Wk 3: Constant Contact E-Mail Mktg

Author	Message

01/25/2012 02:35:32 PM **Subject:** Wk 3: Constant Contact E-Mail Mktg quote

Mimi Will

Last edited: 01/26/2012 07:28:33 AM
Messages: 59
Location: Bay Area

Constant Contact is a quick, easy, inexpensive way to bulk e-mail on a regular basis.

But on some e-mail clients it just comes out as an annoying series of very LONG, WIDE links! (As soon as I see one, I trash it and direct repeats into the spam folder).

This one is interesting because it is **from the College**: In their enthusiasm at redoing a website for the **Krause Center for Innovation**, a non-working first link was sent so that we could not access the main website. I gave them a call to say that the link wasn't working, and they fixed it (thereby sending this second e-mail).

Since the mailing goes out to hundreds, reputation and credibility are important. **Advice:** Always fully test your marketing on a small, representative sample before sending out the mass mailing. Know that it 'looks different' depending on what kind of e-mail client the recipient has. Too much information with too many links or repeated links may be a turnoff and will keep prospective customers/interested parties from ever wanting to receive your e-mail again!

FOR DISCUSSION: Part of the message is shown below. You are welcome to submit any comments/discussion items for Wk 3 about this:

Subject: Resend: Announcing New KCI Website
From: "Krause Center for Innovation" <kci@foothill.edu>
Date: Wed, January 25, 2012 2:16 pm
To: willmimi@foothill.edu
Priority: Normal

Having trouble viewing this email?
Click here
http://campaign.r20.constantcontact.com/render?llr=rviqeqcab&v=001lnBTEkB9iIGf1-holfshJ1cmd74Wxp0n3f-1x2S0wu_Zm-Q2xnljy8_9uIdrortE5Rj-lZJSKsoF1VvO5tLr3Ktcn7ubzZC0H-HSQnwahLpvdUHhAp7EpQ%3D%3D

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Announcing the KCI's New Website
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Please excuse the earlier email. We are so excited about the new site we got the
url wrong! Here is the correct url: http://krauseinnovationcenter.org/
[http://r20.rs6.net/tn.jsp?llr=rviqeqcab&et=1109143623588&s=2421&e=001UiGpkzYhlUmOBASKEMCV4VmdRJT6IpqHYhu4I2IFbRklGEMf4HHnFrNN47hPYhIG7xS6let4tU1FmEx3zDTCXJGSxFZIW_aY1FNeFWvutCkIhpUOru8EQP2uLT_kp6Sv]

Happy Wednesday!

Why are we happy? Well for one, it's the New Year--two we're fully caffeinated--and
three our NEW WEB SITE IS LIVE!

We've worked hard since last fall to bring you a wonderful new KCI web site. Redesigned
from the ground up, our number one intention is to create a hub for online discussion
and social activity relating to educational technology (#edtech for you Twitter
fans!) and teaching practices. We also want to make it easier for you to find
information
and sign up for classes.

This week's blog focuses on Flipped Instruction: New Fad or Innovation
[http://r20.rs6.net/tn.jsp?llr=rviqeqcab&et=1109133652211&s=3346&e=0014SyqBQ3lqkm9ZncajXSanCIq2pgORwFhmcgHQFmIxrSAxvKY6ZNj9sENYLrDJzSKkmcDtG2RTMvmLNL4kLeQhObYnqE-RaA80JesXaJJIisf9MKuMTzgodvwjKvPoK0R4i4ctAnYBFE=],
and we want to know what you think about this trend in education. So....

1. Visit the website http://krauseinnovationcenter.org/
[http://r20.rs6.net/tn.jsp?llr=rviqeqcab&t=e6fzb4iab.0.miu9bieab.rviqeqcab.2421&ts=S0717&p=http%3A%2F%2Fkrauseinnovationcenter.org%2F]
2. Read the blogs and comment
3. Subscribe
[http://r20.rs6.net/tn.jsp?llr=rviqeqcab&et=1109133652211&s=3346&e=0014SyqBQ3lqkmfx3DkEnvE-ck11FdzSKvHsbeYqHbjdzfmUclidIorXlu0rPcu4vgyZMy-r8-GMMXhBkZp3NE2MaZakykBlwl0XUGTTX5osf9VfX5T_PWIVP7iynGkF8PidDGuzcb4NTW_-PiwVXj8aQ==]
to our News Feed
4. Become a Guest blogger and get your ideas out to thousands of viewers each month
- contact freemanliane@fhda.edu [mailto:freemanliane@fhda.edu]
5. Check out our winter quarter classes and sign up

We would also like to know what you think of the new site. Please send any feedback
to kci@foothill.edu [mailto:kci@foothill.edu].

