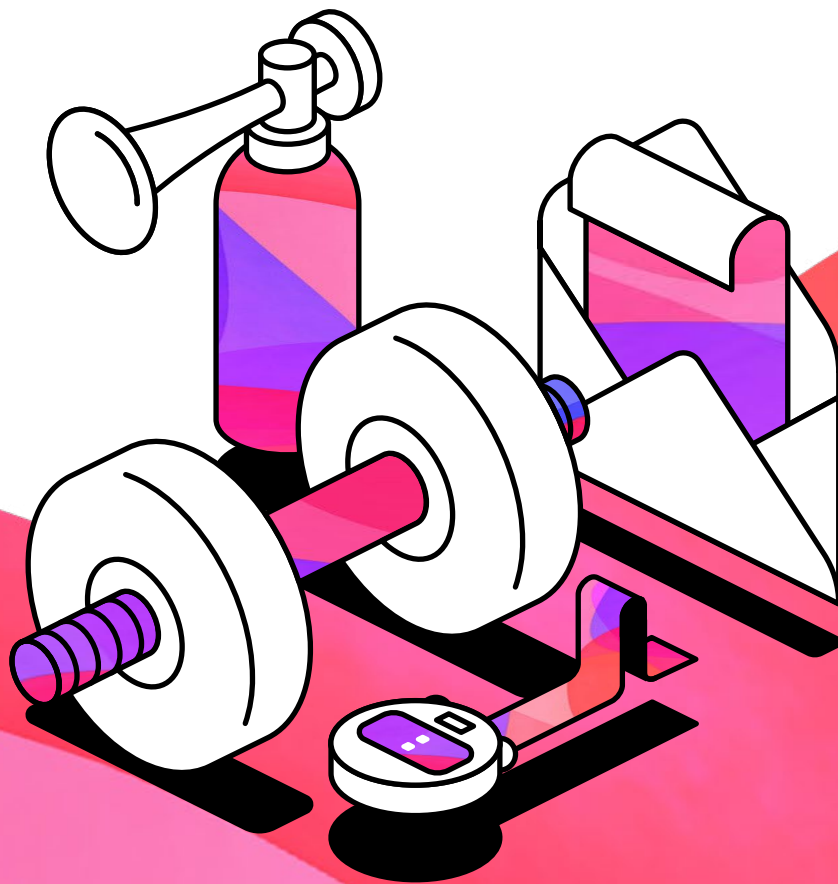




Your guide to running a student email campaign



Introduction

What's the idea?

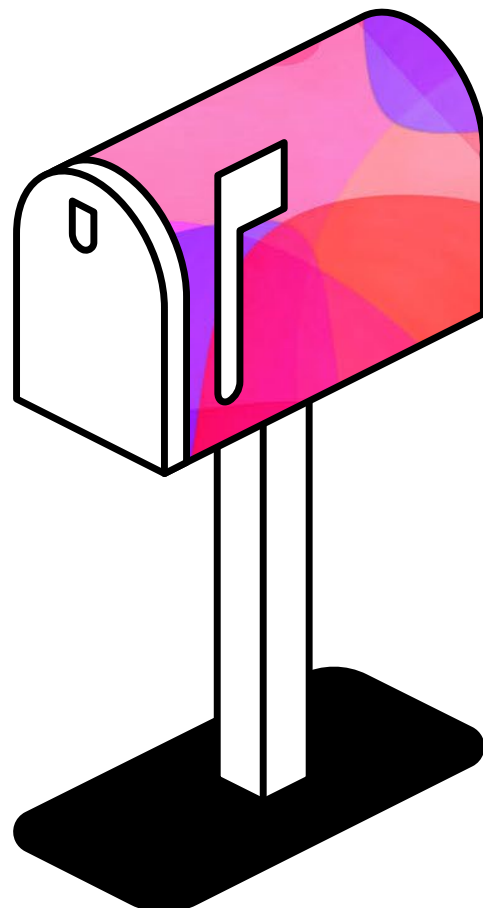
This guide is here to help you and your team run onboarding email campaigns with your students, ensuring more get signed up to Glean (and confident using it).

