



How to Send a Text-Only Email

If you know a large portion of your audience reads their email on a mobile device, you may want to try sending a text-only email to see if that increases your response rates. In addition, when you are trying to re-engage inactive contacts, a text-only email is also a good approach.

NOTE: Because there are no images in text-only emails there will not be any “open” tracking. However, click-through tracking still works correctly. So you may see odd numbers in your batch report, perhaps a 0% open rate but a 12% click-through rate.

All Eloqua emails (whether email from a template [“eCollateral”] or from uploaded HTML) always contain a text component. So both an HTML and a Text version of the email is sent to the contact and then based on their email application they will receive the most appropriate version of your message.

However, with a few extra steps you can send *only* a text version and eliminate the HTML version completely.

Step 1: Make Your Text Version Look Great

Since you cannot use bold or italics for emphasis in a text-only email, try using the plus sign or equal sign to draw attention to your main call to action. It is also a best practice to leave the links inside of brackets as shown here:

```
SPACE IS LIMITED: REGISTER TODAY

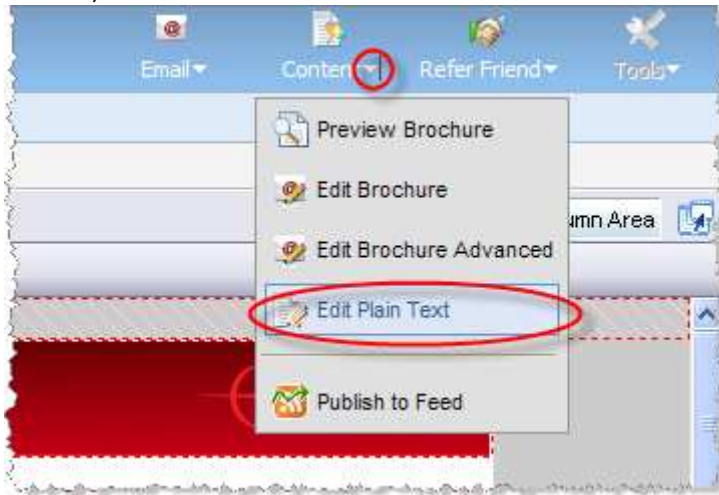
Here is some sample text about our excellent webinar
that we're excited to offer to you. Why should you
attend?

* You will learn a lot
* Your boss will be happy

=====
REGISTER TODAY:
[http://www.eloqua.com/test.html?elq=<span
class=eloquaemail>recipientid</span>]
=====
```

To edit plain text in eCollateral

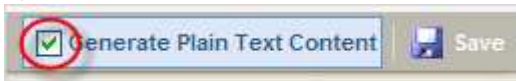
Open the email, then click the **Content** menu and choose **Edit Plain Text**:



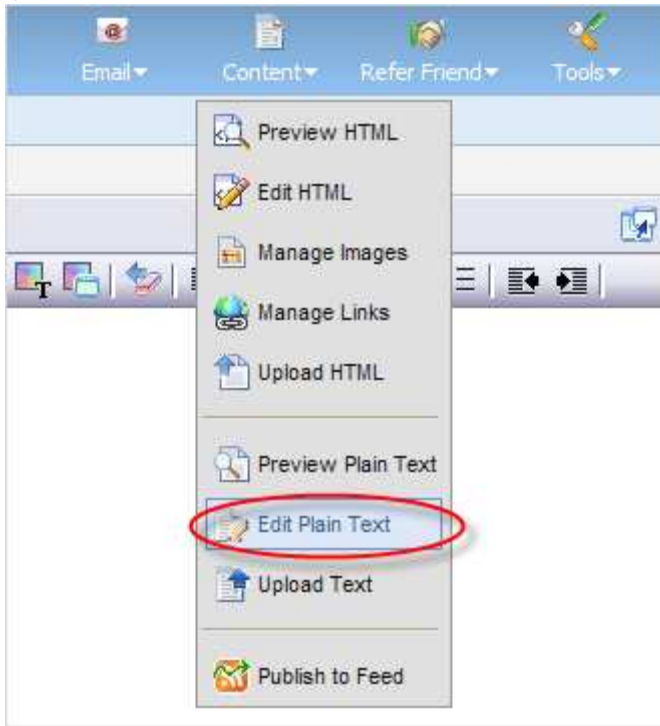
Click in the editing window in order to override the default text-only formatting and create your own.

