3 Tips That Will Change The Way You Write Email

Nancy Harhut
Co-Founder & Chief Creative Officer
HBT Marketing

HBT
Driving Engagement with **Science**

French – 77%

German – 73%

Source: Adrian North, 1999
University of Leicester

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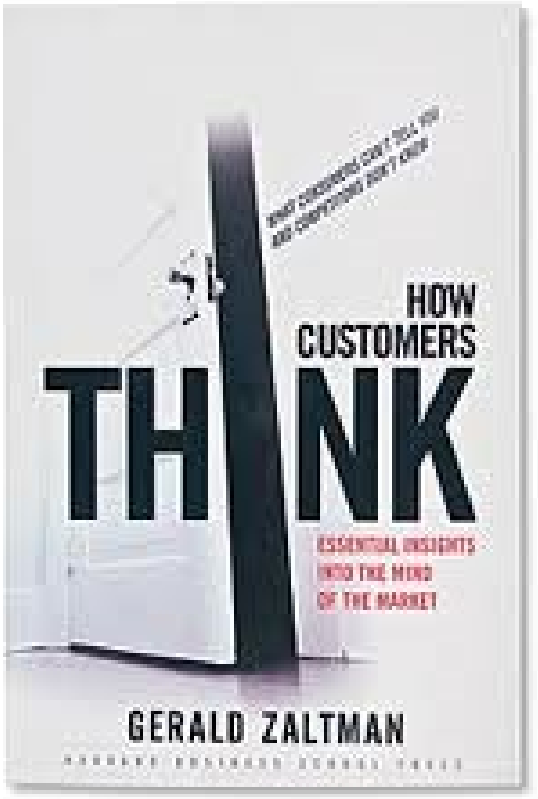
People do strange things

“95% of purchase decision-making takes place in the subconscious mind”

“How Customers Think”
— Gerald Zaltman, Harvard Business School



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Decision Defaults

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- What they read
- Who they trust
- When they buy

#1 Endowment Effect

Richard Thaler

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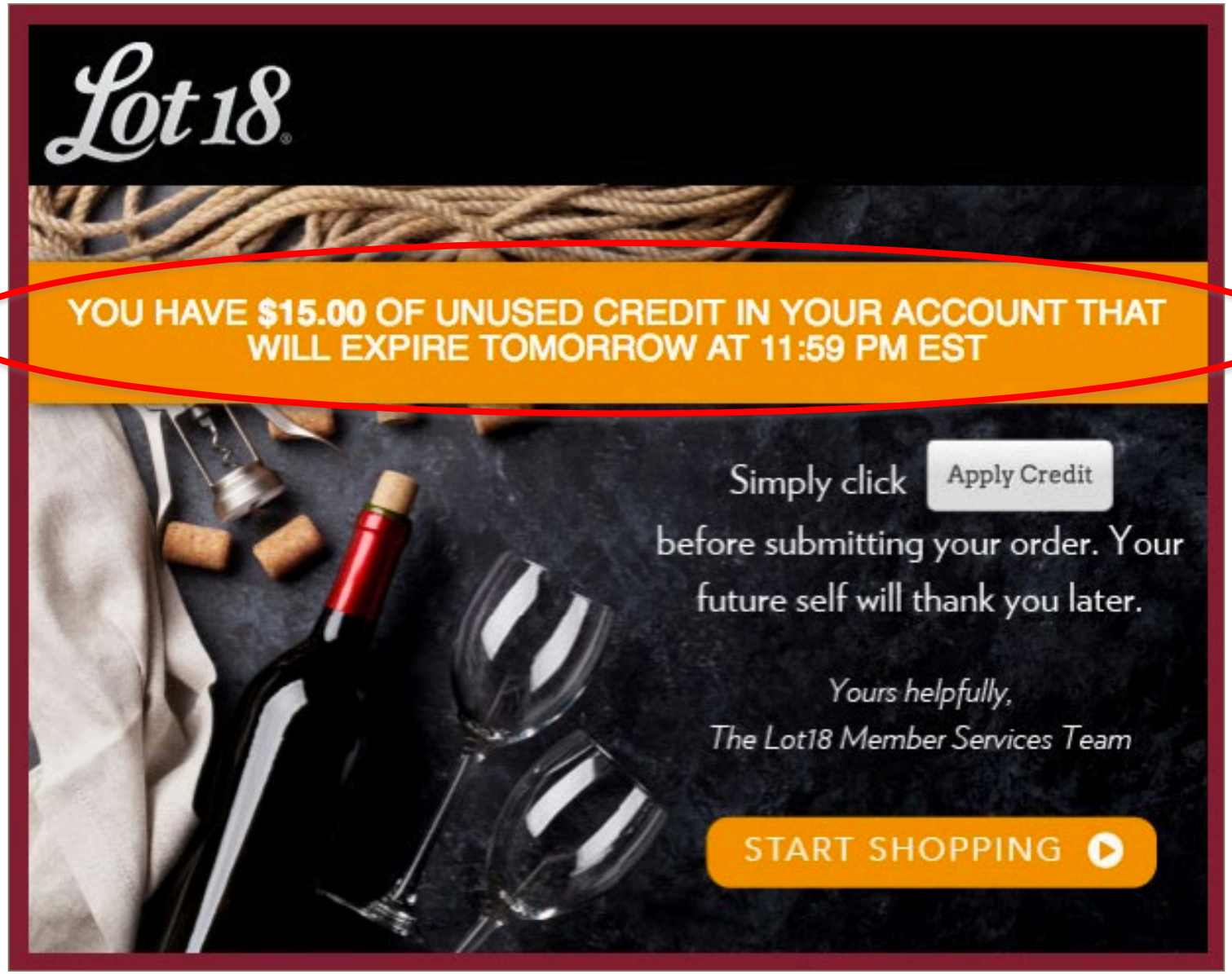
Lot18
YOU HAVE $15.00 OF UNUSED CREDIT IN YOUR ACCOUNT THAT WILL EXPIRE TOMORROW AT 11:59 PM EST
Simply click Apply Credit before submitting your order. Your future self will thank you later.
Yours helpfully,
The Lot18 Member Services Team
START SHOPPING

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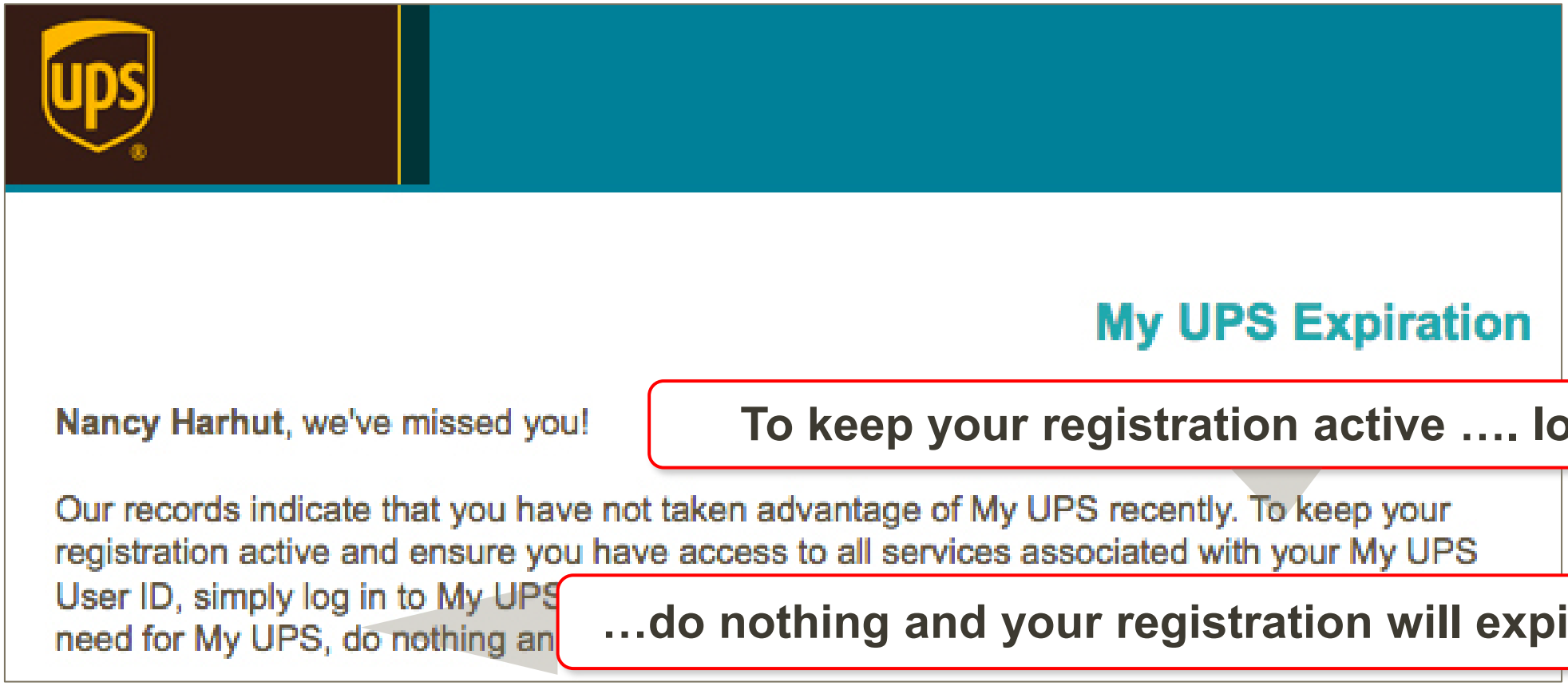
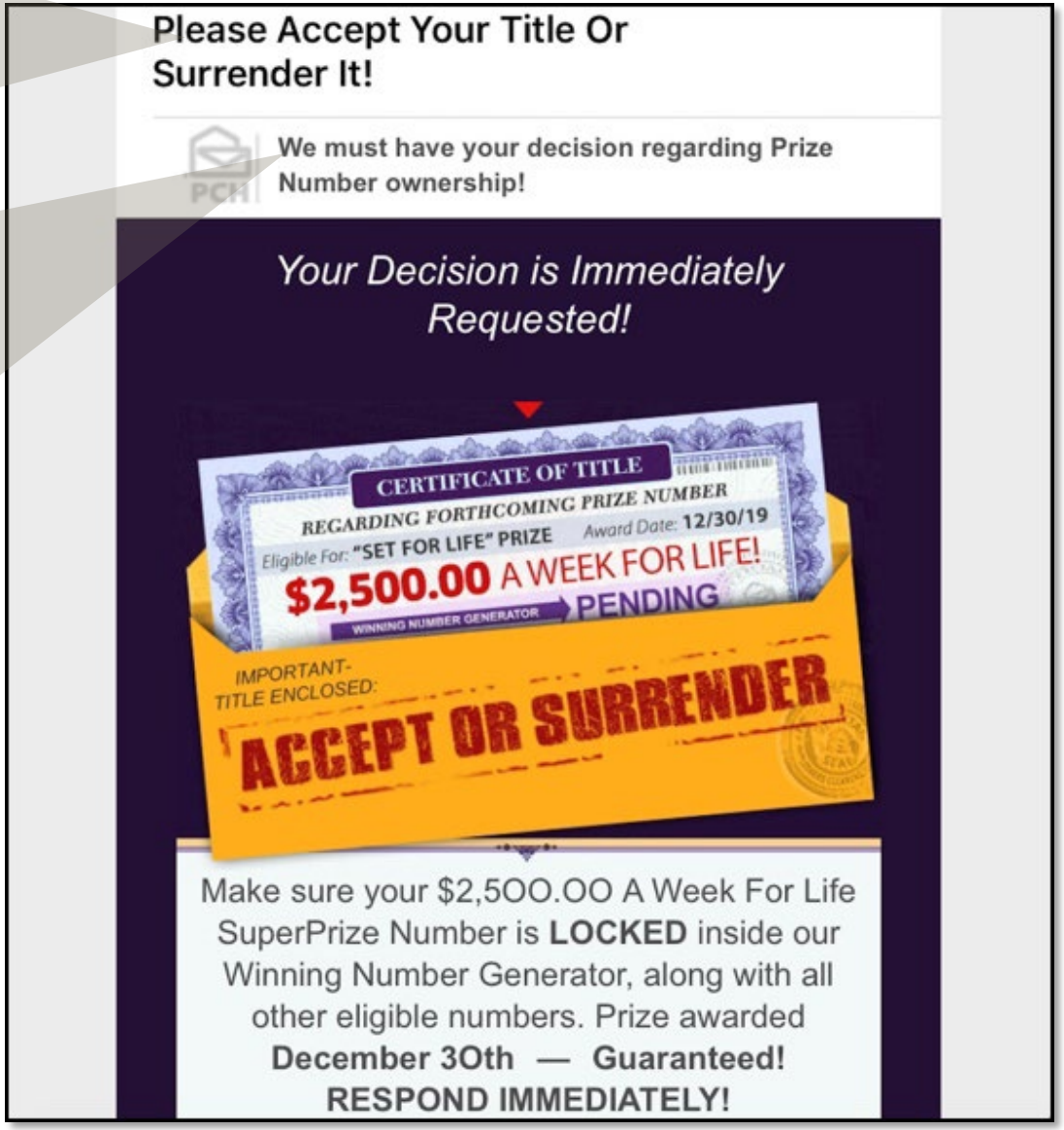

My UPS Expiration
Nancy Harhut, we've missed you!
Our records indicate that you have not taken advantage of My UPS recently. To keep your registration active and ensure you have access to all services associated with your My UPS User ID, simply log in to My UPS
need for My UPS, do nothing an
To keep your registration active …. log in
…do nothing and your registration will expire

Please Accept Your Title Or Surrender It!

