

# Gmail Primary Tab Request

## About Gmail Tabs

Gmail is phasing-in a popular new tab structure to make inbox management easier for its users. Your emails are most likely automatically going into Gmail's new Promotion Tab Folder. This is not necessarily a bad thing—unless you have time sensitive emails, such as a walk, run, or ride event with deadlines or a timed matching gift campaign.

Monitor your open rates to see if your Gmail user open rate is holding steady or declining—compared to your open rates in Jan – Apr of 2013. If your open rates are holding steady or increasing, we recommend not sending an email to your Gmail subscribers. "If it's not broke, don't fix it."

If, however, you are seeing a drop-off in opens from your Gmail users, use one of the following email templates to ask your supporters to "upgrade" your emails to their Primary Inbox.

You may need to send the email twice because your emails may already be routing into your Gmail users' promotions tab.

# Sample Emails to Participants and Supporters

## Sample Subject Lines

- Subject: Gmail Insiders: Don't Get Left Behind
- Subject: Gmail Users: Keep Primary Tabs on Us
- Subject: Are you missing e-mails from us?
- Subject: Don't Miss Out! Move Us To Your 'Primary' Gmail Tab.
- Subject: Our connection to you is important

## Sample Email #1

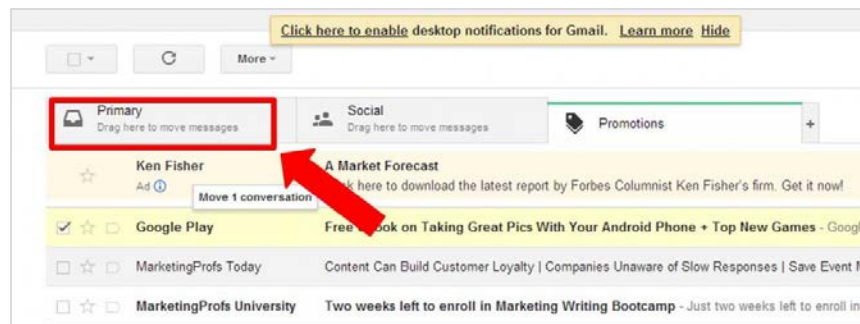
Dear <<Name>>

Are you missing e-mails from us? Your Gmail inbox may have filtered out our time-sensitive e-mails into your new promotions tab.

Don't miss an important message!

Following these two quick steps to get your [Organization Name] breaking news, event updates, and insider news back in your primary inbox—where they belong!

1. Drag any [Organization Name] e-mail into your **“PRIMARY”** tab:



2. **IMPORTANT:** Click **"YES"** so every future [Your Organization] e-mail will route to where you can see it:

The conversation has been moved to "Primary". [Undo](#)  
Do this for future messages from feedlyteam@feedly.com? [Yes](#)

Thanks,

## Sample Email #2

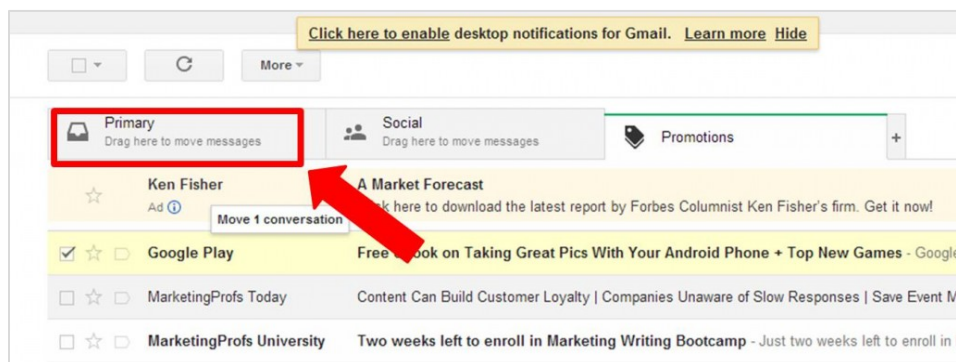
Dear <<Name>>

If you are a Gmail user, you have probably noticed those new tabs in your inbox -- like "Primary," "Promotions," and "Updates." If you haven't seen them yet, you will soon.

A lot of folks love this new organization of your Gmail Inbox. But many important time-sensitive e-mails from us could get lost in the commotion of all these new tabs. We've found that emails from us are going into your Promotions folder.

To make sure you don't miss out on insider [Your Organization] event updates, breaking news, and other important communication, we're passing along two quick steps you can take to "stay connected to your [issue or organization name] community."

Make the change now.



1. Drag any [Your Organization] e-mail into your **"PRIMARY"** tab:
2. **IMPORTANT:** Click **"YES"** so every future [Your Organization] e-mail will stay where you can see it:

The conversation has been moved to "Primary". [Undo](#)  
Do this for future messages from feedlyteam@feedly.com? [Yes](#)

Thanks, and happy inboxing!

## Sample Commercial Email

It only takes a second to stay in the loop about our family of sites.

[View this email in your browser](#)

The screenshot shows a commercial email from Diapers.com. At the top, the Diapers.com logo is on the left, and a banner reads "FREE 2-DAY DELIVERY or faster on orders \$35\*\*" with an airplane icon. Below this is a yellow navigation bar with categories: DIAPERING, GEAR, FEEDING, SKIN CARE, TOYS & BOOKS, CLOTHING, and SALE. The main content area has a textured background and says "Using the new Gmail Tabs?" followed by "DON'T MISS OUT!" in large, bold letters, with a Gmail logo below. At the bottom, a Gmail interface shows three tabs: "Primary", "Social 2 new", and "Promotions 2 new". A red arrow points from the "Primary" tab to the text below.

**Drag this email to the Primary tab.**  
When prompted, click "Yes" to move all future Diapers.com emails here.

Love receiving our emails? We hope so! We want to make sure you keep in-the-know about all the great things happening across our family of sites. (You wouldn't want to accidentally miss a special offer or hot new product, would you?) All you have to do is drag this email into your "Primary" tab, and *voilà* -- you're in the loop.

Thanks!  
The Team at Diapers.com  
A Familyhood Site

P.S. Now that you've taken care of that, [check out our latest and greatest deals >](#)

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