

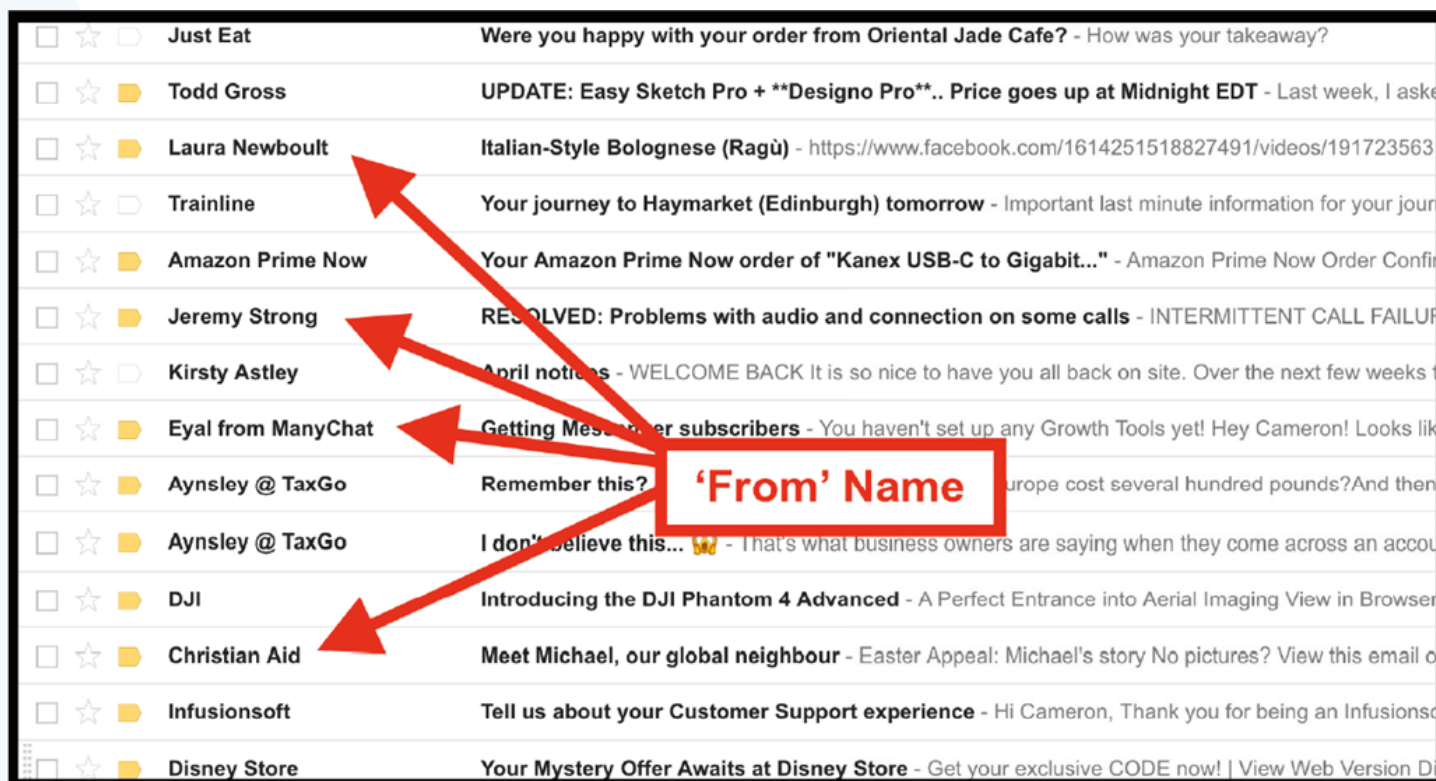
From Name

TOP TIP TUESDAY!



Over the last few weeks we've been highlighting some little tricks that can help you get better open rates and therefore better responses, from your email communications.

Well, we have one more technique that most businesses pay no attention to, but can really help catch people's eye when they're browsing their inbox. It's the "From" name.



The 'from' name is **WHO** the email comes from.

You can see from the image above that people take very different approaches to their 'from' names. (Most people put no thought into them whatsoever!)

The key here is that people **RECOGNISE** who you are. We don't like to open emails from strangers!

So once you choose your 'from' name it's best to be consistent with it. We find the 'From' name that gets the most opens is:

David Ruddle

Who'd have thought?!

Call David Ruddle on 01323 406060 if you would like to discuss marketing your business with thebestof Eastbourne

thebestofeastbourne

From Name

TOP TIP TUESDAY!

Using a real name as the **'from'** name makes the email look and feel like a personal one.

Using just a company name screams **'I AM AN AUTOMATED PROMOTIONAL EMAIL'** and will often decrease your open rates.

If you're using a new name and want to avoid confusion then you could combine the two:

e.g David Ruddle from thebestof Eastbourne

This can be a best of both worlds situation, because it remains personal, but also reminds people where we're emailing from.

So give it a try!

And give us shout if you want a reminder of the previous "tricks" that can help get more of your emails opened and read.

It's All In The Name

Just Eat	Were you happy with your order from Oriental Jade Cafe? - How was your takeaway?
Todd Gross	UPDATE: Easy Sketch Pro + "Designo Pro". Price goes up at Midnight EDT - Last week, I ask
Laura Newbould	Italian-Style Bolognese (Ragu) - https://www.facebook.com/1614251518827491/videos/191723563
Trainline	Your journey to Haymarket (Edinburgh) tomorrow - Important last minute information for your jour
Amazon Prime Now	Your Amazon Prime Now order of "Kanex USB-C to Gigabit..." - Amazon Prime Now Order Confir
Jeremy Strong	RESOLVED: Problems with audio and connection on some calls - INTERMITTENT CALL FAILUR
Kirsty Astley	April notices - WELCOME BACK It is so nice to have you all back on site. Over the next few weeks
Eyal from ManyChat	Getting Missed by subscribers - You haven't set up any Growth Tools yet! Hey Cameron! Looks lik
Aynsley @ TaxGo	Remember this? 'From' Name Europe cost several hundred pounds? And then
Aynsley @ TaxGo	I don't believe this... W - That's what business owners are saying when they come across an accou
DJI	Introducing the DJI Phantom 4 Advanced - A Perfect Entrance into Aerial Imaging View in Browser
Christian Aid	Meet Michael, our global neighbour - Easter Appeal: Michael's story No pictures? View this email c
Infusionsoft	Tell us about your Customer Support experience - Hi Cameron, Thank you for being an Infusionso
Disney Store	Your Mystery Offer Awaits at Disney Store - Get your exclusive CODE now! View Web Version D

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