We must have your decision regarding Prize Number ownership!



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Remember:
People don’t want to lose what they have

#2 Motivating-Uncertainty Effect

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Follow

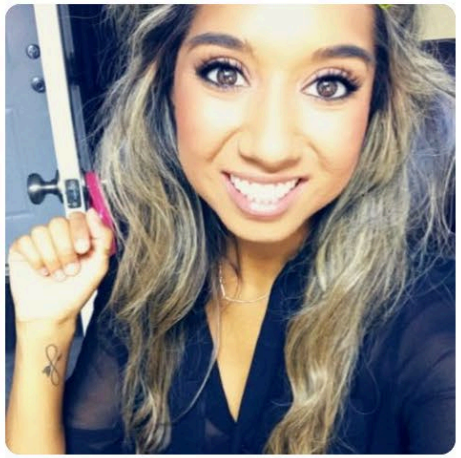
Makeup of the Day

1103 Pins
381762 Followers

Get featured! Go to Sephora.com & upload your makeup of the day on #TheBeautyBoard for the chance to see your look here. #MOTD

Get Featured!

For a chance to see your look here



Sephora Community
Gallery Makeup of the Day:
Tarte Lip Paint…
1

Sephora
Makeup of the Day

Sephora Community
Gallery Makeup of the Day:
Sephora…
3

Sephora
Makeup of the Day

Sephora Community
Gallery Makeup of the Day:
Anastasia Look…
1

Sephora
Makeup of the Day

Sephora Community
Gallery Makeup of the Day:
Armani Beauty…
89

Sephora
Makeup of the Day

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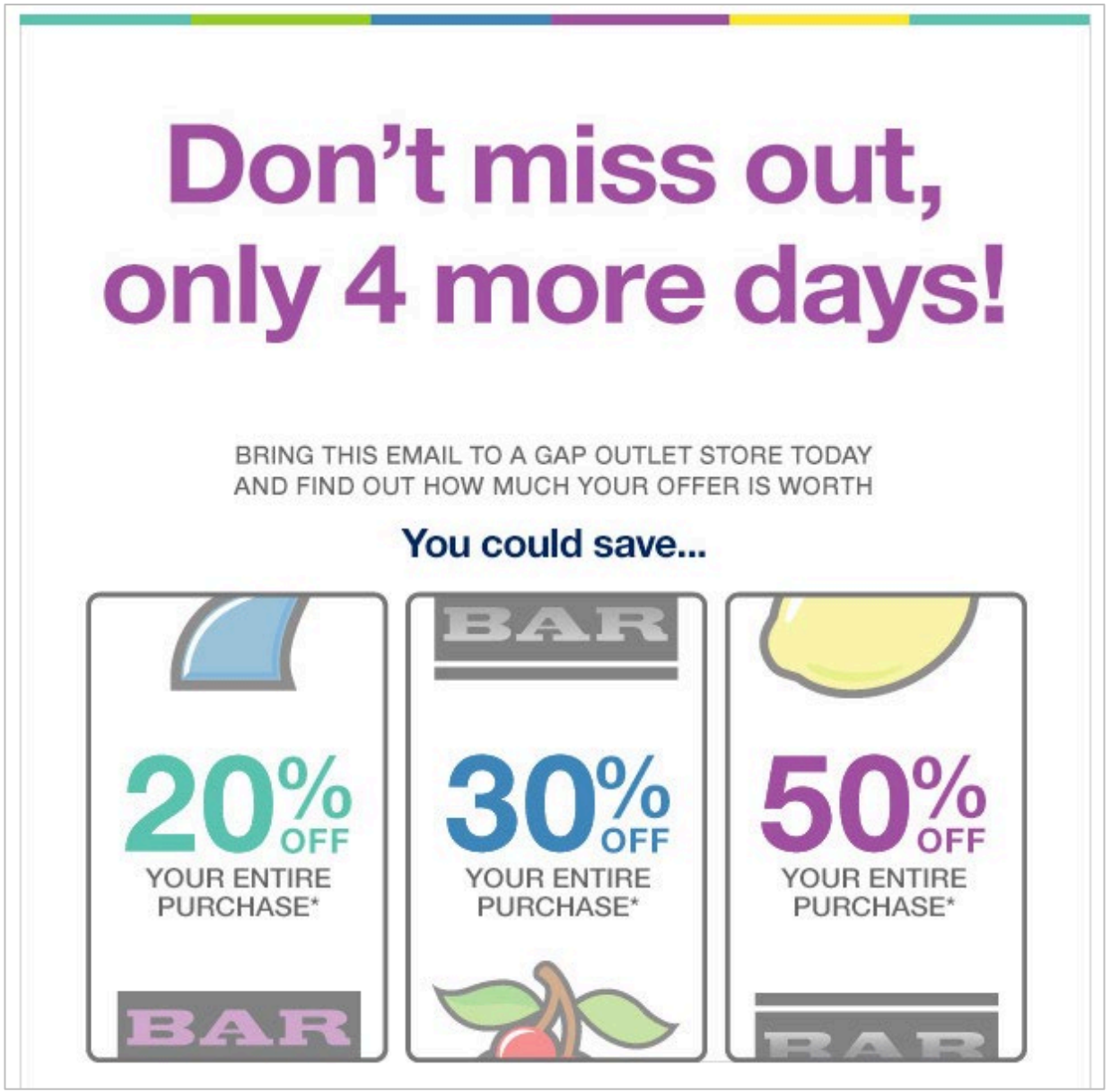
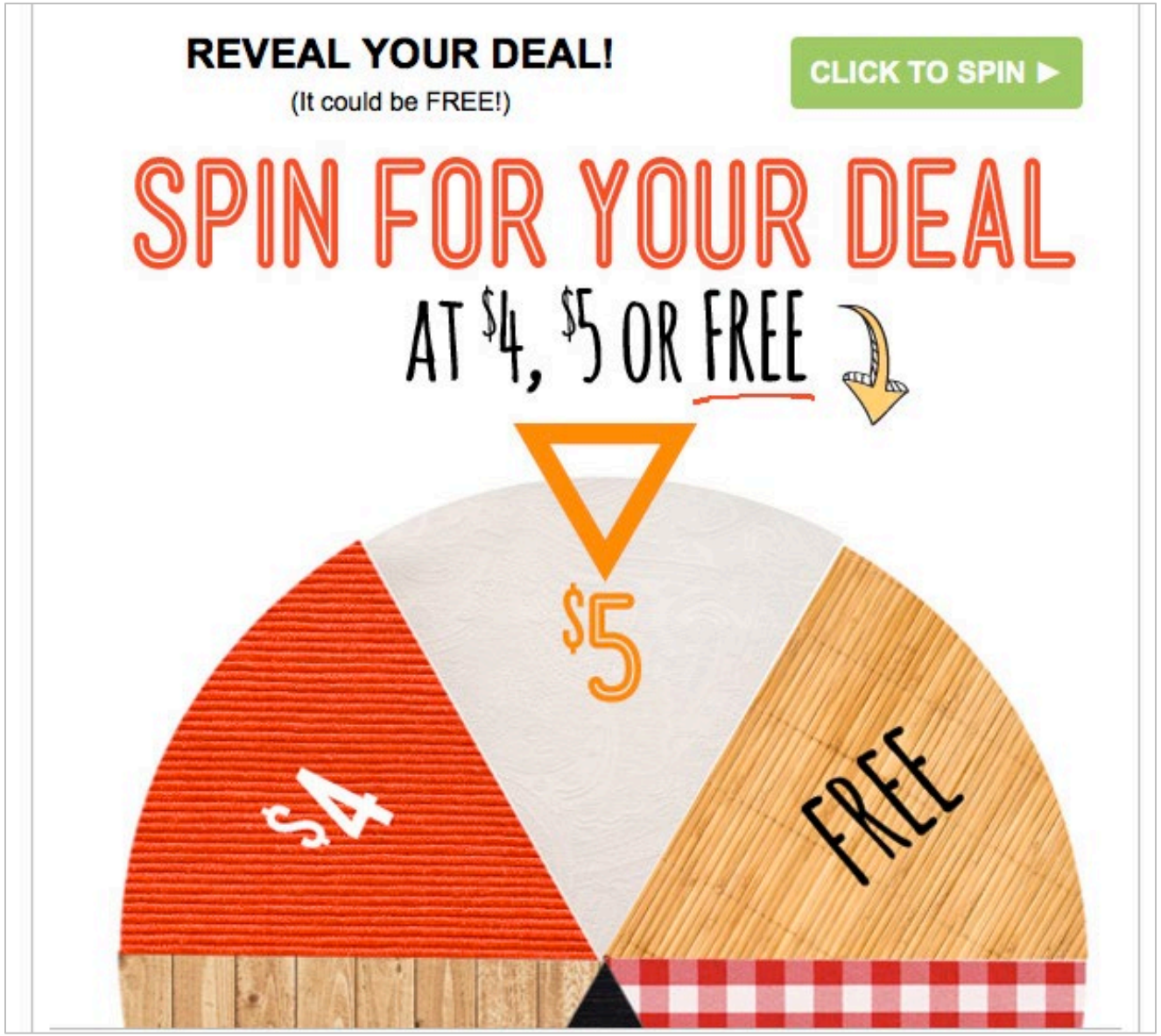

Don’t miss out, only 4 more days!
BRING THIS EMAIL TO A GAP OUTLET STORE TODAY AND FIND OUT HOW MUCH YOUR OFFER IS WORTH
You could save...
20% OFF YOUR ENTIRE PURCHASE*
BAR
30% OFF YOUR ENTIRE PURCHASE*
BAR
50% OFF YOUR ENTIRE PURCHASE*
BAR


REVEAL YOUR DEAL!
(It could be FREE!)
CLICK TO SPIN ▶
SPIN FOR YOUR DEAL
AT $4, $5 OR FREE
$5
$4
FREE

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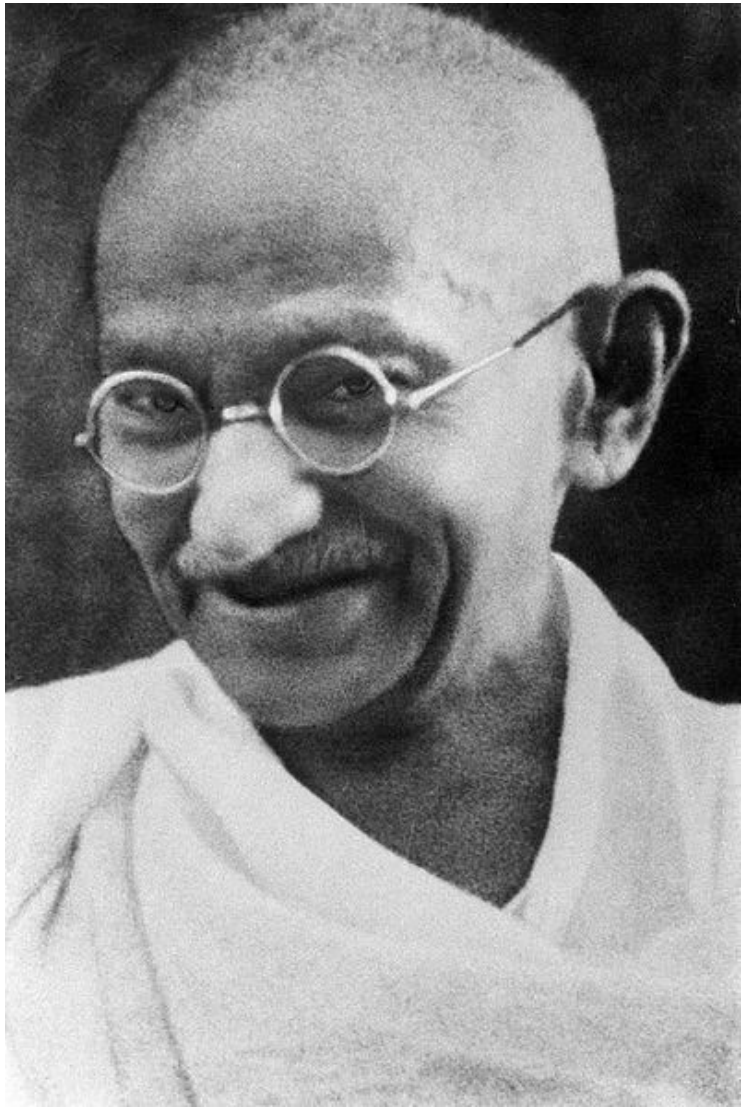
Remember:
People are more motivated by uncertain rewards

