

INBOX IMPACT | EMAIL STRATEGIES THAT WORK

Learn how to create effective emails by leveraging common email platforms, optimizing content, timing, and calls to action, while measuring results and ensuring compliance.



STATISTICS



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WHAT IS A GOOD OPEN RATE?

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80%+

Excellent

70-80%

Very Good

60-70%

Good

50-60%

Fair

<50%

Investigate



INTERNAL NEWSLETTER

WHAT IS A GOOD OPEN RATE?

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40%+	Excellent
35-40%	Very Good
30-35%	Good
25-30%	Average
<25%	Needs Attention



EXTERNAL NEWSLETTER



INTERNAL

70%+ Healthy

75%+ Strong

80%+ Excellent

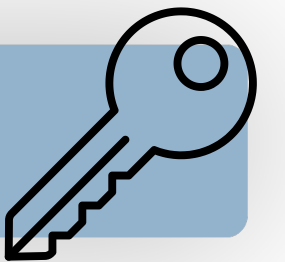
EXTERNAL

30%+ Healthy

35%+ Strong

40%+ Excellent

KEY TAKEAWAY: Define Success by audience, then compare performance against correct benchmark



DIFFERENT AUDIENCES, DIFFERENT EXPECTATIONS



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COMMUNICATORS
COLLECTIVE
#ArchSTL

In addition to open rates & click rates



TREND:

Compare the last 8-12 sends, not just one edition



CONTENT:

Identify topics and links that consistently outperform



ACTION:

Connect email performance to registrations, visits or responses

TRACKING GOING FORWARD
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TURN INSIGHTS INTO ACTION

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Use newsletter data to continuously improve what is sent and the reader's experience

SUBJECT LINES

Test what earns attention & improves opens.

BEHAVIOR

Use click behavior to identify what readers value most.

SEGMENT

Deliver the right information to the right groups of people.

HIGHLY ENGAGING CONTENT

Mix of company news, employee spotlights & upcoming events

TIMING

Track when readers are most likely to engage (A/B tests)

FEEDBACK

Periodically ask readers what they want more or less of.



MEASURE → LEARN → ADJUST → MEASURE AGAIN



NEWSLETTER BASICS



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PREDICTABLE

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BI-WEEKLY



CURIA NEWS

THE MEMO

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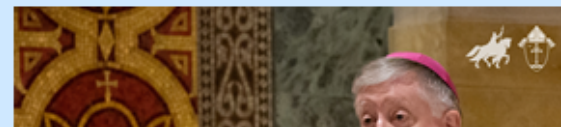
WHAT'S NEW

REMINDERS

See [FULL EVENTS CALENDAR](#) below these featured reminders.

SERVE THE LORD WITH GLADNESS

Archbishop Rozanski's Weekly Message



JESUS MADE HIS LIFE A REPARATION AND
CALLS US TO DO THE SAME

UPCOMING EVENTS

SEPTEMBER

[Fall Wellness Screenings & Flu Shots](#)

Amendment 3 and the November Ballot



Join us for September's Lunch & Learn

Bring your own lunch and plan to learn something new.



Join the **Respect Life Apostolate** for its September Lunch & Learn featuring **Jamie Morris**, *Executive Director of the Missouri Catholic Conference*.

 **Tues., September 15**
 **12:15 PM**
 **Fleur de Lis Room**

Jamie will provide an educational overview of the new Amendment 3, which will appear on Missouri's November ballot, helping participants better understand the measure and its potential implications.

