IMPACT DATA

Ready to level up your communications?

Tips for advanced TalkBox users

Ready to <mark>level up</mark> your communications?

Tips for advanced TalkBox users

TalkBox is a feature-packed application. But have you discovered the hidden gems that can help improve your email and SMS communications?

Here are our 10 top tips that will help improve the quality of your communications and build engagement with your audience.

The key element to getting your message through is to think of your digital marketing as a conversation with your reader. This means elements like personalisation, making content relevant to the individual reader and showing your audience you know them.

Our Top Tips:

Select Email and SMS when you are creating your communications
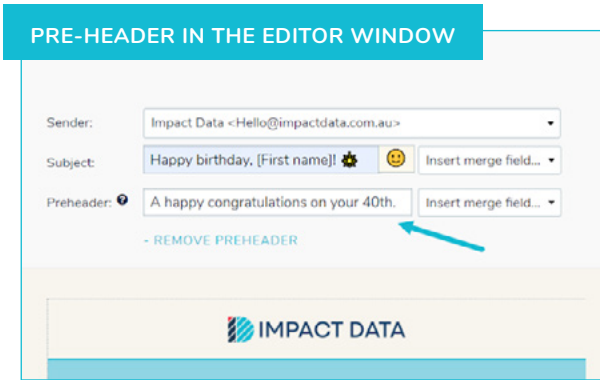
You might not have both email and mobile details for all your contacts, so if you only select one channel you may be missing out on part of your audience. You can prioritise one over the other to ensure you only reach customers in one channel.

HOME > COMMUNICATIONS > CREATE NEW

ADD NEW

How do you want to send your communication?

EMAIL   SMS   TW
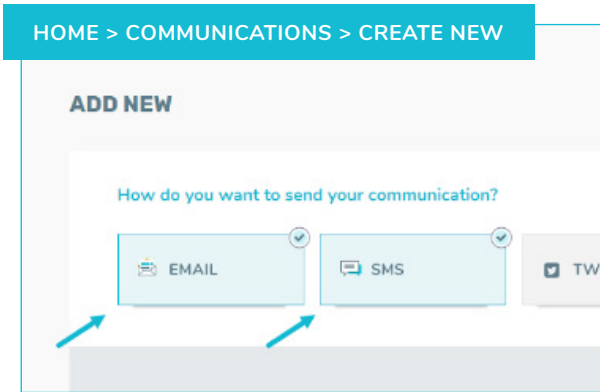
Use Pre-headers

Pre-headers get the attention of your recipient and it's something few spam creators bother with. This makes it an ideal tool to show that you have a relationship with your reader and really are in a conversation with them. Keep them short and sharp and relevant to your communication.
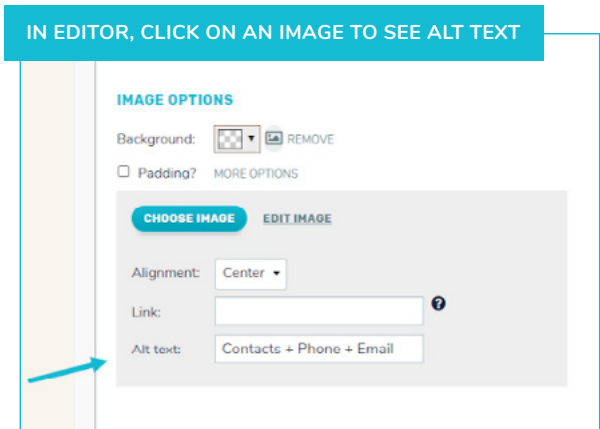
PRE-HEADER IN THE EDITOR WINDOW

Sender: Impact Data <Hello@impactdata.com.au>

Subject: Happy birthday, [First name]!   Insert merge field...

Preheader: A happy congratulations on your 40th.   Insert merge field...

- REMOVE PREHEADER

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Alt text on images

Did you know that vision impaired people can use alt text to get an understanding of the visual elements of your email when their devices are enabled to read all the text? Plus if for some reason the image doesn't load on the email browser, it tells your reader what they are missing out on. So call your image something relevant like *Parma + Chips Tuesday Special.*

Aside from being best practice, it's also another element that helps show how much care you have taken with your communications, something spammers don't do.

IN EDITOR, CLICK ON AN IMAGE TO SEE ALT TEXT

IMAGE OPTIONS

Background: REMOVE

☐ Padding?   MORE OPTIONS

CHOOSE IMAGE   EDIT IMAGE

Alignment: Center

Link:

Alt text: Contacts + Phone + Email

Emails are opened on phones so make sure to have your call to action on the home screen

Don't believe us? Check the sent reports on your recent communications and look at the devices on which contacts opened your communications. The vast majority will be on a phone, so that means if you can't fit your email onto a single screen, then you need to use that real estate to give customers a reason to scroll down.

