



# Impact of Tagging on E-mail Campaigns

Need more information? Contact [support@gouconnect.com](mailto:support@gouconnect.com)

## Automated E-mails

Given automated emails are sent out on a regular basis without having to be published by a staff member, we require multiple layers of tag matches for a user to receive a post.

## Custom E-mails

Custom emails are a bit different. Given a staff member is designing this email campaign and manually pushing it out, the tagging logic is a bit more inclusive.

### 1st Level

Audience (The type of user for which a post is targeted)

- Student
- Alumni
- Employers
- Faculty
- Parents & Families

For a user to receive a particular piece of content, the first requirement is for that type of user (undergraduate student, alumni, employer, faculty, etc.) to be targeted by having the user type tag be a match.

To send a targeted email to users using custom emails, you only need to match the user type. Selecting graduate students will send to all graduate students. If you want to send an email to all users in your entire database, simply select every user type.

### 2nd Level

Community (Your Main Academic or Career Community)

- Finance
- Healthcare
- Art & Design
- Nonprofit
- Political Science

In addition to matching the content by user type, post tags must also match the industry or academic community of a user to trigger an alert. Even if a post is targeted for an undergraduate student, if a user is interested in the Finance Community, they probably don't want posts about Healthcare. Note: If you don't select a Community, no one will receive that post in their alerts.

Once you've selected your targeted user type(s), you can further target your audience by their academic or professional interests by selecting one or many career communities. Selecting Undergraduate Students, Faculty and Finance will send an email to all students and faculty interested in Finance. **Note: you can skip second level tags and move straight to third level.**

### 3rd Level

Content Category (Specific Types of Jobs, Blogs, Events)

- Full-Time
- Interview Prep
- Recruiting Event
- Internship
- Resume Building

Once user type and community is a match, any single match of a Content Category will trigger an alert. If no content category matches, they will not receive the alert. Think, if a post is targeted at alumni interested in the Finance Community, they will only receive the post if they have also selected to be alerted for particular types of content i.e. jobs or advice. Otherwise, you might end up delivering jobs to alumni who only want updates about networking events.

Here, you can further target your audience by selecting types of content for example International Jobs, Networking Resources or Alumni Stories. Every additional content tag you choose will expand your target audience.

## Important Reminders

If you're a staff member interested in seeing what students see, you can simply click 'Preview' before the email goes out and 'View Email' under 'Emails>Sent Emails' after it's already been sent.

When setting up your content tags, think about what unique topics (aside from industry or academic categories) your users would want to hear about. Be specific and be brief - you can always add, edit or delete tags as you develop a better sense of what works best.

If you want a particular post to reach users through automated emails, make sure your tags include a broad range of user types, communities and content tags.