#3 Anchoring



9 = 50; 140 = 67

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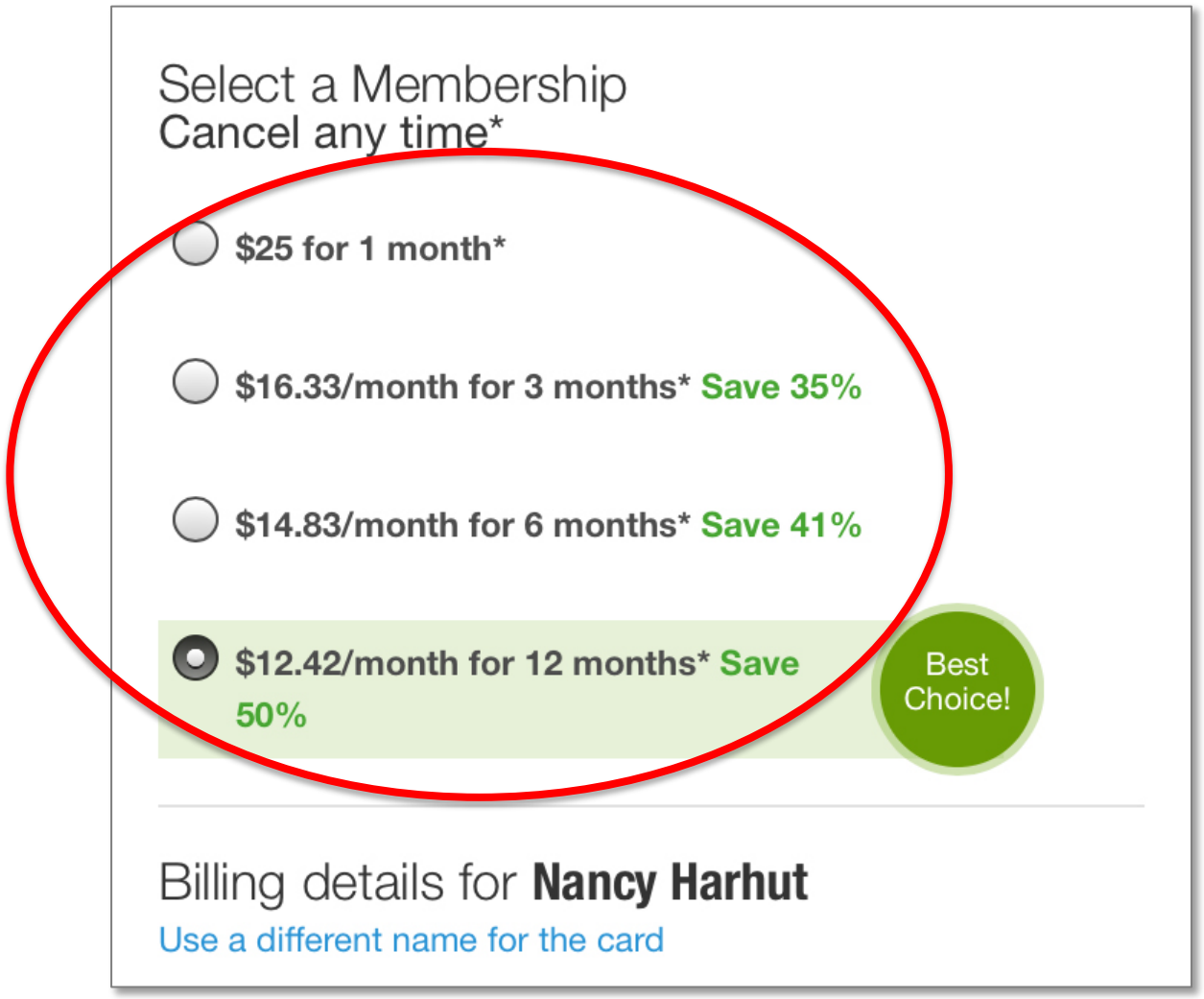

Anchoring

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wouldn't be surprising to see a price tag of up to $150

you can get it for as little as $39.99

How Much Does It Cost?

If you look at the features of the MosqiWatch, it wouldn't be surprising to see a price tag of up to $150, which would still be lower than most of its competitors (some cost over $300).

At the moment of writing this review, you can get MosqiWatch for as little as **$39.99**. If you select 3 packs, you will only pay **$82.47** (which turns out to be just $27.49 per watch).

HBT

And for the next 10 hours, the price is a steal: about 2 cups of coffee

However, many people wanted an easy-to-digest course.

That's why we're now l**aunching a mini-course on Udemy**.

And for the next 10 hours, the price is a steal: about 2 cups of coffee.

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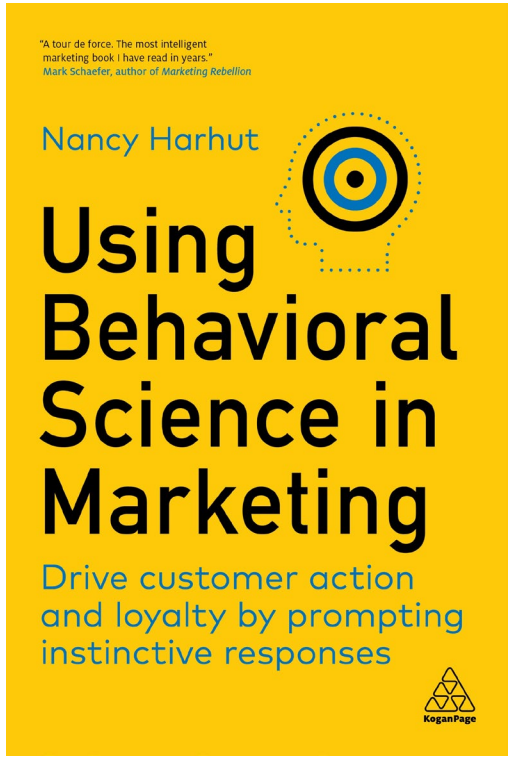
Remember:
Lead with higher numbers, link to familiar prices

Key Takeaways

- Endowment Effect
- Motivating-Uncertainty Effect
- Anchoring



THANK YOU!

Nancy Harhut
NHarhut@HBTmktg.com

Nancy.Harhut **@nharhut** **Nancy Harhut**

"Under the Radar" Email Marketing & Copywriting Tips

By Chase Dimond

Experience

- Partner at Ecommerce Marketing Agency (130+ employees // 150+ clients)
- Sent billions of emails and driven $100+ million in email revenue for ecommerce clients in the last 5 years.
- Run an ecommerce email marketing newsletter with 75,000+ subscribers
- A few of our current and previous clients include:

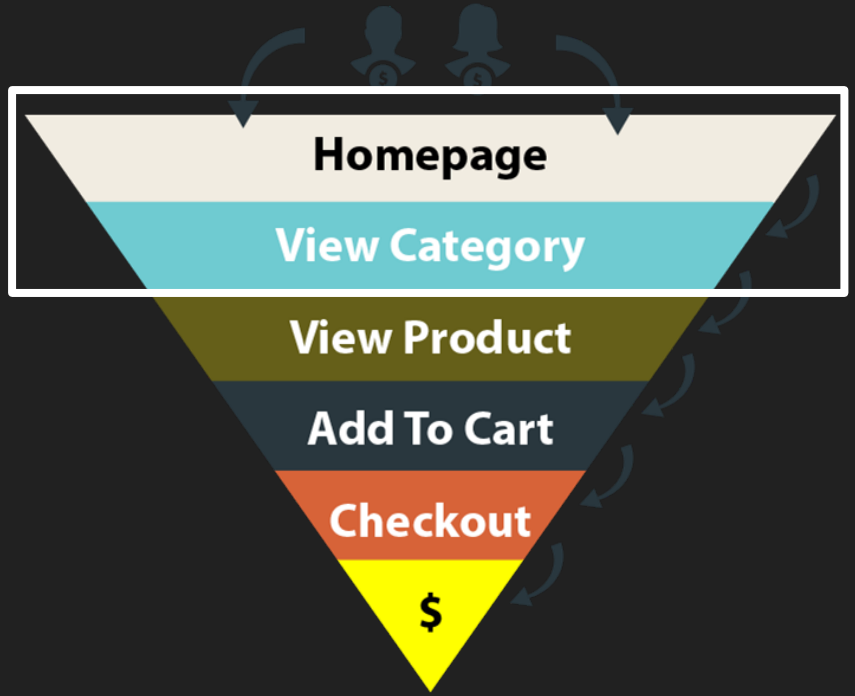
Agenda

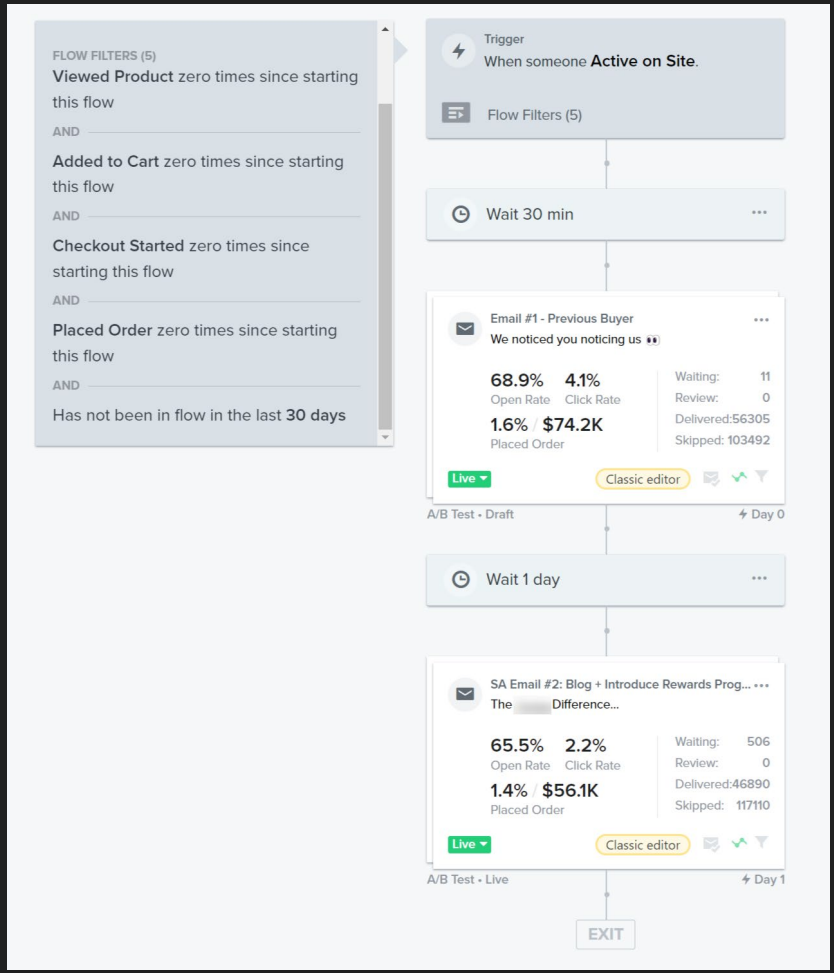
- Site Abandonment
- Back in Stock
- Email Tips
- Copywriting Tips

Site Abandonment

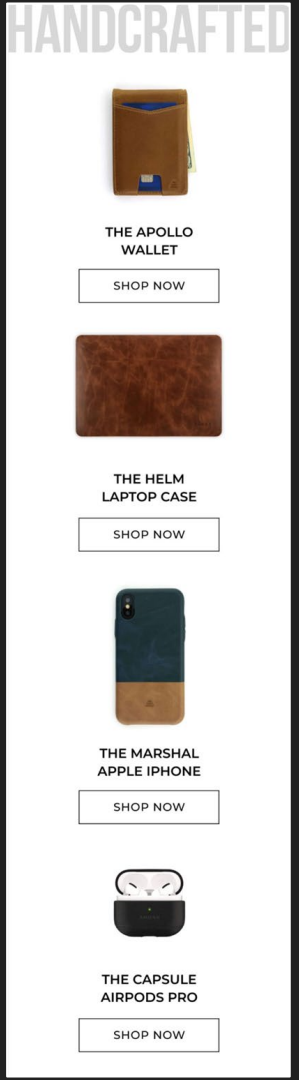
A lesser known flow that I popularized over the years through my course.