If you have a hero image, consider overlaying text to tell the customers what you want them to do and what's in it for them if they keep reading,
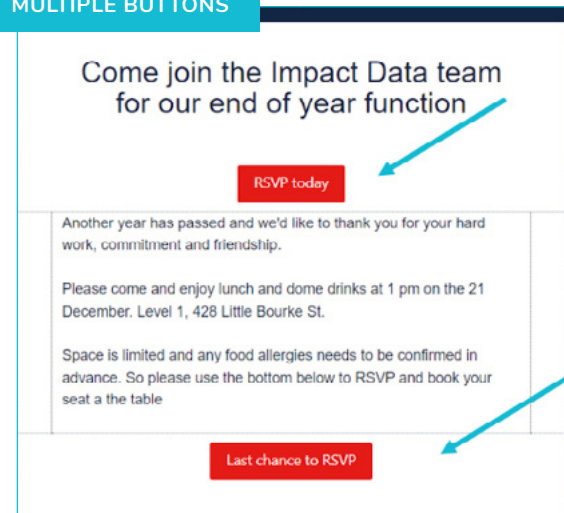
CALL TO ACTION BUTTON
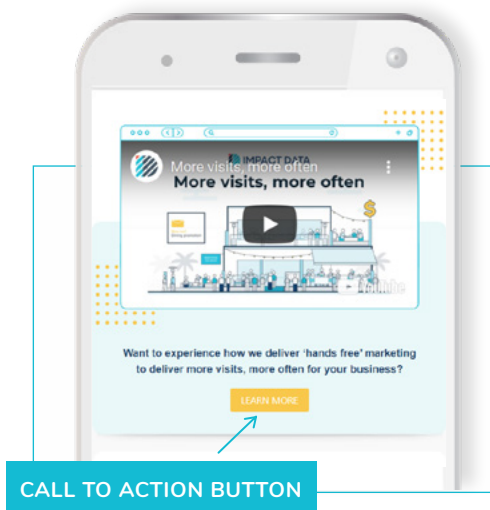
TOP TIP 5

Want bookings or have a clear call to action? Add the button more than once

Whether it's to make a booking or click onto your website to browse your menu, giving your readers a call to action is an important objective for your marketing communication. So a*sk more than once* and don't be subtle!

Buttons are a great way to create a visual cue that you have something for your customer. Create interest by adding different text on the button instead of just *SUBMITTING* or *BOOK*. Get creative and show your brand value off.

MULTIPLE BUTTONS

Come join the Impact Data team for our end of year function

RSVP today

Another year has passed and we'd like to thank you for your hard work, commitment and friendship.

Please come and enjoy lunch and dome drinks at 1 pm on the 21 December. Level 1, 428 Little Bourke St.

Space is limited and any food allergies needs to be confirmed in advance. So please use the bottom below to RSVP and book your seat the table

Last chance to RSVP

TOP TIP 6

Use animated gifs to get attention

Digital marketing is all about getting attention and let's face it, your email may not be the most important thing a customer sees that day so make it interesting. By using an animated gif as your hero image or in the body of your email you can get more attention as the movement catches the eye and the images evoke an immediate reaction.
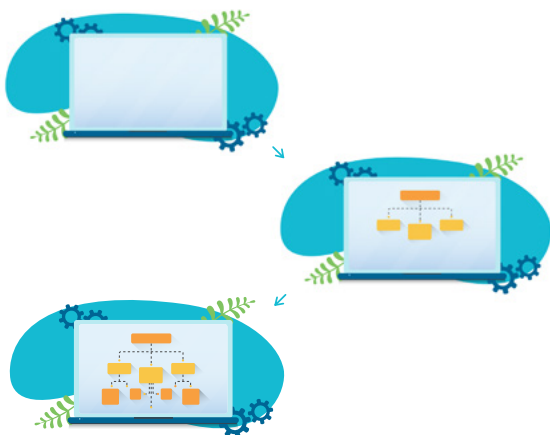
The sender details matter - make it relevant to the audience

This is especially important for SMS messaging. This is a personal space, often reserved for friends, family and brands we trust, so if you aren't clear who the sender is you risk customers unsubscribing. Another advanced tip is for multiple areas within your business or locations in your TalkBox account you can customise the sender details to suit your needs.

Think **Functions**@TheRiverClub.com and **Cocktails**@ TheRiverClub.com or **Adam**@TheRiverClub.com and **Jane**@TheRiverClub.com as examples of showing what the message being received is likely to be about.

YOU CAN ADD A NEW SENDER IN EDITOR

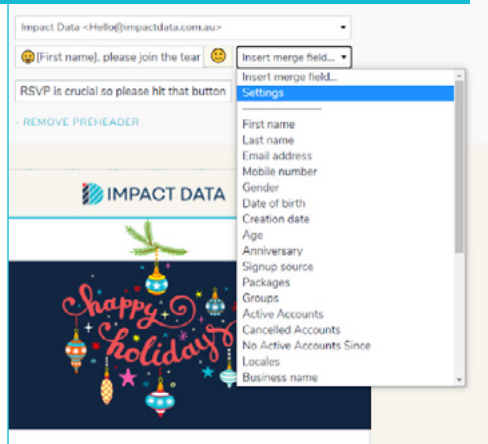**VARYING OPTIONS FOR FORMULA FIELDS**
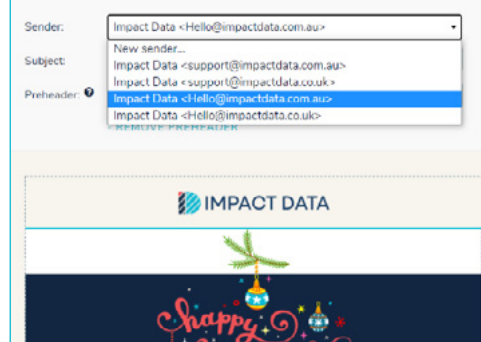
Personalise your communications and subject line with first name