Cheers,

The KCI Team - Gay, Steve, Liane, Karim, Kathy, and Chris

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Forward email
http://ui.constantcontact.com/sa/fwtf.jsp?llr=rviqeqcab&m=1102200709809&ea=willmimi@foothill.edu&a=1109143623588

Post Reply

profile pm

01/25/2012 09:45:53 PM **Subject:** Re:Wk 3: Constant Contact E-Mail Mktg quote

Michael Hanna

Messages: 28

Were all of the long links embedded in the e-mail put there by the bulk mail program? E.g., this link for the Flipped Instruction article:

http://r20.rs6.net/tn.jsp?llr=rviqeqcab&et=1109133652211&s=3346&e=0014SyqBQ3lqkm9ZncajXSanCIq2pgORwFhmcgHQFmIxrSAxvKY6ZNj9sENYLrDJzSKkmcDtG2RTMvmLNL4kLeQhObYnqE-RaA80JesXaJJisf9MKuMTzgodvwjKvPoK0R4i4ctAnYBFE=

I certainly don't like these hideous links, and I would hope no mail program would put stuff like this into my outgoing messages without my knowledge or consent. Not only are they not SEO-friendly, the lack of human-readable words give the user no idea what the links are for. For all the user knows, the link could take you to a site that will try to sell you a new mixture of Viagra and Botox to remove excess belly fat. :-)

profile pm

01/27/2012 01:16:44 AM **Subject:** Re:Wk 3: Constant Contact E-Mail Mktg quote

Ellen Wong

Messages: 9

Wow. The links are really long. They really mess up the format of this post too. I couldn't even scroll over to the right to see the rest of the link.

I agree with Michael on the non-SEO-friendly links. Not only that, I think it really distracts from the message. Having that much jumble of characters set together almost looks like error messages within the email. What they could have done is created a hyperlink to at least hide the long links.

profile pm

01/27/2012 08:02:37 AM **Subject:** Re:Wk 3: Constant Contact E-Mail Mktg quote

Johan Ruiz



Messages: 7

I agree that the formatting of the email takes away from its content. Most of us are accustomed to a particular format of an email, when we receive something that doesn't resemble that, we either skip it or trash it. Emails, unlike webpages should stick to a standard format. Most visitors are willing to peruse interesting websites but rarely offer the same patience with marketing emails.

profile pm

01/28/2012 02:29:35 AM **Subject:** Re:Wk 3: Constant Contact E-Mail Mktg quote

Pamela Smith

Messages: 6

I agree. The links are obnoxious. The overall lack of professionalism of the e-mail make me hesitant to click them.

The e-mail introduces itself as an announcement of the new website and then goes right into excusing themselves on the mistaken url. This should have been sent in a separate e-mail as soon as the mistake was discovered. It should have been stated factually, not lightheartedly.

As Professor Mimi said, "this mailing goes out to hundreds, reputation and credibility are important". Unfortunately, with that intro, the sloppy formatting, grammar and sentence structure, ending it with "Cheers!" only makes them sound like they are still hungover from New Years parties! That doesn't add much to credibility or reputation.

profile pm

01/29/2012 05:06:53 PM **Subject:** Re:Wk 3: Constant Contact E-Mail Mktg quote

Mimi Will

Messages: 59
Location: Bay Area

Thanks for your comments here about **Constant Contact** (I always get it mixed up with "Constant **Comment**" spicy tea!) -- let us know if you have received any and what they look like (i.e., lots of links or not -- for me it just depends on which org. is sending it out...)

You'll also notice that when I posted my e-mail example 'as is,' it took up more space in Etudes than if I had reduced it to a PDF file (narrower), and subsequently affected all the other comment boxes below to widen them (so that your comments spread out way over on the right side!)

-- At least, that's what it looks like on my screen! Never underestimate what something you write/send/post might look like on somebody else's browser, software, etc....

profile pm

02/08/2012 10:06:08 AM **Subject:** Re:Wk 3: Constant Contact E-Mail Mktg quote

Tzivia Gettinger

Messages: 10

I agree with everyone else! Ouch! I would not be intersted in a business if I got that email. I think instead of advertising it would do damage to the company's image. Really long links and very messy and ugly!

profile pm
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