Pre-Header Text  
Learn how to improve your email content and engagement rates

Header Text 2  
Optimize your engagement with a few simple tips.

Text 1:1

You got the open, but after opening, are your members interacting with your content?  The average reader spends 11 seconds or less looking at your email.  Does your content grab their attention?  Is it relevant to drive a click for more information?

Try some of these tips to learn how to improve engagement and make your emails more interactive and drive conversions:

Article 1:2 20/80 Image Left  
Personalization  
Use dynamic content and data points to build a personalization strategy for your members.

* Authentic, Storytelling Content; and
* Interactive Elements.

Article 1:3 60/40 Image Right  
Need help with your email strategy?  
The Email Edge Subscription consists of 6 unique toolkits focused on topics from data to deliverability to content.  With each toolkit, you will receive educational videos on industry best practices, strategic planning workbooks and guides.  In addition, you will receive consultation time with one of our experienced Digital Advisors to help you develop your email marketing strategy.

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