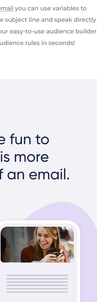
Revolutionize your internal email in 5 minutes flat!

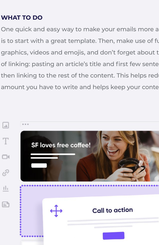
START STRONG 1 min

Never underestimate the value of a good subject line...even for internal comms.

WHAT TO DO

Go beyond the basic subject line to tap into the needs of your employees and speak directly to them. Personalize by breaking your audience into segments so you can customize your subject lines and take advantage of regional or operational interests.





BETTER WITH FIRSTUP

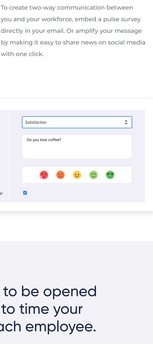
With Firstup email you can use variables to personalize the subject line and speak directly to them, and our easy-to-use audience builder helps create audience rules in seconds!

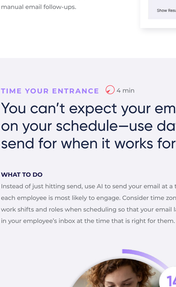
LOOK SMASHING! 2 min

Good-looking content is just more fun to read, and an engaged audience is more likely to stick around to the end of an email.

WHAT TO DO

One quick and easy way to make your emails more appealing is to start with a great template. Then, make use of fun graphics, videos and emojis, and don't forget about the value of linking: pasting an article's title and first few sentences, then linking to the rest of the content. This helps reduce the amount you have to write and helps keep your content short.





BETTER WITH FIRSTUP

Firstup email saves you time with pre-set templates that allow you to quickly customize designs. With a drag-and-drop editor and rich content library, your emails always look great!

SURVEY AND SHARE 3 min

Email doesn't have to be a one-way street. Amp up the conversation by adding ways in which employees can give feedback and share news with others.

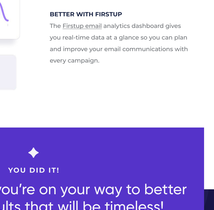


WHAT TO DO

To create two-way communication between you and your workforce, embed a pulse survey directly in your email. Or amplify your message by making it easy to share news on social media with one click.

BETTER WITH FIRSTUP

Use Firstup email to create employee polls, target the right workers, and send automatic follow-ups until they respond. No need for outside survey platforms or manual email follow-ups.



TIME YOUR ENTRANCE 4 min

You can't expect your email to be opened on your schedule—use data to time your send for when it works for each employee.

WHAT TO DO

Instead of just hitting send, use AI to send your email at a time each employee is most likely to engage. Consider time zones, work shifts and roles when scheduling so that your email lands in your employee's inbox at the time that is right for them.





BETTER WITH FIRSTUP

Make magic with the Firstup email orchestration engine that sends your message at the optimal time to reduce email fatigue. Then ensure engagement with automated campaign resending.

SHOW OFF (YOUR VALUE, THAT IS!) 5 min

It's not like you to brag, but everyone loves results, so take this last minute to gather your data and share the value of your email.

WHAT TO DO

Analytics helps paint a picture of what's working and what's not and helps you prove the value of your internal comms. Make note of a few KPIs, such as open and click-through rates, or the top shared links or social posts.

BETTER WITH FIRSTUP

The Firstup email analytics dashboard gives you real-time data at a glance so you can plan and improve your email communications with every campaign.

YOU DID IT!

In just 5 minutes you're on your way to better email with results that will be timeless! Send better email with Firstup.

LEARN HOW AT FIRSTUP.IO/EMAIL

firstup

Firstup is redefining the digital employee experience to put people first and lift companies up. We make communication solutions that build authentic engagement and create two-way conversation between employees and companies. That's why 40% of the Fortune 100 companies have chosen us to unlock the potential of their workforces.