



Bauer MBA Society

Communications Guidelines

Version 1.0
9/28/2017

Purpose

The purpose of this document is to share guidelines for communicating to BMBAS members, alumni and faculty via email. Adherence to these guidelines will ensure emails are professional, engaging, and useful tools for improving club communication.

Platform

All club email communication should be sent through an email marketing platform (such as MailChimp). The platform should be able to track the performance of communications (such as open rates, click throughs, link activity, etc.). New users are encouraged to follow the templates used by the BMBAS VP of Marketing. Experienced users can decide to open a separate account if they desire to send more frequent email campaigns.

Contact Info

All questions regarding these guidelines should be directed to the BMBAS VP of Marketing (marketing.vp@bmbas.org).

Email Guidelines

1. Email Lists

- a. The Club VP's of Communications are responsible for maintaining the Email list segment for which they will use in their communications.
- b. Lists should include information about: Phone Number, Concentration, Interests, Graduation Date, Paid Membership, Graduate Program, etc.
- c. Recommend using automated forms (such as Google Forms) for generating email lists.¹
- d. Recommend creating backups of lists on a monthly basis.

2. Subject

- a. Make the Email subject stand out and entice readers to open it.
- b. A subject with a call to action or sense of urgency & curiosity is often an effective strategy.
- c. Examples of Good Subjects: "Do NOT miss these great Networking opportunities!!"
- d. Examples of Bad Subjects: "Upcoming Networking Event from the Consulting Club."

3. Content

- a. Use attractive images and bold text art to get people interested.
- b. Try to use colors and themes that are consistent with the Bauer College and University of Houston².
- c. The body of the email should include banners, flyers, club logos, etc.
- d. Images should be as clear as possible and preferable in PNG format. Blurry, pixely images should not be used.
- e. Limit the use of text in emails to only critical information about the event (Rule of thumb should be: 10-15% words, the rest of the space as visuals).
- f. The tone of the email should be positive, upbeat and professional (but not stiff).
- g. Encourage using external links to associated BMBAS club pages for upcoming events. The reason for this is because event schedules are complicated and tend to change often.
- h. Try to limit the use of attachments and include all necessary external information in the email as "linkable."

4. Links

- a. All emails should include links to BMBAS website content. This helps with tracking member interest(s) and can lead them to other club events/opportunities.
- b. Strongly encourage including company logos for all associated events with hyperlinks to their websites.

¹ <https://docs.google.com/forms/u/0/>

² <http://www.uh.edu/marketing/brand/graphic-standards/style-guidelines/color/>

- c. Recommend including geolocation information for physical address information (such as links to Google Maps).
- d. Recommend including links to BMBAS social media pages at the footer panel.

5. Timing

- a. Try to schedule email campaigns at times which make sense for the reader to see. For example, Emails sent too late at night or in the middle of a class lecture are likely to be missed.
- b. Emails sent on a predictable basis (like every Friday at noon) is a good practice.
- c. Mailchimp has a "Send time optimization" feature that uses information they know about email habits of individual users to optimize send times (on a campaign by campaign basis).³

6. Newsletters

- a. Special attention must be paid to the content of Newsletters.
- b. The newsletters must be able to summarize all upcoming events for that month in a concise and meaningful way.
- c. Upcoming deadlines should be highlighted, but detailed information should be reserved for the club events page.
- d. Use of banners, photos, external links, and flyer previews are strongly encouraged.
- e. Newsletters should be sent out slightly prior or after the beginning of the month (within 3 days).

7. Test Emails

- a. Always consult with club members and send a test email before sending to entire club.
- b. Things to check in test email:
 - Does it look good on desktop and mobile device?
 - Do links work as expected?
 - Does email preview text appear as expected?
 - Are my images clear?

³ <https://kb.mailchimp.com/delivery/deliverability-research/use-send-time-optimization>

Procedure for Creating Email List Segments with MailChimp

1. To create a new segment, go to the header where it says “Lists”
2. Select an Email list that you previously created (Such as “BMBAS Members”).
3. If the list has additional fields created (such as “Concentration” & “Graduation Date”) you can group these lists into segments, which are updated dynamically.
4. Select “Create a Segment”
5. You can then add custom fields to the Email list segment as desired.
6. To group by club interest: change “date added” drop down to your desired club (under merge fields) and the associated value to the club name (“Consulting”, “Energy”, etc)

New segment

Paste emails

Contacts match any of the following conditions:

Consulting is

+ Add

Procedure for Sending Email with MailChimp

1. Click “Campaigns” in the upper left-hand corner.
2. Click “Create Campaign” in the upper right-hand corner.
3. Select “Create an Email” from the options.
4. Name the campaign (“December 2017 Newsletter”) and click “Begin”
5. Use the dropdown to select the Email list you want to send to. Select a target segment within the Email list as desired.
6. Verify the number of recipients updates on the page.
7. Click “Next” in the bottom right hand corner
8. On the Campaign Info Page fill out all the requested details about the email. Once all campaign information has been filled out, click “Next”.
9. On the “Select a Template” page, click the “Saved templates” button and choose a template that matches your intent for the email.
10. On the next page, use the interface to design your email. Make sure all the sections have content in them. When finished, click “Next.”
11. Before clicking “Send,” use the “Preview and Send” button to test the email according to the guidelines in paragraph 7 of this document.
12. When ready to send click “Send” to send the email now OR click “Schedule” to schedule the email delivery for a future time.