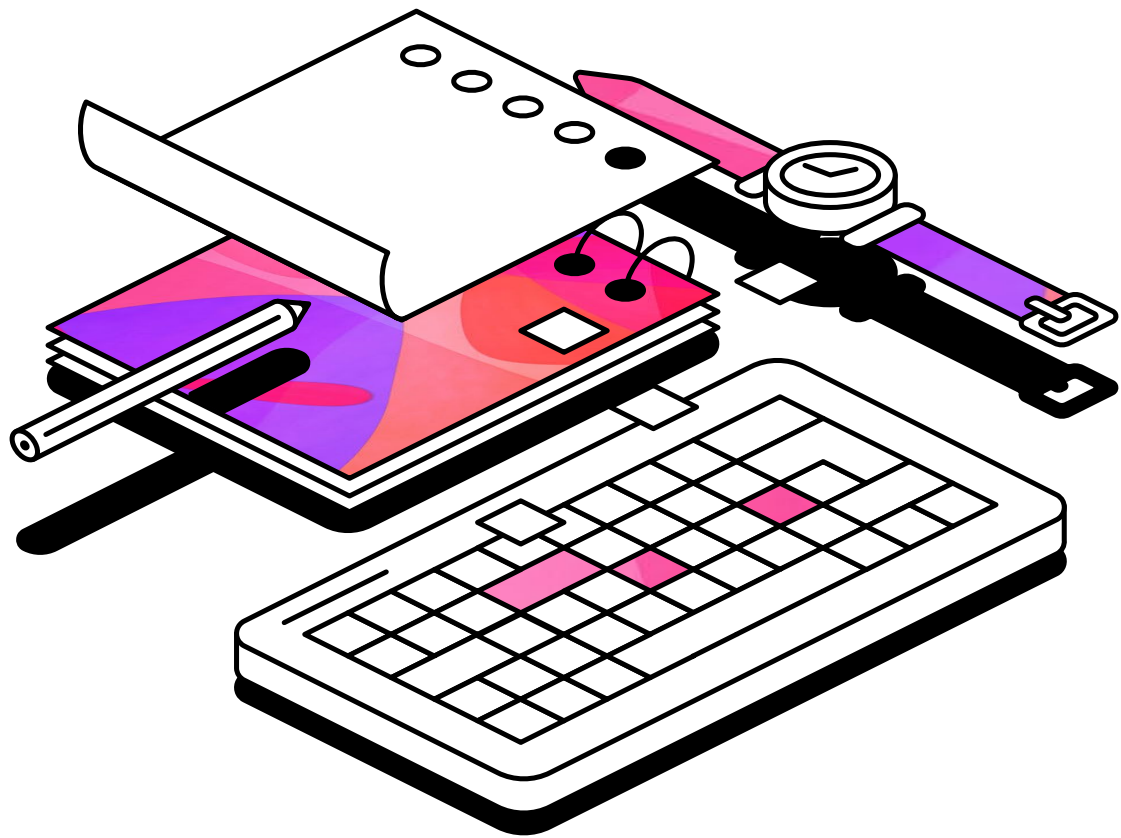
How does it work?

We've created three email templates for you to use, and suggested dates for sending them. Simply follow the instructions to set up a winning email campaign.

Why run a student email campaign?

Making well-timed connections with students can make a huge difference to uptake and success with Glean. By running a short email campaign, you can help give invited users a nudge in the right direction toward note taking independence.