Site Abandonment

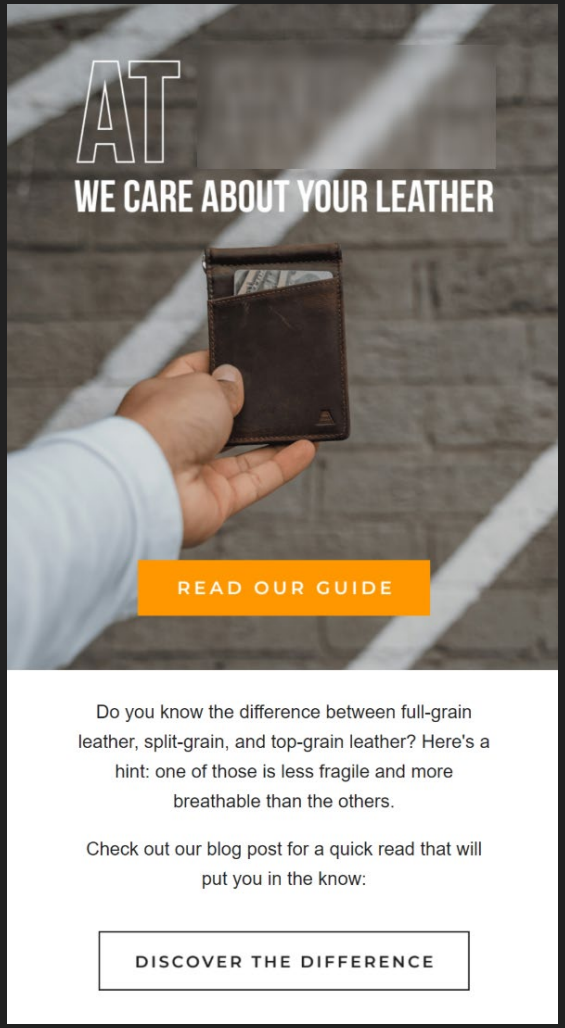




Site Abandonment Email 1



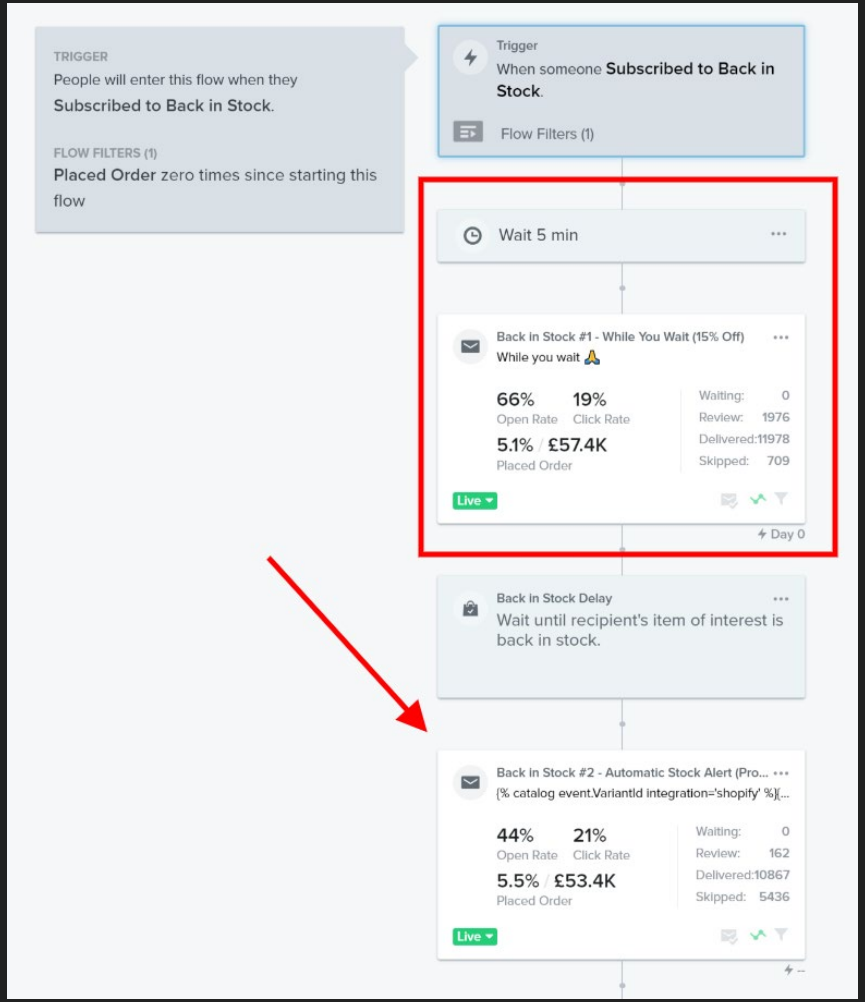
Site Abandonment Email 2



Back in Stock

People have used this flow but I popularized an email within the flow no one was sending through my course.

Back in Stock



Back in Stock Email

Sorry the item you wanted is out of stock

WHILE YOU WAIT:

Here's **15% OFF** anything else in stock.

Discount applies at **checkout**

CLAIM DISCOUNT

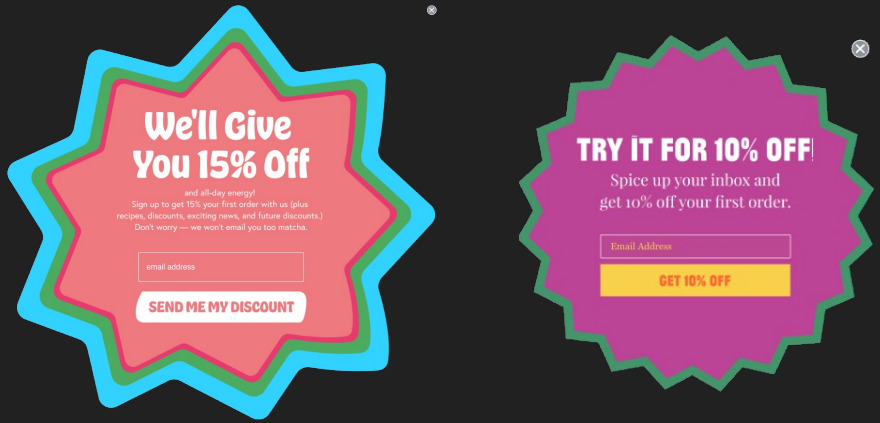
SHOP NOW

Email Tips

Test Popup Styles and Shapes

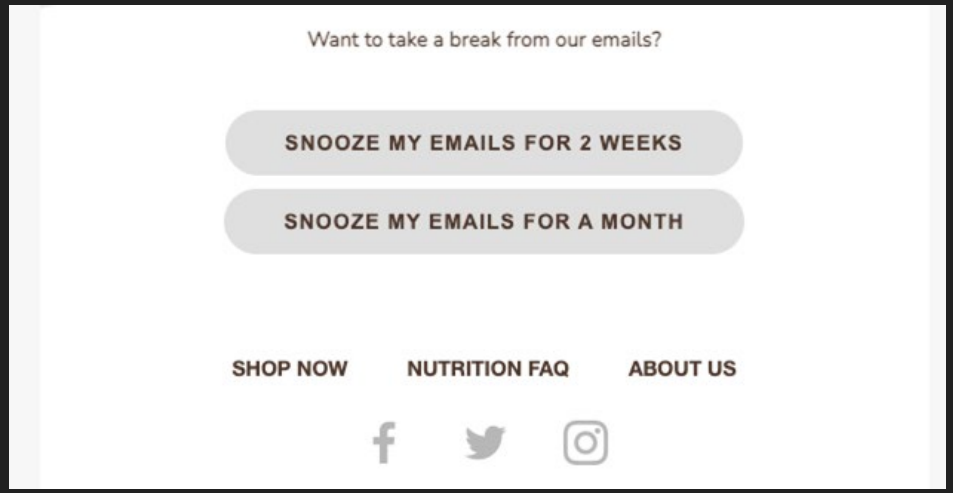
Test popup styles and shapes.

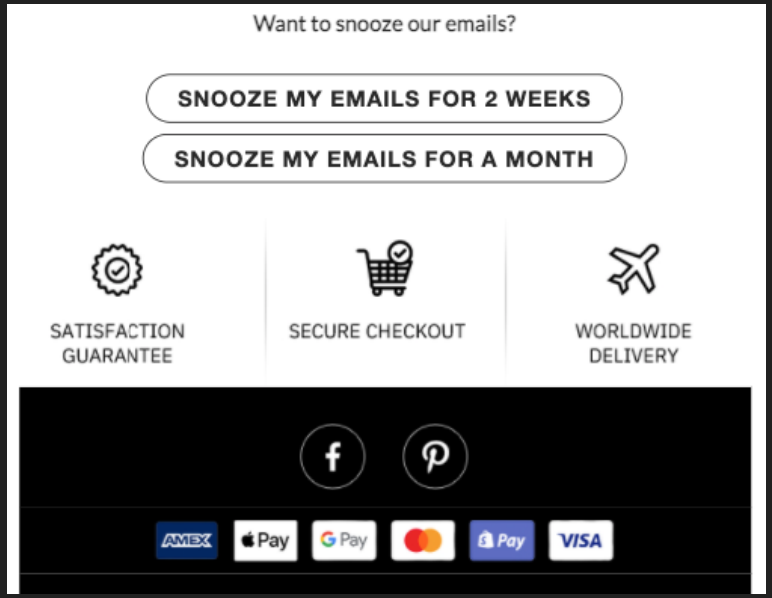
- A/B test popup shapes - square vs circle vs star, for example - to increase popup submission rates, growing your list more effectively
- The more unique the shape, the higher the submission rate
- Test these shapes and sizes separately on desktop and mobile placements, as the submission rates for each variation may differ across device placement



