

TOP 6 SECRETS to Writing Benefits Emails



The “average office worker receives 121 emails a day.”¹ That makes it challenging to get your your open enrollment email to the top of the “read” list.

You won't be able to get 100% of your employees to read all your benefits communications, but you can stack the odds in your favor.

The following are our top 6 secrets to writing benefits communication emails.

1 USE SHORT, ENGAGING, AND ACCURATE SUBJECT LINES



Your subject line is a clue for the content within. Keep it interesting and 7 words or less to create the best overall engagement.

2 PERSONALIZE YOUR EMAILS

Personalize emails with each employee's name and targeted content. This can result in:



A 50% increase in open rates.²



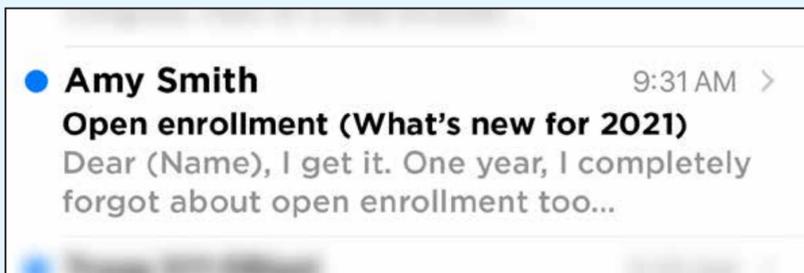
A 58% increase in click-to-open rates.²



Nearly 2.5 times more unique click rates compared to impersonal subject lines.²

3 DON'T FORGET THE PREVIEW TEXT

This is the second part of the email your employees see—use this space to further pique your employees' interest.



4 FOCUS ON WIIFM

“What's in it for me?”

Remember—your employees aren't interested in a list of features. They want to understand why they should care.



5 KEEP IT CLEAR, SIMPLE, AND CONCISE



Get to the point and aim for clarity over cleverness. This means stay away from jargon.

6 BE SAVVY ABOUT TIMING

The day of the week and the time of the day you send emails matters.

According to research, the best day to send your emails is on a Tuesday, followed by Thursday. When it comes to the time of day, the data points to 10 a.m. as well as 8 p.m. through midnight.³



SUPPORT FOR BENEFITS EMAILS...AND BEYOND

Contact us for help with [benefits engagement](#).

▶ [See our ebook](#) for the 13 Secrets to Writing Benefits Emails Your Employees Will Open and Read.



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¹ Templafy (September 2017) - “How many emails are sent every day? And other top email statistics your business needs to know”

² Yes Lifecycle Marketing (2017) - Subject Line Benchmarks: How Length and Personalization Impact Email Performance Across Message Type and Industry

³ CoSchedule (April 2018) - “What 10 Studies Say About The Best Time To Send Email”