Email templates

Email 1

Introducing the importance of note taking

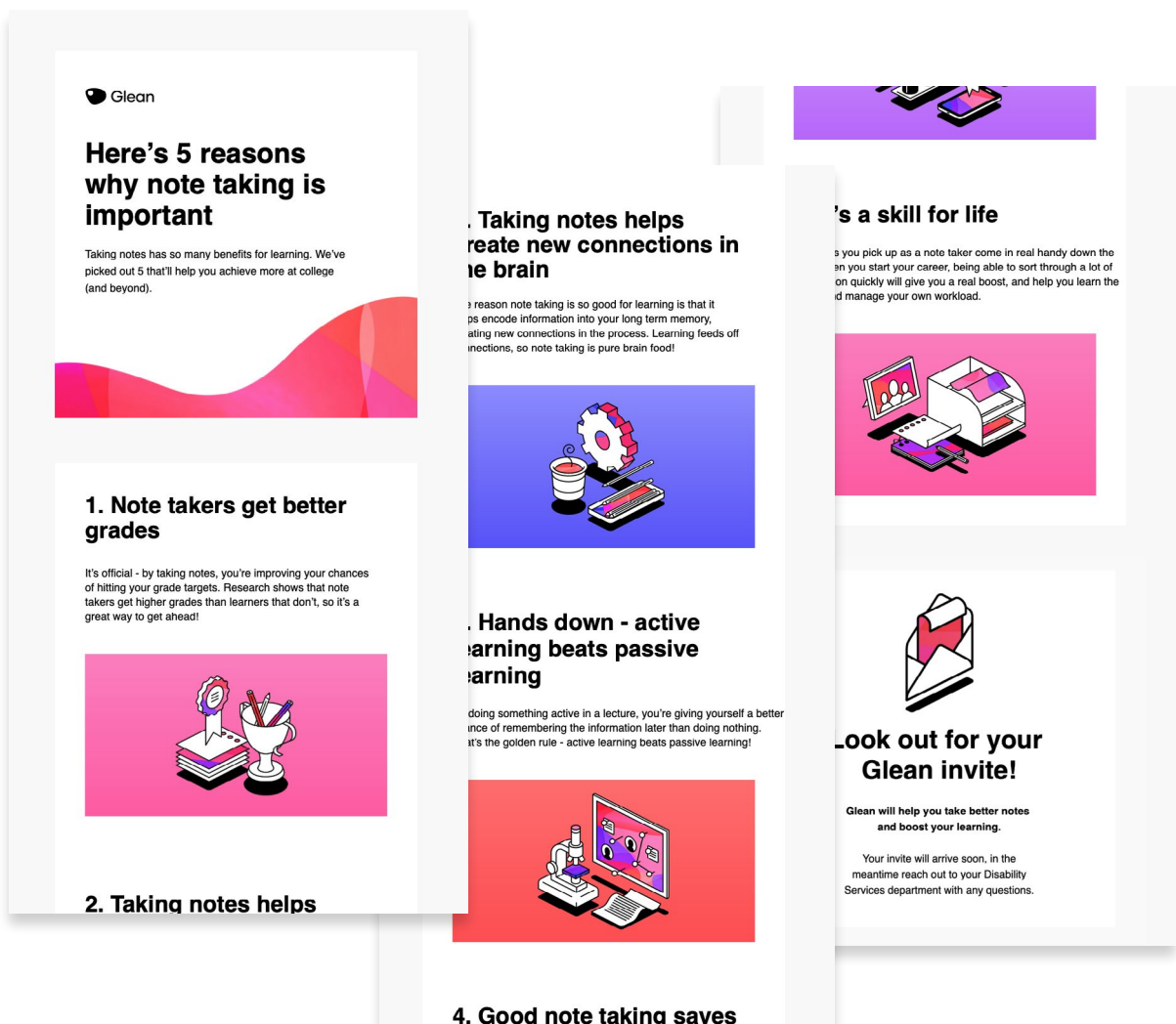
When to send

Send **seven days before** you invite students to Glean.

What's it all about?

This email lists five important reasons to take notes, including the impact it can have on grades.

This will give your students (and especially ones unused to taking notes) a good grounding in the 'why' of note taking.



Email 2

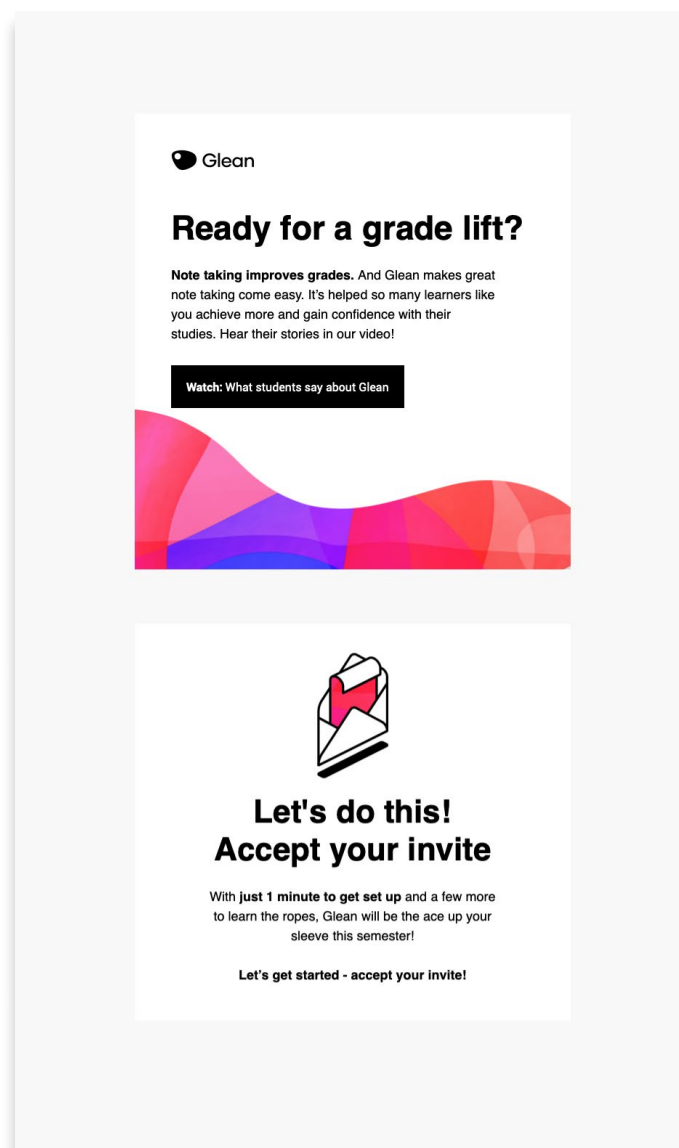
A post-invite nudge

When to send

Send this email to your students **along with their invite** to Glean.