Snooze Button

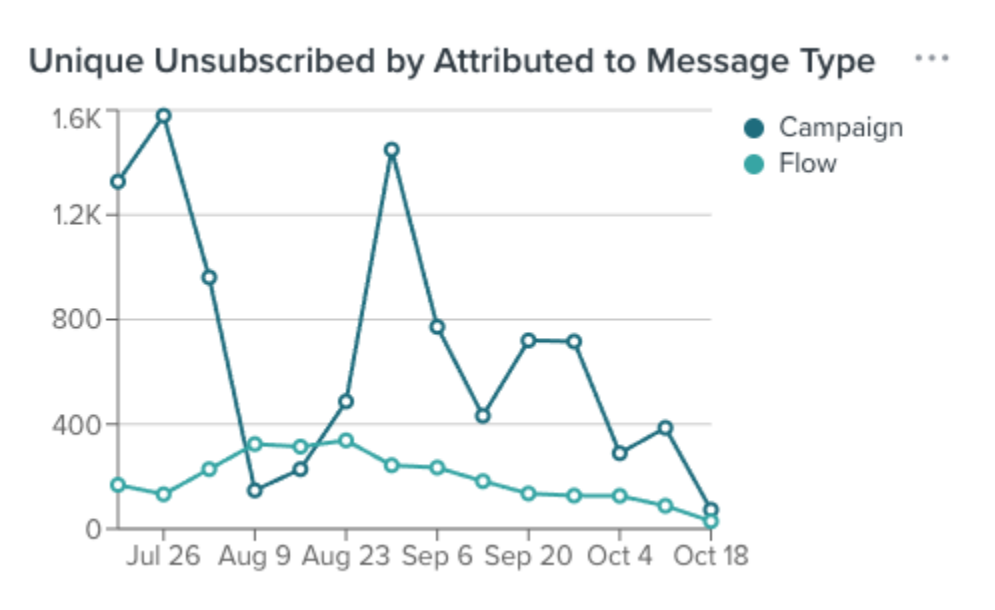
Snooze Button





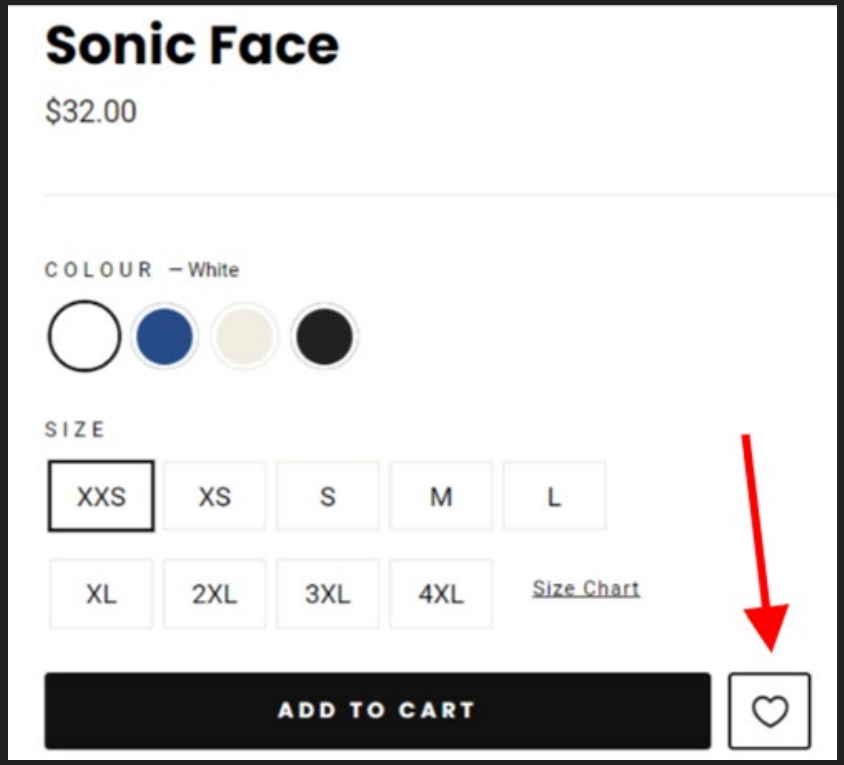
Snooze Button Continued

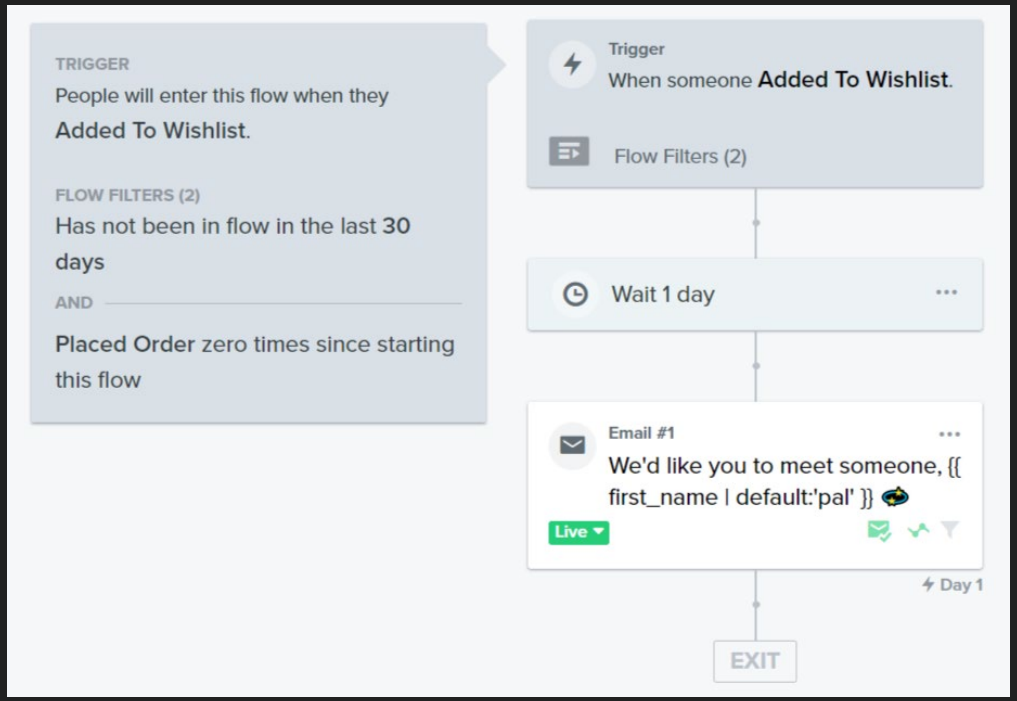
Implemented in late September



Wishlist

Wishlist


Sonic Face
$32.00
COLOUR – White
SIZE
XXS
XS
S
M
L
XL
2XL
3XL
4XL
Size Chart
ADD TO CART


TRIGGER
People will enter this flow when they Added To Wishlist.
FLOW FILTERS (2)
Has not been in flow in the last 30 days
AND
Placed Order zero times since starting this flow
Trigger
When someone Added To Wishlist.
Flow Filters (2)
Wait 1 day
Email #1
We'd like you to meet someone, {{ first_name | default:'pal' }}
Live
Day 1
EXIT

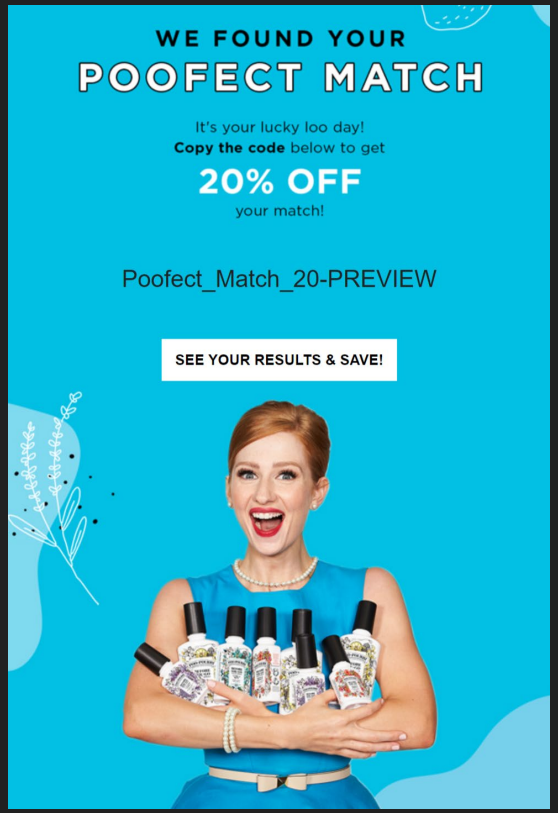
Wishlist Continued

Quiz / Surveys

Use quiz apps or survey tools to personalize flows

- Set one up on your site as a CTA destination for pre-purchase flows and paid channel campaigns
  - Examples: Octane AI & Typeform
- Great for sharing initial product recommendations
  - Also helpful for delivering targeted emails ongoing
- Build out 2-3 flow touchpoints with product-specific benefits, user recommendations and testimonials, and product education about their specific quiz result

Product Recommendation Based on Quiz

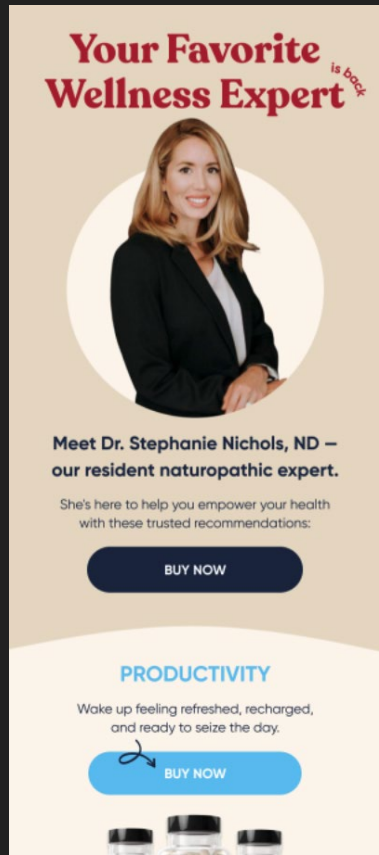


Personas

Create a persona for your team to build one-to-one relationships.

- Bring in your customer service lead to add their voice and build trust with an individual, or create a team member who embodies your brand values and voice

- Build a personal relationship with VIP segments and this persona
  - Create exclusivity and value in this relationship by launching early access, special MVP offers, and feedback emails to your highly engaged users via this contact



Click Based Segments

Build segments based on the types of campaigns your audience clicks on.

- Most contacts on your list aren’t updating their preferences page regularly for email, but we can still segment them based on their interests

- Predict what a user is interested in by building segments based on campaign tags
  - new launches
  - promotional offers
  - social media posts
  - blog articles

- Build segments based on click and purchase activity centered around certain types of campaigns
  - Use those segments to build audiences that are excited to receive your emails by reading into their preferences, boosting engagement and retention

Copywriting Tips

Copywriting Tip #1

Make your Calls-to-action specific.

- ”Buy now” → “Get instant access + lifetime updates”
- ”Sign up” → “Get weekly value-packed emails”
- ”Join today” → “Join 1,920 other marketers inside”

More specific = more clicks = more $$$.

Copywriting Tip #2

Replace adjectives for verbs in your copy.

Instead of saying: “Our new face wash is effective, healthy, and perfect for your skin”.

Say: “Our fash wash cleans your pores, moisturizes your skin, and adjusts to your skin type”.

Action >>> Description.

Copywriting Tip #3

Stop only using “Buy Now” in your CTAs.

Here are other alternatives:

- “Get started”
- “Get yours today”
- “Join the family”
- “Get [benefit]”
- “Get rid of [problem]”

Do this & you’ll get more clicks.

Copywriting Tip #4

Stop being vague, tell people:

- What you do
- How you do it
- Why you do it
- How it will benefit them
- How much it costs

Vagueness will kill your conversion rate.

Copywriting Tip #5

Use “frictionless” words in your copy.

Some examples:

- Free
- Easy
- Simple
- Effortless
- Step-by-step

Less friction = more sales.

Questions?

Add me on LinkedIn via my name:

Chase Dimond

knak.

Taking your emails from “meh” to “amehzing”

Pierce Ujjainwalla, Co-Founder & CEO, Knak

knak.

Pierce Ujjainwalla

Co-Founder & CEO

pujjainwalla

@marketing_101

pierce@knak.com

71% of respondents are sending more emails than ever before

– 2023 Knak Benchmark Report

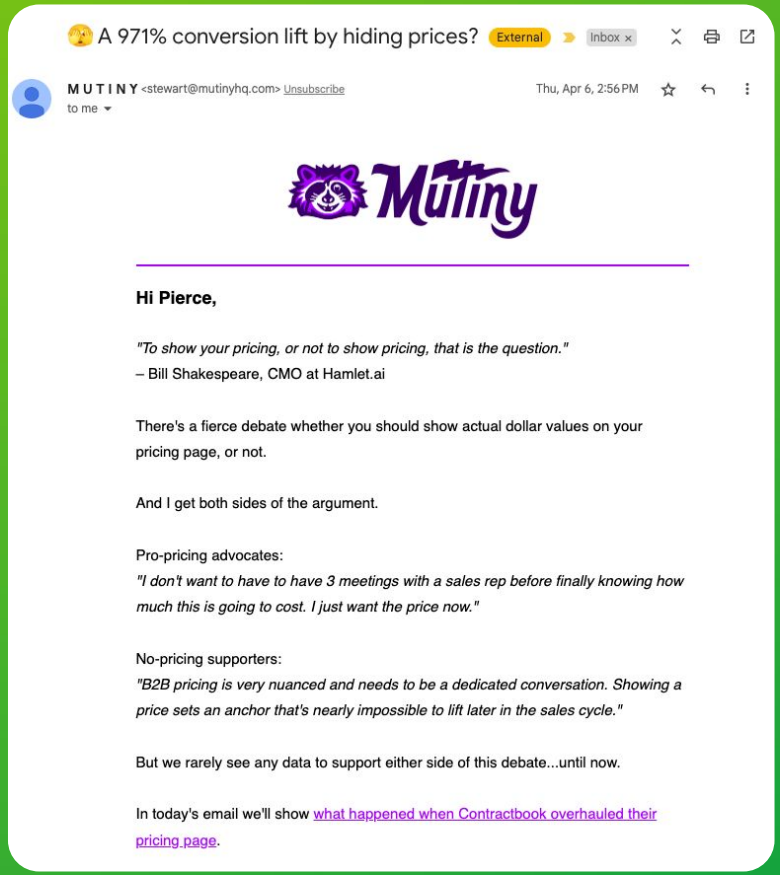
We all know the story.

More emails. Less attention.
Harder to break through.

TOP TIP

Valuable

- **Most important thing that is often overlooked**
- **No one cares about your webinar, your website, your blog. They care about themselves.**
- **Make it valuable… to them!**



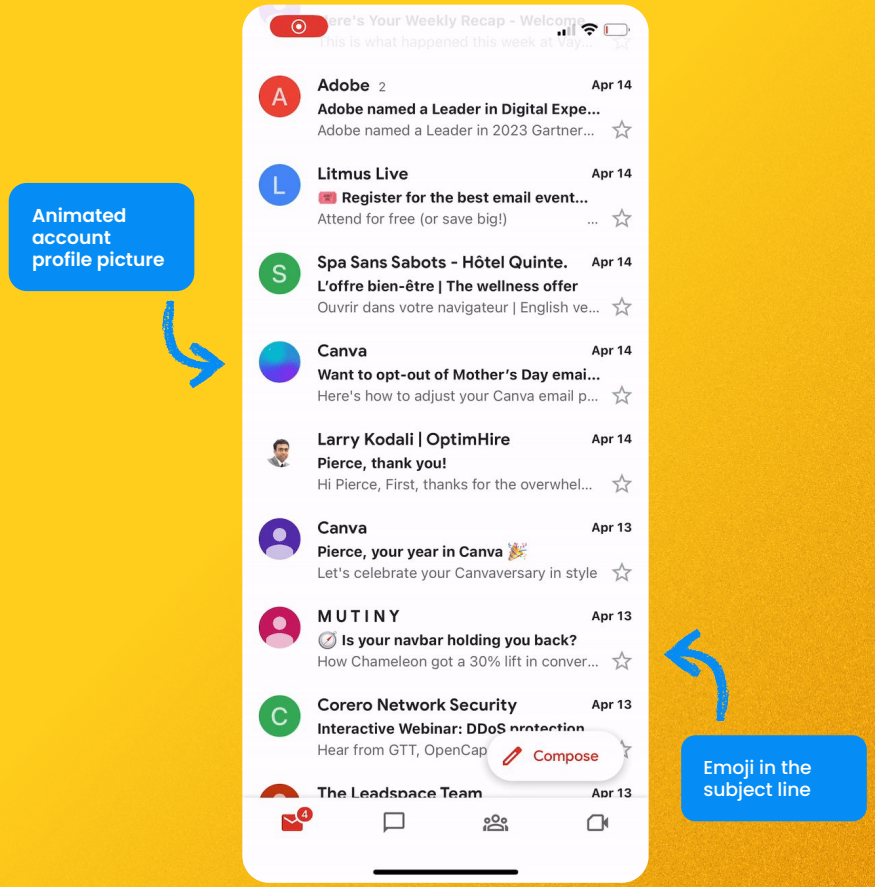
The “CHEETAH” Framework

YOUR NORTH STARS!