To edit plain text in an uploaded HTML email

Open the email, then at the bottom of the email editing window check the **Generate Plain Text Content** checkbox, then click **Save**.

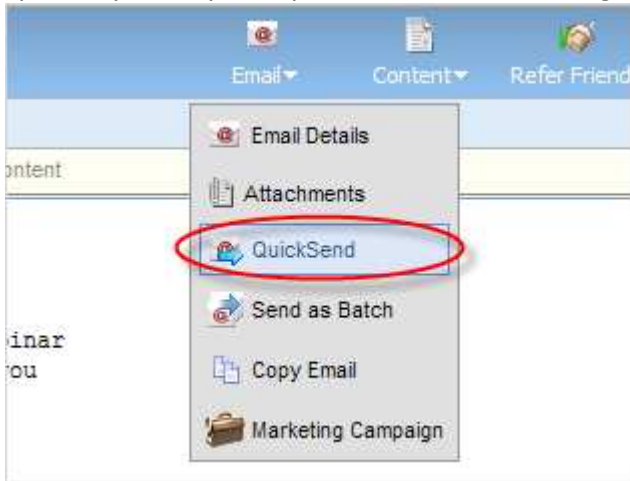


Next, click the **Content** menu and choose **Edit Plain Text**:

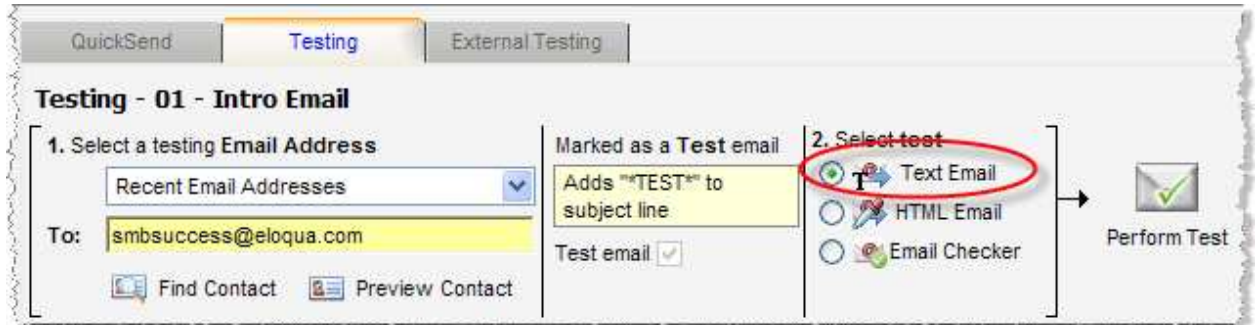


Step 2: Test Your Email

Always, always, always test your emails before sending them out. Click **Email > Quick Send**:



Select the **Testing** tab and send yourself the **Text Email** then **Perform Test**. After you receive the email, click the links and make sure that they are all working correctly.

