

5 ways to grab employees' attention with email

Employees have a love/hate relationship with email. While employees appreciate the convenience of email, they don't like being inundated with dull, irrelevant messages.

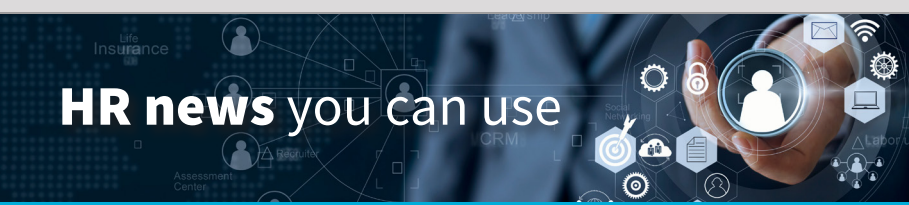
It's time to stop scaring employees away from their inboxes and start creating compelling content that employees want to read.

So what's the key to creating a great email? It just so happens we have a great example below.

Find useful tips on the right.

To: All employees

Subject: Are you ready to take control of your career? Here's how



HR news you can use

New year, new you 3 ways to take control of your career

You told the HR team that you wanted more ways to effectively manage your career, and we want to help. Here are three things to set you up for success in the new year.

1 Make your career plan stand out. Did you know that leaders and managers use Career Pathway to find qualified candidates for new positions? That's why it's important to log in and keep your career plan up to date throughout the year.

[Learn more](#) about Career Pathway.

2 Explore great new jobs. Thinking about making a career move? HR just launched Career Explorer, a new tool that makes it easy to search for open positions across our company. You can filter jobs by up to 20 categories and apply online.

[Learn more](#) about Career Explorer.

3 Refer a colleague and get rewarded. Did you know that you could receive a cash bonus for referring colleagues to jobs at our company? Visit Career Explorer to search for an open position and click "Refer" to send to a colleague.

[Learn more](#) about the Employee Referral Award Program.



Questions? [Joan Murray](#) is here to help! Drop her an email or call her at extension 343.

Rethink your subject line

Your subject line is one of the most important factors that determines whether or not someone opens your email.

To make your subject lines "clickable":

- Offer something valuable to employees (a benefit)
- Include a call to action
- Include a sense of urgency (Do it now!)

Emphasize the benefit

Your lead sentence should grab employees' attention. And the best way to do this is to explain how your message will benefit employees (What's in it for me?).

Create a list

Putting email content into a numbered list helps you:

1. Attract employees' attention (think catchy magazine articles)
2. Organize complex info in a simple way
3. Make content easier for employees to digest

Incorporate video

Video is a great way to engage employees and help them learn something new. The thumbnail sparks interest and encourages employees to click to learn more.

Encourage feedback

Email doesn't need to be a one-way channel. Open up the conversation by offering employees a way to ask questions or give feedback.