C	Captivate
H	Human
E	Entertain
E	Easy
T	Transitions
A	Animate
H	Harmony

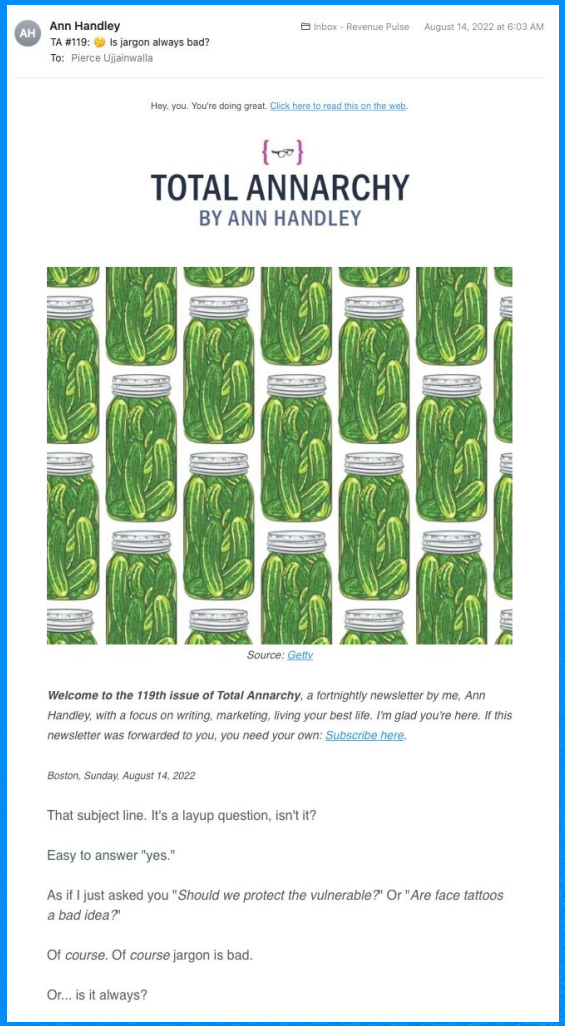
Captivate

- **You only get one shot, one opportunity...**
  - **Are you dropping bombs with your sender display name, subject line & preview text?**
  - **🎤Are you gonna use emojis to capture it or just let it slip?**
  - **Opens are half the battle. Success is the only option.**



Human

- **Are you writing in authentic language like a human?**
- **Does your email feel like its coming from a person or a big, faceless company?**
- **1-person email trick for writing**



Ann Handley
TA #119: 🤔 Is jargon always bad?
To: Pierce Ujjainwalla

Inbox - Revenue Pulse August 14, 2022 at 6:03 AM

Hey, you. You're doing great. Click here to read this on the web.

TOTAL ANNARCHY
BY ANN HANDLEY

Source: Getty

***Welcome to the 119th issue of Total Annarchy**, a fortnightly newsletter by me, Ann Handley, with a focus on writing, marketing, living your best life. I'm glad you're here. If this newsletter was forwarded to you, you need your own: Subscribe here.*

Boston, Sunday, August 14, 2022

That subject line. It's a layup question, isn't it?

Easy to answer "yes."

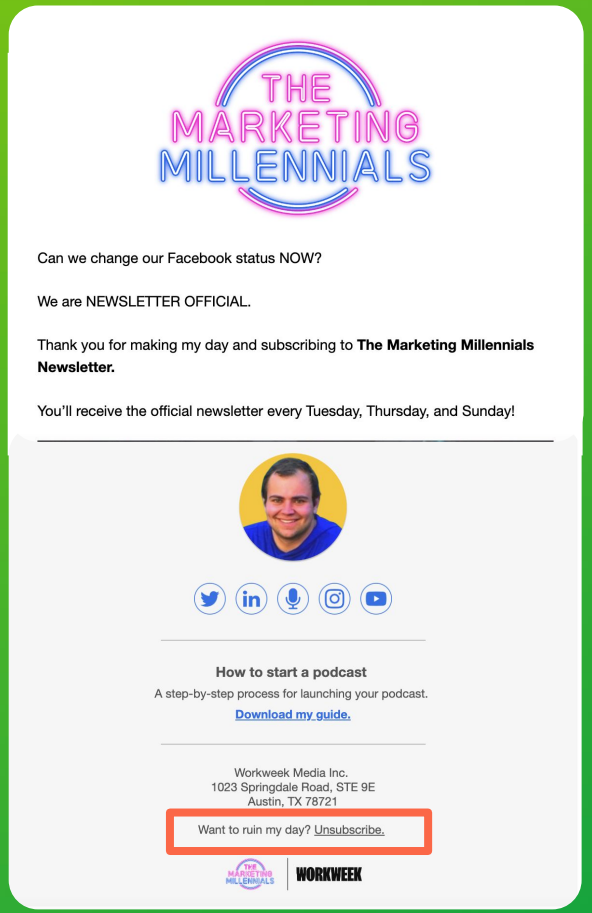
As if I just asked you "*Should we protect the vulnerable?*" Or "*Are face tattoos a bad idea?*"

Of *course*. Of *course* jargon is bad.

Or... is it always?

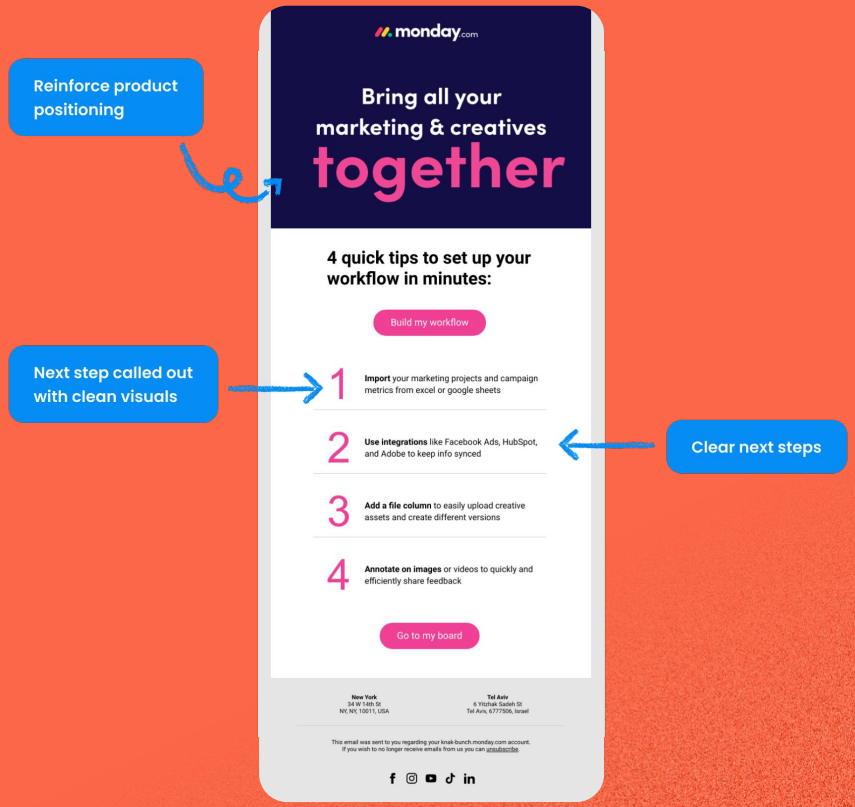
Entertain

- Who said B2B has to be boring?
- Does it make someone laugh?
- Edu-tainment is effective
- Take some risks



Easy

- **Define the GOAL - what do you want them to do?**
- **Choose a single Call-to-Action (CTA) and focus on it**
- **Make it easy to read (readable.com)**



Customer 360 helps F1® bring fans like you closer to the action.

External Inbox ×

Salesforce <email@mail.salesforce.com>
to chris.davies

Tue, Apr 18, 2:08 PM (9 days ago)

salesforce

Ready, set, enter.

Enter for your chance to win an F1® Grand Prix™ experience when you explore your personalized Customer 360 solution.*

Discover the power of Salesforce Customer 360 now.

GET STARTED

* No purchase necessary. Void where prohibited. Program Period Runs 9:00am 03/15/23 to 11:59pm 10/15/23 PT. See Sweep Entry Periods in Rules. Races include FORMULA 1 BRITISH GRAND PRIX 2023, FORMULA 1 UNITED STATES GRAND PRIX 2023, and FORMULA 1 LAS VEGAS GRAND PRIX 2023. Open to US, Canada (ex Quebec), Ireland, NZ and UK residents. Must be 21+. See Official Rules: sforce.co/f1sweepstakes. The F1® logo, FORMULA 1, F1®, GRAND PRIX and related marks are trademarks of Formula One Licensing BV, a Formula 1 company. All rights reserved.
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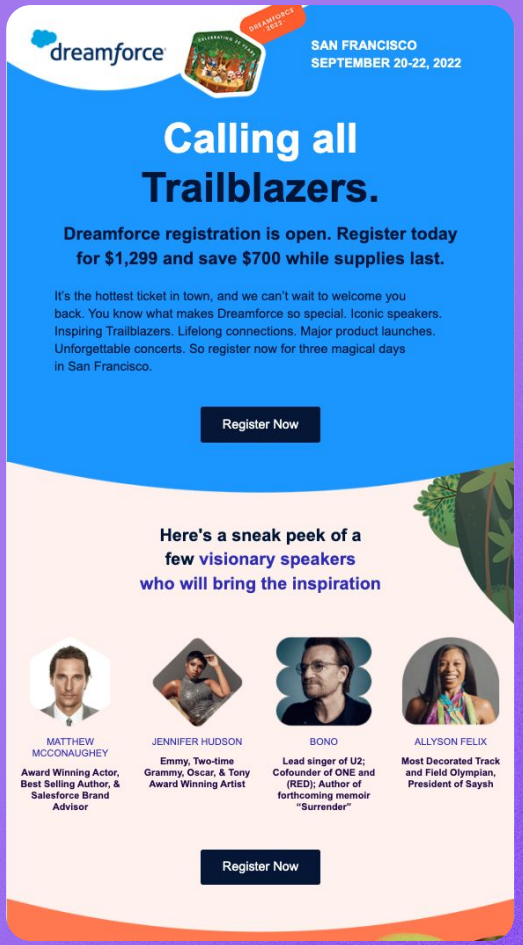
Salesforce Canada Corporation. 10 Bay Street, Suite 400, Toronto, ON, M5J 2R8, Canada

General Inquiries: 1-800-NO-SOFTWARE

Transitions

1. Get creative with the transitions in your emails
2. No one said every section needed a straight line across it
3. It's just another image to add!



Be featured on Animoto!

Hi there,

At Animoto, we love featuring stories from our users about how their videos are making an impact. We'd love to hear more about **your experience and success** with Animoto so we can share it as inspiration with other video creators.