It's a simple fact that more personalised communications get higher engagement with customers. So use all the tools that TalkBox has to offer to create a more personalised experience.In the body of your email you can go even further. Using formula fields you can do things like:

- Create a field to countdown the days to a birthday
- Points until the next reward level
- Years of membership

These fields create a more personalised experience for your communications and show your customer you know them.

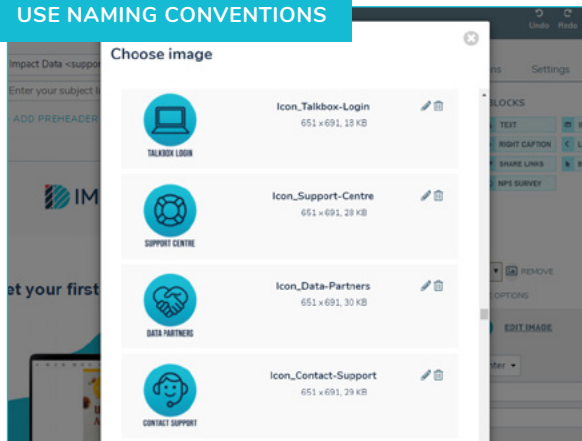## Don't have a first name? Use merge fields settings

If for some reason your database isn't complete or you haven't collected critical fields like first name, you can use merge field settings to create a default greeting for first name. Instead of it being blank it could say **valued customer, VIP, awesome client** etc.

Hint: Use an update details campaign to go back and capture additional information like name and DOB to improve the quality of your database.

DROP-DOWN MENU FOR MERGE FIELDS
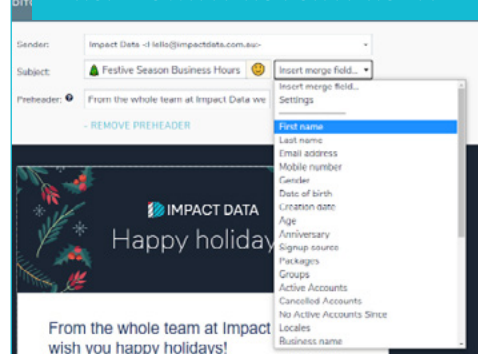
Use a naming convention when saving images and templates to make them easy to find

As a successful user of TalkBox you are likely to create quite a library of templates and images that you will use over an over. Make it easy to search for them by using descriptive names with dates, like the Festive Season 2021. That way when December comes around next year you can easily find what you did last year and use it as a starting point.
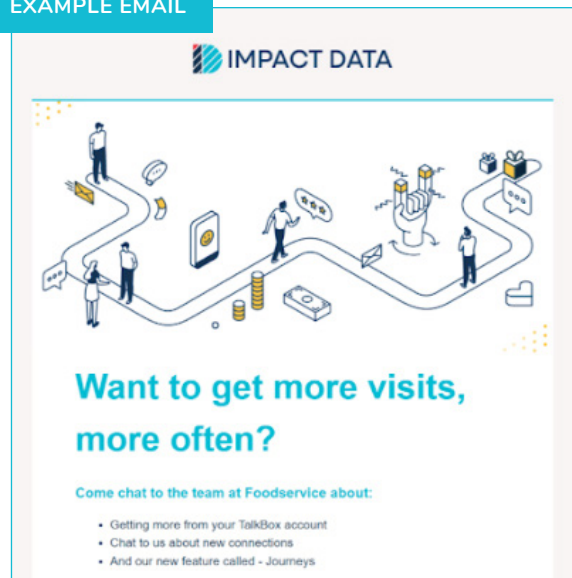
BONUS TIP

Find a balance between image and text

Finally our bonus tip, and one that can make a significant difference to your deliverability, is finding a balance between images and text.

Emails should never be re-sized posters or banners from your socials. Honour the channel and the tools it provides you and put in the time in to create more readable, compelling and personalised emails. It always pays off in developing a more engaged audience.

Have a look at the mix of text and space around the words in the email below.

EXAMPLE EMAIL

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Want to get more visits, more often?

Come chat to the team at Foodservice about:

- Getting more from your TalkBox account
- Chat to us about new connections
- And our new feature called - Journeys

Remember customers don't unsubscribe from emails that are interesting, relevant and timely so keep that in mind before you hit send.

For more tips, head to support.impactdata.com.au

IMPACT DATA

For further enquiries, get in touch:

hello@impactdata.com.au

Login to Talkbox

Login to HeadOffice