 For more information, view flyer [HERE](#)

01

Scannable (think social media reading)

02

Basic information with link to full details

03

Use pictures & images but with purpose

04

Emphasize key words & dates

05

Images should not repeat information

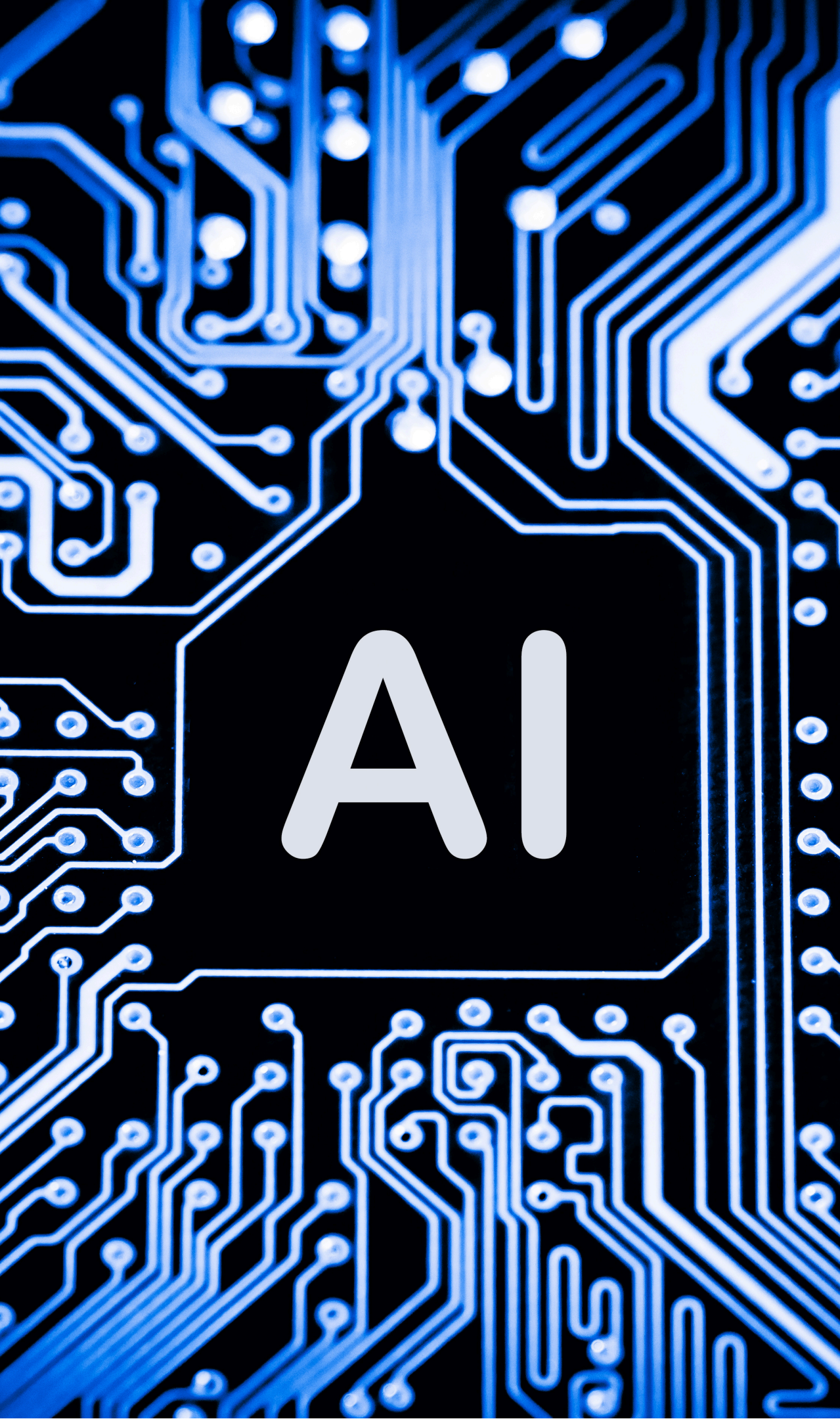
NEWSLETTER BEST PRACTICES

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A graphic featuring the letters 'AI' in a large, white, sans-serif font. The letters are centered within a white-outlined rectangular box. This box is set against a background of a complex, glowing blue circuit board pattern that fills the left side of the image.