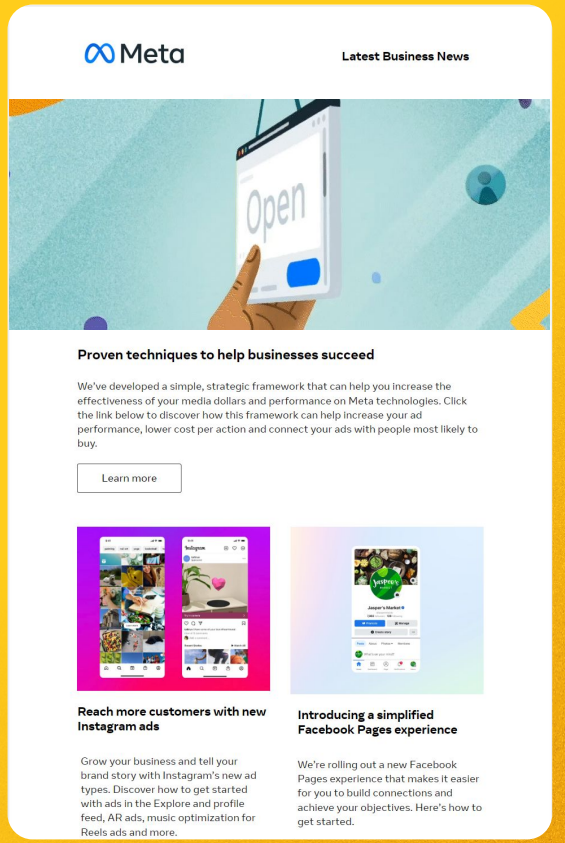
All you need to do is fill out this short survey and give us a little more info about you, your organization, and how Animoto has helped you succeed. We can't wait to hear about what you were able to achieve with video! As a thank you, we'll also send you a **$100 Amazon gift card** if your story is used.

Stories like yours are what inspire us to make video-production easy for everyone. Thanks for all that you contribute to the Animoto community.

SHARE YOUR STORY

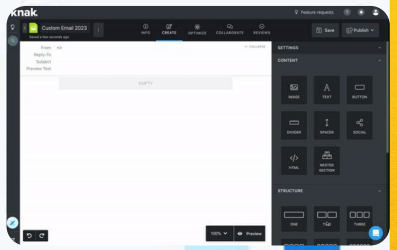
Animate

- Helps to stand out, be different - catch attention
- Try to be subtle with the animations, not overly distracting
- EZGIF.com to make GIFs (watch the size)



knak.

Try Knak without commitment, and see the results for yourself!



Request a free trial now

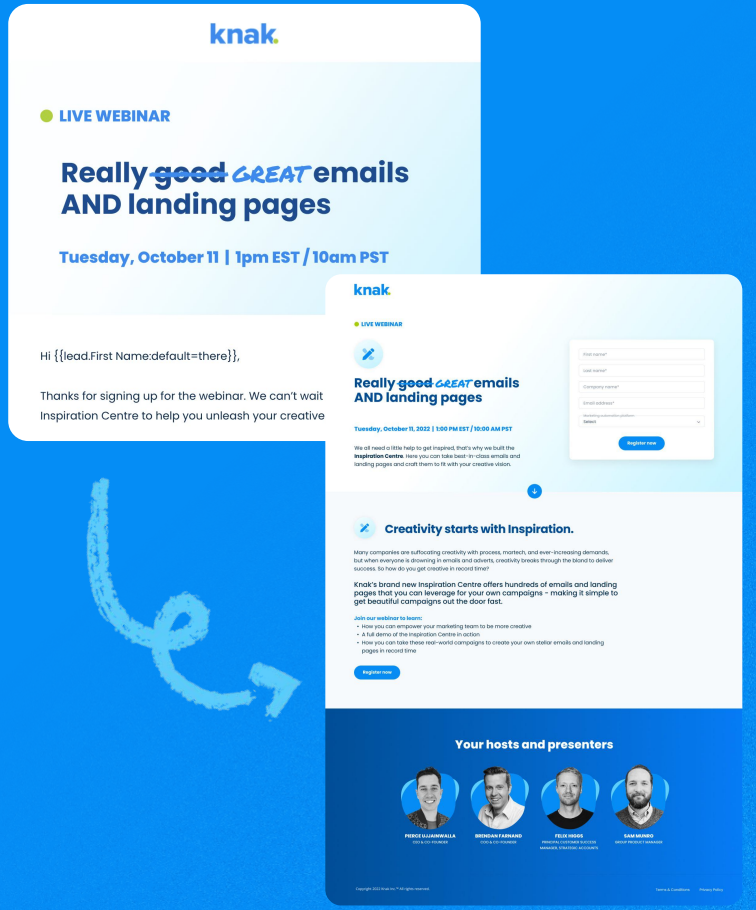
Hi there Marketer,

Are you tired of bogging down your process with approvals and waiting on assets to be made? Knak saves you time, money, *AND* boosts your team's productivity.

With Knak, marketers can create an email in just 22 minutes*.

Harmony

- Are your emails and landing pages consistent?
- Your email should hook and your landing page should convert
- Do you make it easy for your prospects/customers to convert?



The “CHEETAH” Framework

YOUR NORTH STARS!

C	Captivate
H	Human
E	Entertain
E	Easy
T	Transitions
A	Animate
H	Harmony

knak.

The Definitive Guide to Creating Kick-Ass Emails

knak.com

If you can relate to this, Knak can help.

pujjainwalla

@marketing_101

pierce@knak.com

knak.

Brevo

Steffen Schebesta – CEO North America

Unleashing the Power of AI in Email Marketing

3 key techniques

Did you know?

64% of email recipients make a decision to open emails based on the subject line

statistic from Finances Online

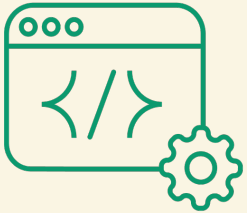
Using ChatGPT to improve your Subject Lines

Tip #1

It's hard to predict A/B test results.
Use AI to generate subject variations and test them.

Tools to use

Conversational AI like OpenAI's *ChatGPT* or Google's *BARD* make it easy to generate subject lines



Running tests

Test multiple subject lines but one variable at a time and continuously refine the process

Measuring Performance

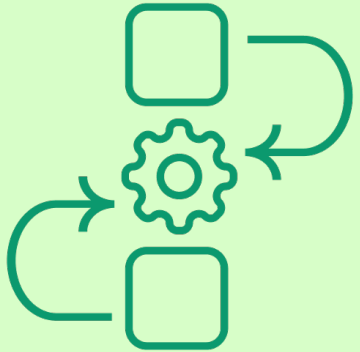
Use the results to optimize future email marketing campaigns

Did you know?

Conversions increased for **77%** of marketers that used marketing automation solutions

statistic from 99 Firms

Using ChatGPT to improve your Workflows

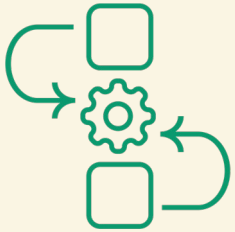


Tip #2

Use AI like a consultant feeding you best practices for your concrete use case

Workflow Optimization

AI can analyze and optimize workflows to increase efficiency



Language Processing

Use AI to automate tasks such as email replies, data entry, and customer service inquiries

Chatbot Integration

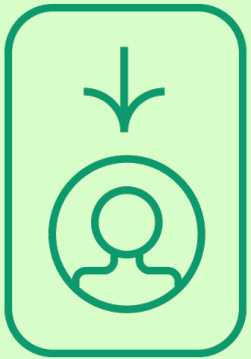
Chatbots with AI integration can provide better customer experience

Did you know?

64% of consumers prefer to receive emails with images

statistic from Galactic Fed

Using Midjourney to Generate Compelling Imagery

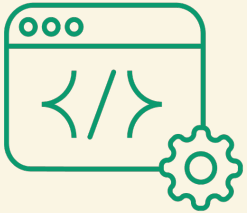


Tip #3

Use AI to generate custom, license -free, and strong converting imagery

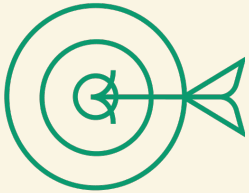
Tools to use

AI-powered image generators like *DALL-E* or *Midjourney* make it easy to create custom imagery for your brand



Generating & Customizing Images

Customize and refine the images to fit your brand and audience



Testing & Refining

Continuously test & optimize your imagery to improve conversion rates

Drawbacks and Consideration when it comes to AI

01 Good, not great

02 New, not unique

03 AI won't replace you, the person that knows AI will

04 Specialists > AI (for now)

Brevo

30% off annual plans on brevo.com

Code
GURU2023

zero bounce

7 High-Risk Email Address Types Hurting Your Revenue

Find out what types of emails are lurking on your email contact list >>>

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Brian Minick,
COO at ZeroBounce

Brian Minick is the Chief Operating Officer at ZeroBounce and an email deliverability thought leader. Brian oversees the Support & Sales teams, and makes sure you get the most out of ZeroBounce. He has 15+ years of experience in Tech and Marketing.

The #1 Email Verifier for 250,000+ Clients

ZeroBounce is an email validation and deliverability platform helping 250,000+ customers land more emails in the inbox. Serving companies like Amazon and Netflix, and a four-time Inc. 5000 honoree, ZeroBounce helps you connect with real prospects and boost your email ROI.

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The Types of Emails Lurking on Your Contact List

And how they impact your email marketing

CONFIDENTIAL | © ZEROBOUNCE

Valid vs. Invalid

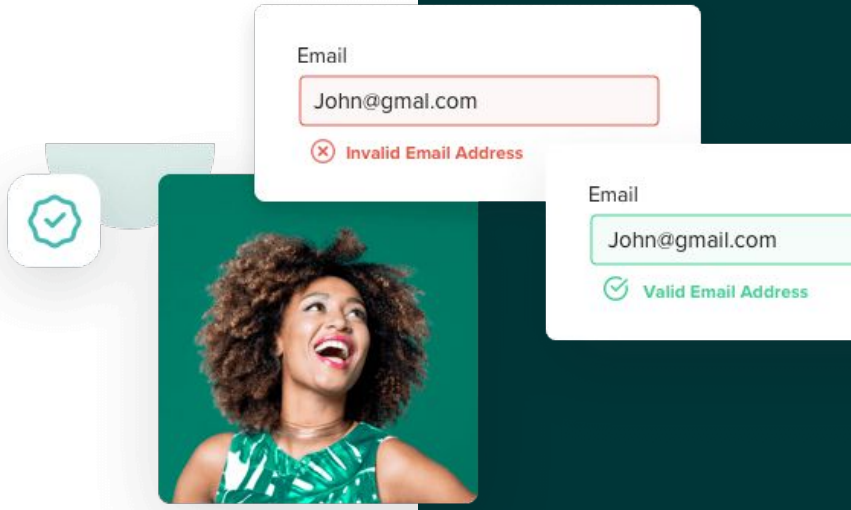
What’s safe to email?

Valid

- Safe to email
- Keeps bounce rate < 2%
- 57% average

Invalid

- Unsafe - leads to bounces
- 20% average
- Doesn’t accept mail, no DNS records, un-routable IP



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What about the rest of your email list?

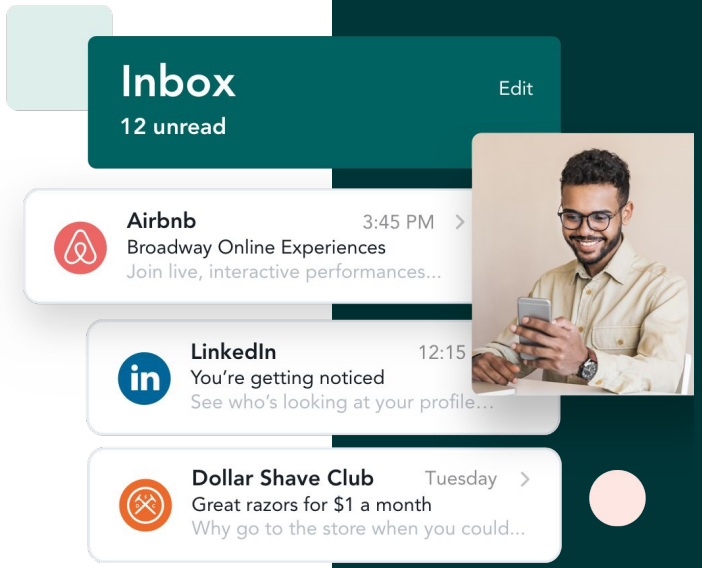
Catch-all/accept-all

- Always return a valid response regardless of accuracy

- **3 possibilities:**
  - the email funnels to a catch-all inbox
  - a bounce
  - successful delivery

Abuse emails

- Known complainers
- Love to hit “**Report Spam**”



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Look out for these high-risk emails

Disposable

- Temporary addresses
- Valid, only to later self-destruct
- Make it onto your list only to bounce later

Role-based

- Belong to specific positions or groups, i.e. sales@, support@
- Easy-to-guess address - strong correlation with spam and abuse

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More risky emails to consider

Spam Traps

- Anti-spam tactic
- ISPs and blacklist providers lure bad actors and add them to blocklists

Do Not Mail

- Addresses that you should avoid emailing
- Global suppression, toxic domains, role-based catch-alls, possible traps

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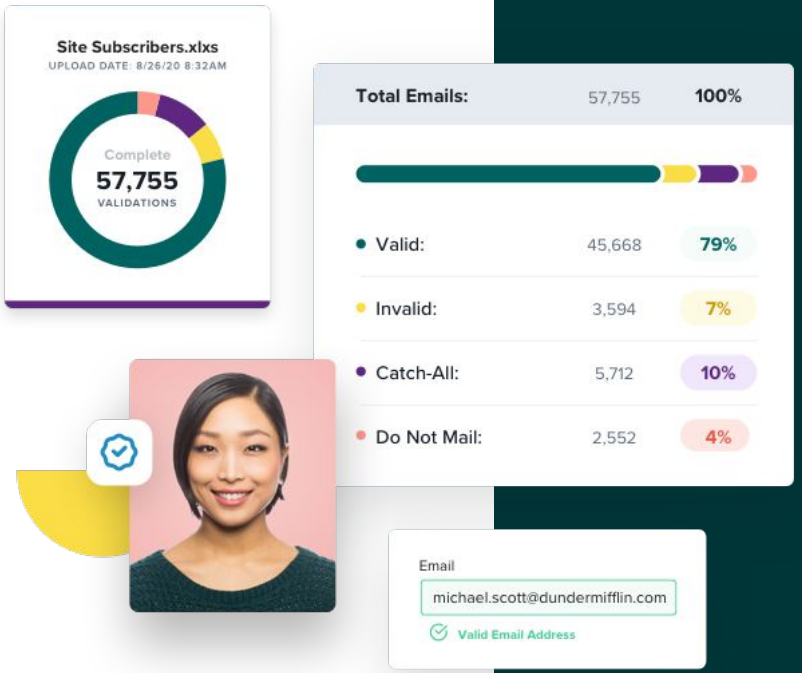
Clean your email list if:

- You haven't checked it in **3+ months**.
- Your bounce rate is higher than **2%** or you get more than **0.1%** spam complaints (1/1,000 emails).
- You regularly add emails to your list that have **not** been validated.



