

Using Email to Market Media and Messaging for the ACA

Email is regarded as one of the most effective modes of communication in the professional world. Emails can be used to reach one, several, or large numbers of people at the same time. The format for email is relatively simple to use and is similar across email services.

When considering to use email as a tool in your Media and Messaging campaign for the Affordable Care Act (ACA) here are a few things to keep in mind:

- **Keep a running list of email addresses and contacts that you would like to distribute your messages to**
 - Save to a Microsoft Word or Excel Document for easy access
 - Update the list regularly and continue to look for opportunities to add emails to this list
 - Using a sign-in sheet at your location and events with a place for guests to leave their email as an effective way to get new contacts
- **Have a relevant and catchy title**
 - Emails can often get lost in people's inboxes as they scroll past them. Consider using a title that will grab the recipient's attention and make it easier to find
 - Ex. "Medicaid Now Covers More Childless Adults Than Ever Before!"
- **Use Different Formatting, Graphics, Pictures, and Color in your email to add interest**
 - Because people do often open so many emails throughout the day, you want your email messaging to stand out
 - Add graphics or pictures to illustrate your message. Select an image that will capture what you are trying to tell people and add to your narrative
 - Change the actual format of the email itself. Consider if you will place a picture early in the email, or farther down. Will you have the body of the message be spread out or compact across your email
 - Consider using different colors in the text of the email to highlight certain text
- **Attach Links, Fliers, Documents, and Videos**
 - Because email is so versatile, you can attach a variety of documents, links, and videos directly in the body of email or to the email as an attachment
 - Add to the power and clarity of your message by redirecting people to other websites and information
 - Most email services will limit you to attaching documents that are larger than 25mb
 - Quick Note: It is best practice if you are sending an email that is large or has many parts to use a program to compress the files into a .zip before attaching
- **Use an Email Signature**
 - It is a good idea to set up a professional Signature to be placed in the bottom of your email message. This may contain a contact name, address, and phone number if people have questions about your email contents