What's it all about?

This email gives invited users a gentle nudge to accept their invitation by showcasing the impact Glean has had on learners like them.



Email 3

Offering direct support

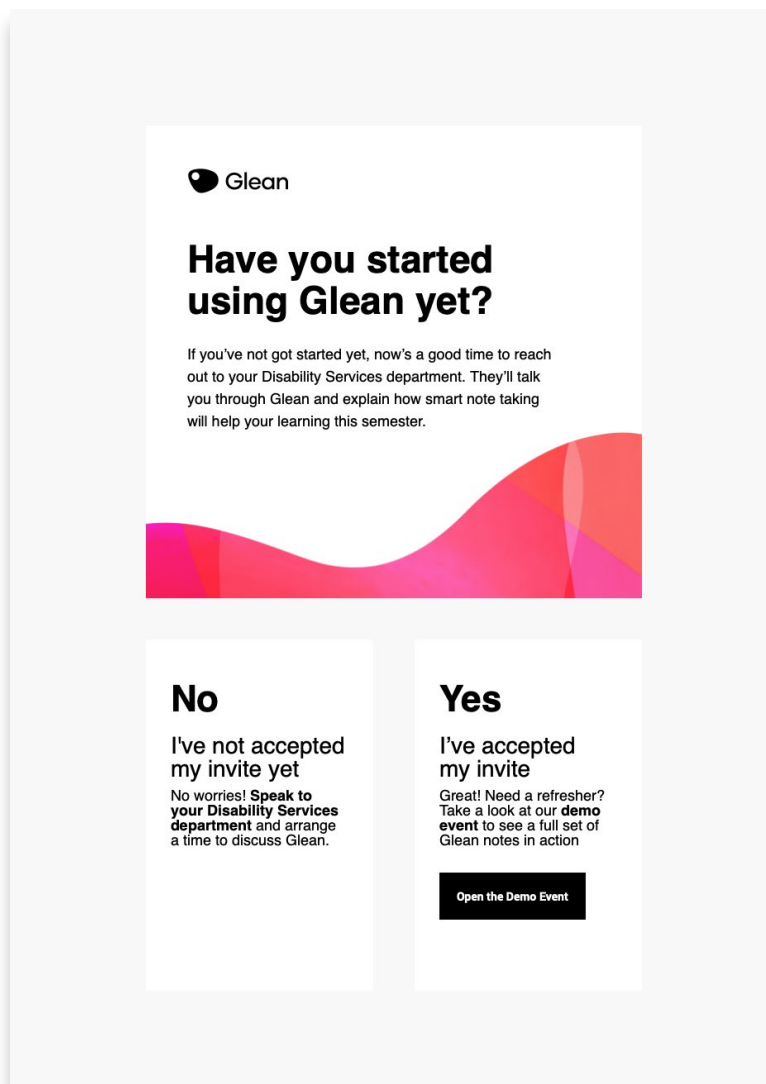
When to send

Send this email **14 days after** you've sent the initial invitation to Glean.

What's it all about?

If a student hasn't accepted their Glean invite after 14 days, there could be a number of explanations. The best route to getting them using Glean with confidence is to talk it through. This email encourages students to reach out to you and arrange a time to talk.

For those who have accepted their invite, we've included a link to Glean's demo event so they can see an effective set of notes in action.

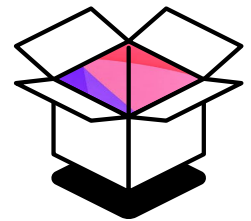


How to access and use the emails

Download the emails

Download all three emails [here](#). Simply open the .eml (Mac) or .msg (Windows) file normally and they will open using your computer's default email programme.

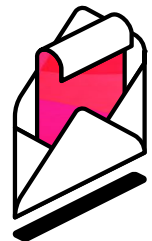
You may also be able to add these direct to a web based email client if you do not use a desktop application.



Request a email copy direct to your inbox

Having issues loading the .eml or .msg files? Or perhaps you'd prefer to receive these direct to your inbox ready to forward to your students?

If you complete [this form](#) a member of our team will forward you a copy of each of these emails as soon as they can.



Send a plain text version

If you'd prefer to send a more personal looking email, follow [this link](#) where you can copy paste just the text from your emails.



Help your students get started taking great notes

Contact the Customer Success Team for
more advice on getting your students
started with Glean