AI

ARTIFICIAL INTELLIGENCE



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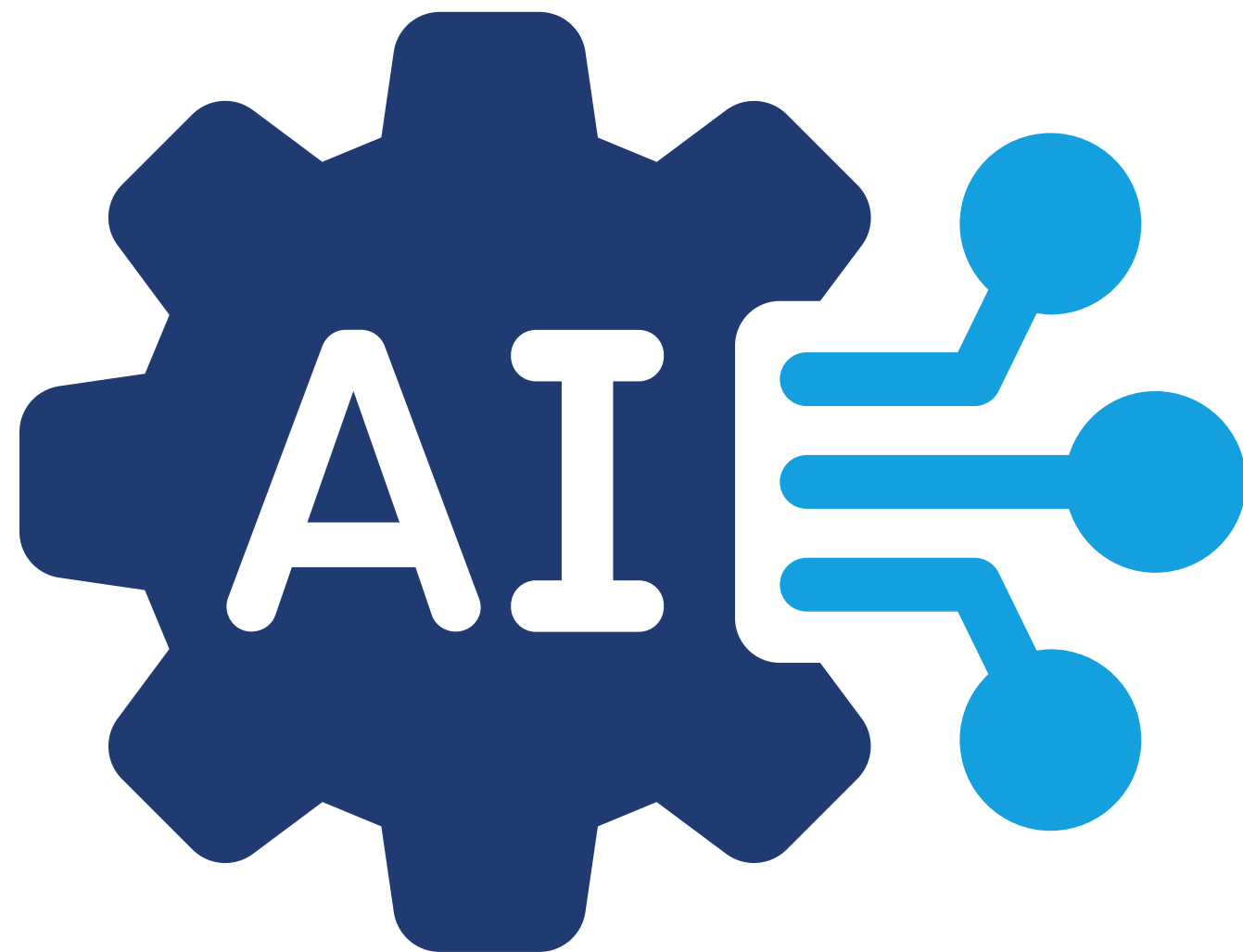
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EMAIL ASSISTANCE

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 **WARNING**

USE FREE AI WITH CAUTION.

Anything that you put out there is
“free game.”

DO NOT use sensitive information.

AI IN PRACTICE

QUESTIONS??

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