Why the current situation might require you to adapt your Customer communication strategy:

- **Shelter in Place/Remote Workers**
  - Reaching your customers in their new home "offices"
  - Offer Address Change for Print Subscriptions

- **Subscriptions and Content Access**
  - Notify your customers of critical content access or changes, e.g. removing gating around COVID-19 news.

- **Going Digital**
  - Offering Digital Access to Print Content

The Easy Solution – Email Outreach!?

Reaching your customers – no matter where they are – fast?

Email seems to be the no-brainer, right?

Technically, yes. But with these best practices in mind:

Rule #1: Do not just "Select ALL" and send to anyone with any type of Opt-In:

Sending to a much larger "list" than you usually do can results in severe deliverability issues and high rates of unsubscribes.

Rule #2: Don't catch your customers off guard:

Split the message across deployment types if necessary so you can send it from a domain and address that your customers expect to hear from.

Rule #3: Pay attention to Email engagement:

If you are sending to records with little to no recent engagement, consider using an email validation services **PRIOR** to sending, such as *FreshAddress*.

At a very low cost, this can help you reduce the risk of sending to spam traps and invalid emails, keeping your sender reputation high.
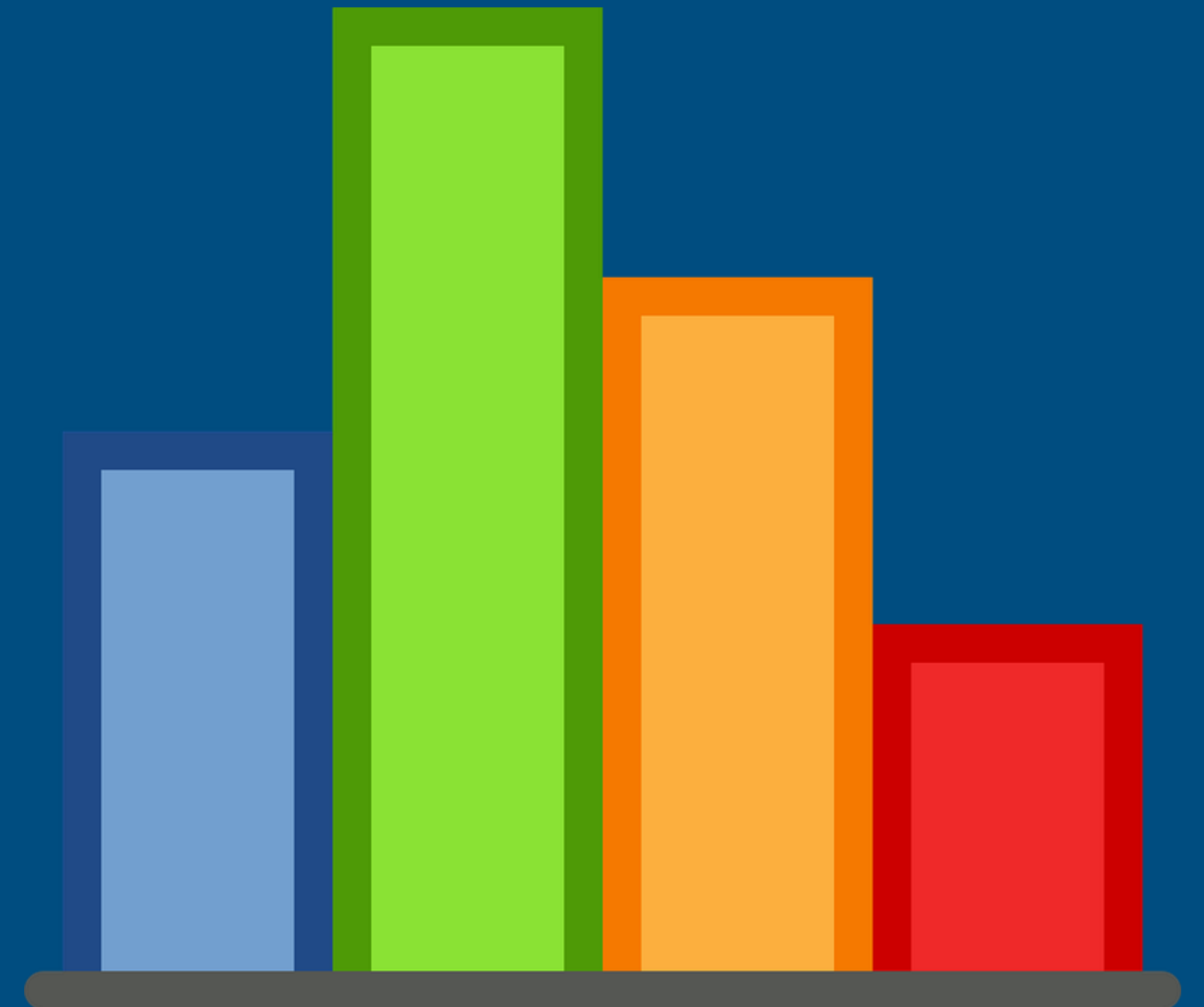
Rule #4: Treat larger sends like a "Warm-Up"

If you are sending to more than your usual sending volume, consider breaking down the list into multiple segments and scheduling them hours or even days apart.

You can send the first segment, review the reports to ensure there is no email deliverability issue before sending the next email using the subsequent segments.

Rule #5: Consider existing Sends to carry your message:

If you already send to a majority to your audience on a regular basis, and if it makes sense, consider adding an alert/message pod to an existing email or newsletter.

Rule #6: Add value for your customer:

Depending on the message you are sending, consider incorporating a call-to-action that will provide value to your customer, in addition to the informational content:

E.g. a piece of helpful content, a relevant Webinar, an option to opt into digital delivery of offline content….

RECAP:

Key items to consider:

- **Permissions:**
  - **Review the geo-breakdown of the deployment list:** Do you have appropriate permission levels to email customers outside of the United States?
  - **Do not send content unless there is a purpose to that content AND you have an active relationship (engagement), with the customer.** If your customer has not engaged with your communications in years, or you are not sending content that does fulfill the key element of "tell me something I WANT to know" – don't send at all.

- **Content:**
  - Depending on the content you plan on sending, you could create a new deployment type created for these sends to separate the likely higher opt-outs from your other sends.
  - You do not want them to inadvertently opt out of, for example, a newsletter that they are actively receiving.

- **Engagement**
  - You likely will get spam complaints on these types of broader emails, especially if you chose email subscribers that haven't heard from you, or engaged with your content in a while. Remember: When a recipient clicks the "this is spam" link, he/she has GLOBALLY opted out from receiving ALL of your Emails.
  - Determine if the value of what you are alerting your customers about is higher than the risk of losing a valuable email address.

NEXT STEPS:

Contact your Audience Services Director/Manager **for help with:**

- Creating New Deployment Types

- Selecting and Segmenting your Audience Lists for safe sending

- Using an Address Hygiene service like *FreshAddress**

- Setting up segmented campaigns

Questions?

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-or-
or contact your Omeda Audience Services Director/Manager

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