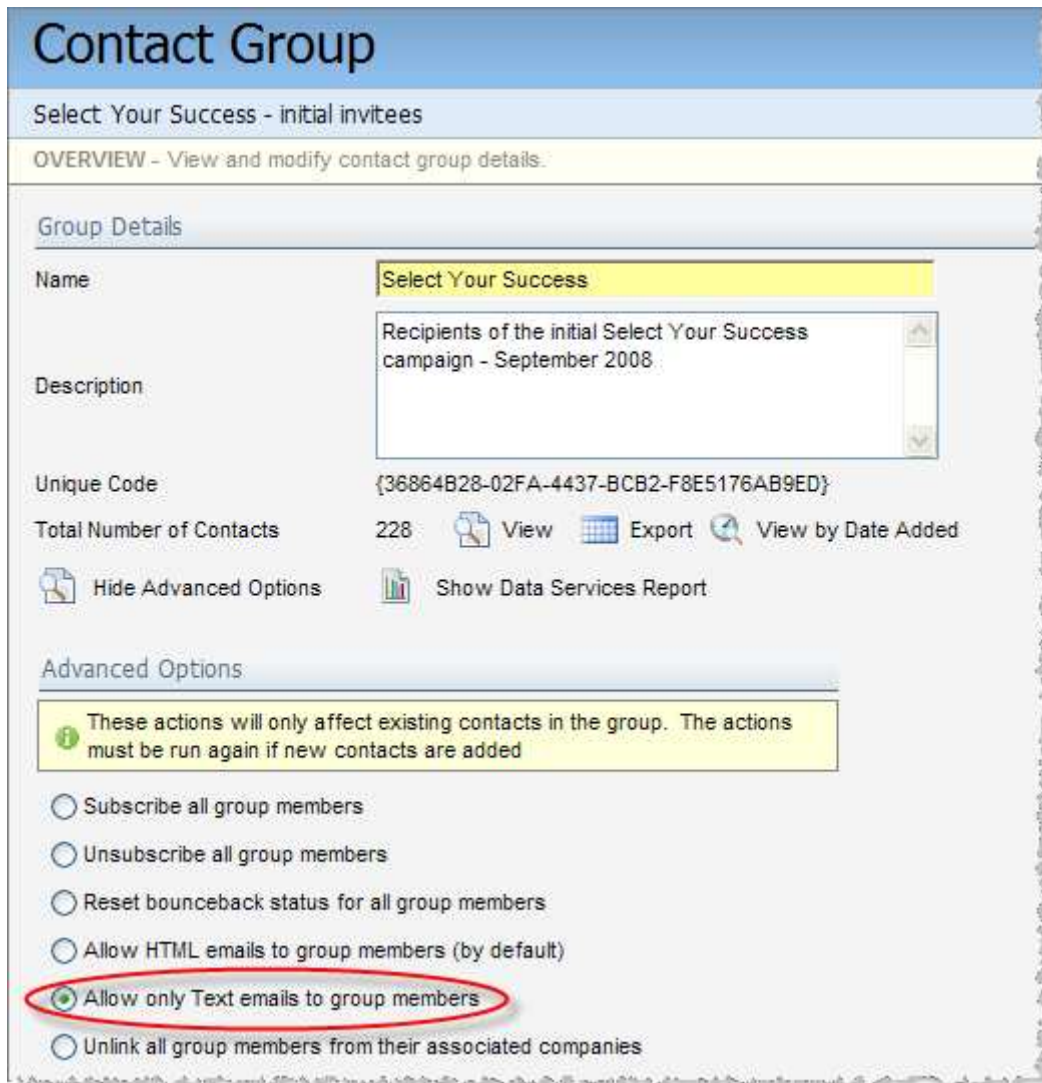


Step 3: Send Your Email

The simplest way to force a text-only message is to add all of your intended recipients to a group and then edit the Advanced Options of the group to allow only Text emails.

NOTE: The following step requires the Customer Administrator access level in Eloqua.

Go to **Communicate > Email Marketing > Contacts (tab) > Groups (sub-tab)** and locate your group on the left. Click on it and the details will appear on the right side. Expand the **Advanced Options** section and select **Allow only Text emails to group members**:



The screenshot displays the 'Contact Group' interface for 'Select Your Success - initial invitees'. The 'Group Details' section shows the group name, description, unique code, and total number of contacts (228). Below this, the 'Advanced Options' section is expanded, showing a list of actions. The option 'Allow only Text emails to group members' is selected and circled in red. Other options include 'Subscribe all group members', 'Unsubscribe all group members', 'Reset bounceback status for all group members', 'Allow HTML emails to group members (by default)', and 'Unlink all group members from their associated companies'.

Set up your Distribution List and include this group, then send your batch. After your batch is sent you may want to change this setting back to the “Allow HTML Emails...” option so that these people can receive HTML emails in the future.