EMAIL MARKETING GLOSSARY

SENDER NAME
aka: from name

The name displayed in your contacts' inboxes. It's different from the sender email, which includes an @ and a domain name. *Ex: Boston University Alumni Association, Dean Harvey Young, College Engineering, etc.*

SUBJECT LINE

The space at the top of an email in which a line of text is written that tells you what the email is about. *Maximum 70 characters.*

PREHEADER

The summary text that follows a subject line when the email is viewed in an inbox. In many cases, it's used to provide a short summary of the email and is typically one sentence long.

REPLY-TO EMAIL

You have the option to receive email replies at a different address than your sender email. However, we encourage your sender email and reply-to email to stay the same.
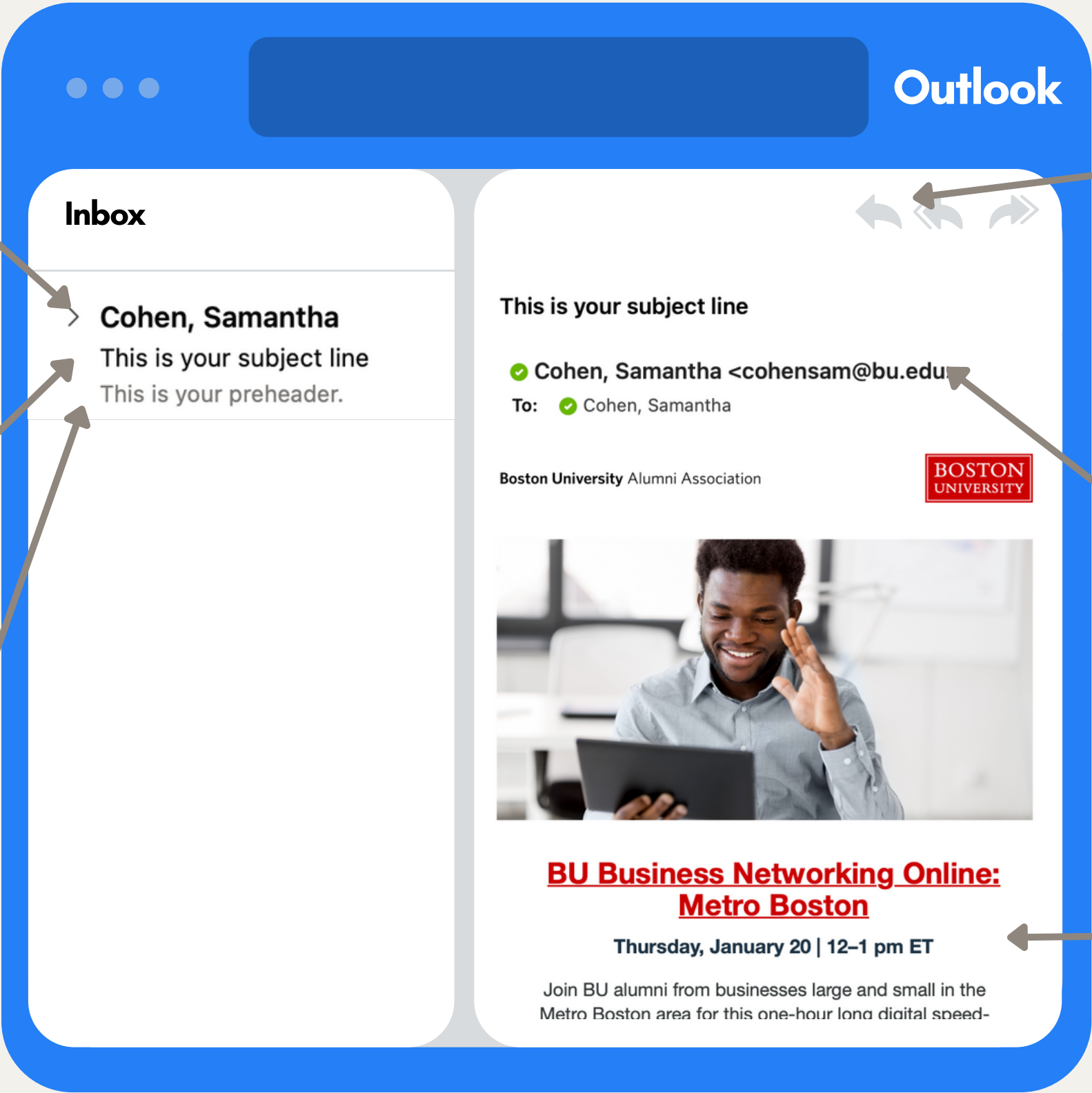
SENDER EMAIL
aka: from email

An email address, usually from a specific organization, that reflects the "From" part. *Ex: alumni@bu.edu, give@bu.edu, cas@bu.edu, etc.*

*Outlook will send all automatic out of office messages to this email, regardless of what the reply-to email is.

CONTENT

This includes any imagery, headline, and body copy which we will use to design your email. If you are sending us HTML, please ensure you have read and understood our guidelines.

Outlook

Inbox

Cohen, Samantha
This is your subject line
This is your preheader.

This is your subject line

✓ Cohen, Samantha <cohensam@bu.edu>
To: ✓ Cohen, Samantha

Boston University Alumni Association

BOSTON UNIVERSITY

BU Business Networking Online: Metro Boston

Thursday, January 20 | 12–1 pm ET

Join BU alumni from businesses large and small in the Metro Boston area for this one-hour long digital speed-

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AUDIENCE

A detailed description of the audience you are going to include in your audience list. This information helps us when scheduling your email.

VS

AUDIENCE LIST

An excel or CSV file of your desired recipients. This list must contain System Record IDs, which can found when creating a query in BBEC.

POINT PERSON

The point person will act as the approver/client partner.

Content and audience lists must come from this person. The Webreq Team will send previews only to this person, who will then forward to all necessary reviewers, collect their edits, and send all edits in a single email back to webreq@bu.edu. The Webreq Team will make the changes and send the point person a new preview for approval. Once all reviewers have approved, the point person will respond to the most recent preview by saying "Approved."