Stadium personnel will be available to assist in directing you to your seat.
- At the conclusion of the MSU game you will be asked to leave the floor seating area. If you choose to stay for the Wisconsin vs. Kentucky game, you will be directed to designated seating areas throughout the arena by stadium personnel.
Email Reporting

- Allows you to see the number of people who opened, or didn’t open, your email message.
- Also allows you to see how many people clicked on various links within your email, or unsubscribed from your messaging.

**Clicks vs. Unique Clicks**
- Clicks = Total number of clicks
- Unique Clicks = Total number of people that clicked
MSU Alumni Association
Email Standards

- Font Family: Arial
- Font Size: 11
- Text Color: Black (#000000)
  - Headlines: MSU Green (#18453B)
- Link Color: MSU Green
  - Bolded
  - Underlined
Things To Remember

1. Always send yourself a preview to check how the email formats on a mobile device.
   - If possible, check the message on multiple devices (Android, Apple, etc.)

2. Always have someone else within your community review the message to ensure there are no spelling/grammatical errors.
MSU Alumni Community Brand Basics Booklet

- A reference guide that will assist in adhering to MSU’s brand guidelines when making graphics, marketing materials or promotional items.
Brand Basics Booklet

MSU ALUMNI COMMUNITY
BRAND BASICS

The following information can be used as a reference guide by your alumni community when making graphics, marketing materials or promotional items that feature any of Michigan State University's marks. By following the guidelines outlined within this booklet, you will be adhering to MSU’s brand guidelines and representing the university in a positive light.

1. ALUMNI COMMUNITY WORDMARKS
2. SPARTAN HELMET
3. MSU’S PRIMARY COLORS
4. UNIVERSITY SEAL
5. BLOCK “S”
6. RULES
7. SHIELD
8. SPARTAN PLUME
9. TYPOGRAPHY
10. ATHLETICS FONT
11. OBTAINING PHOTOS
12. LICENSING

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2. SPARTAN HELMET

The Spartan helmet graphic is a simple, strong and iconic mark derived from the name of Michigan State University’s athletic teams.

The Spartan Helmet should be used as the primary mark when creating graphics and promotional items for your alumni community.

Use approved, unaltered versions of the Spartan helmet which can be provided to you by your engagement officer.

Please follow the following rules when using the helmet:

A. Do not recreate the Spartan helmet.
B. Display the Spartan helmet in the right facing position, do not reverse the direction.
C. Do not alter the Spartan helmet to enlarge or reduce, except proportionally.
D. Do not use secondary marks as your primary element when creating materials.
K.I.S.S. Method
Keep It Simple, Spartans!