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Check 1,000 emails FREE

Reach out at support@zerobounce.net

Email us

GURU EVENTS: Q2 QUICK HIT

QUICK WIN EMAIL TIPS FOR Q2: EVERYTHING IS ALWAYS CHANGING!

SPEAKER: Jay Schwedelson

Founder: SubjectLine.com

Founder: Guru Events [GuruConference.com]

CEO: Outcome Media [OutcomeMedia.com]

STATS AND STUFF...

WHERE DO MY TRENDS COME FROM?

Outcome Media executes over 40,000 Email, Online and Direct Marketing Campaigns on Behalf of Clients Each Year.

Our research division, Worldata Research, provides free industry metrics based on these programs. Our email research is based on over 6 billion transmitted messages annually.

- DAY OF WEEK
- TIME OF DAY
- FRIENDLY FROM
- OFFERS
- LANDING PAGE
- SUBJECT LINE
- PRE-HEADER
- PERSONALIZATION
- CONTENT TYPE
- PRIMARY IMAGE
- CALL-TO-ACTION

BIG IMPACT AND EASY:
BE REAL WITH YOURSELF

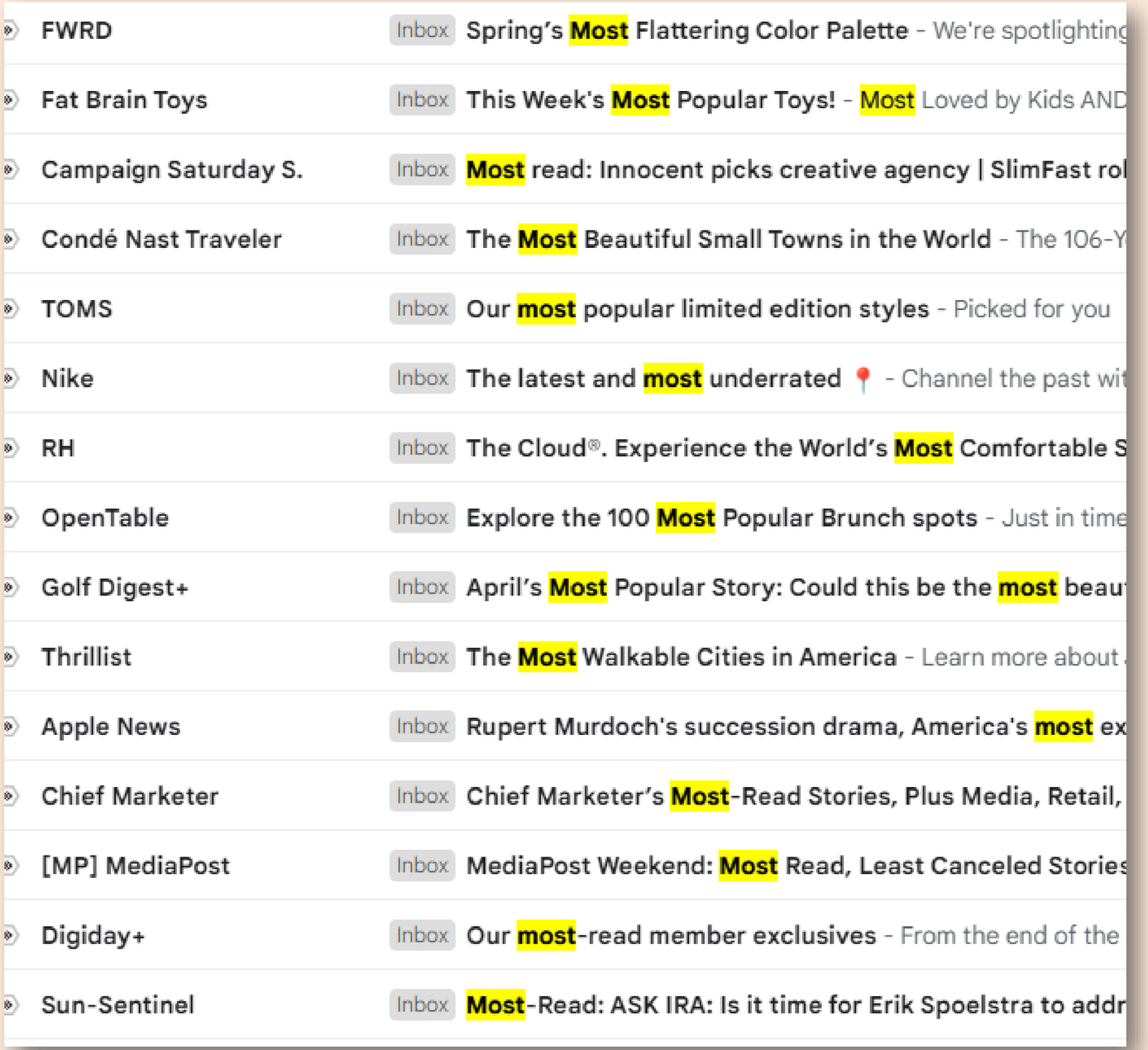
SUBJECT LINE:

LAST 90 DAYS INCREASING OPEN RATES

The Next Slide is the MOST Important Slide I Will Show!!!

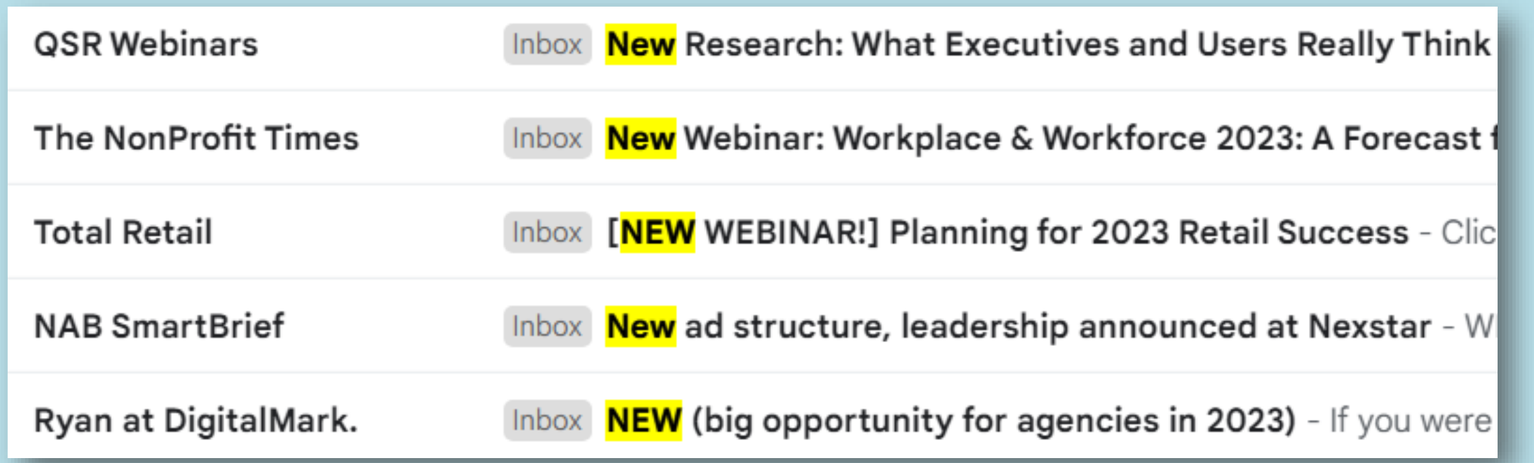
‘MOST’ in SUBJECT LINE = OPEN RATE INCREASE

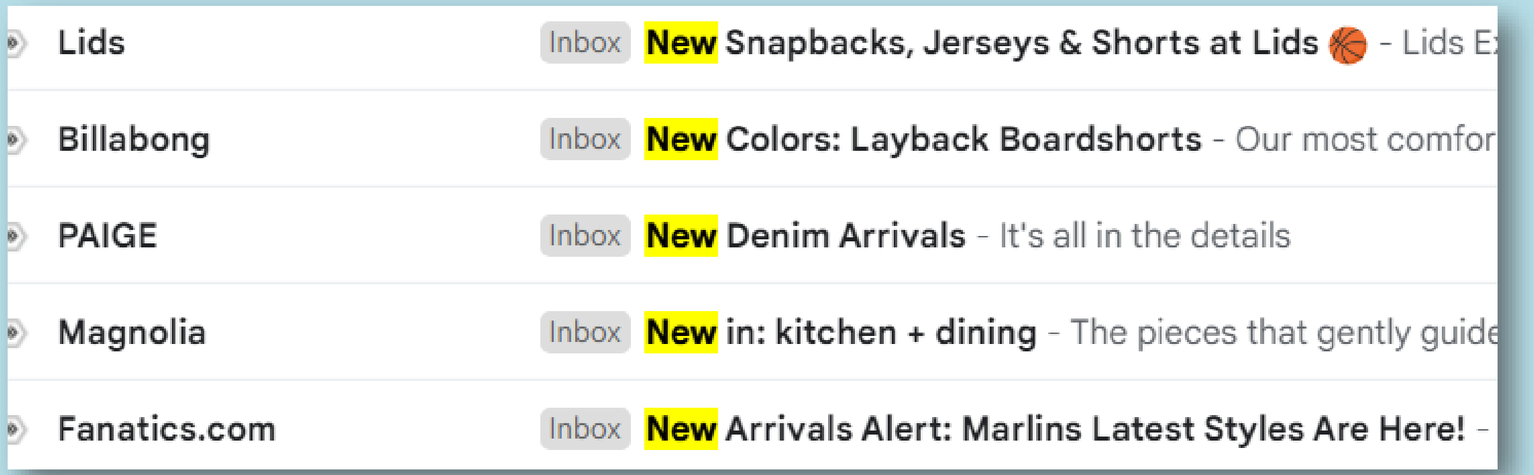
‘MOST READ’: UP 27%
‘MOST DOWNLOADED’: UP 25%
‘MOST POPULAR’: UP 29%



‘NEW’ FIRST WORD OF SUBJECT LINE = OPEN RATE INCREASE

CONSUMER = UP 23%
BUSINESS = UP 25%





Subject Line Words: MAY 2023

LAST 15 DAYS: OPEN RATE INCREASE
WHEN USED IN SUBJECT LINE

BUSINESS		CONSUMER	
OUTLOOK	UP 25%	BEST SELLER	UP 25%
CHATGPT	UP 22%	MOST POPULAR	UP 25%
Q3	UP 22%	SUMMER	UP 24%
AI	UP 21%	PREVIEW	UP 21%
TRENDS	UP 19%	BUDGET	UP 20%
INVITATION	UP 18%	ALMOST GONE	UP 19%

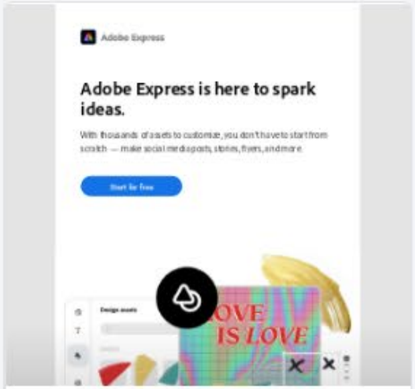
Source: SubjecLine.com '23 Research Report:
MAY Data from 2023 Monthly Snapshot

FREE???
YOU WANT ALL MY EMAIL TO GO TO JUNK FOLDER!

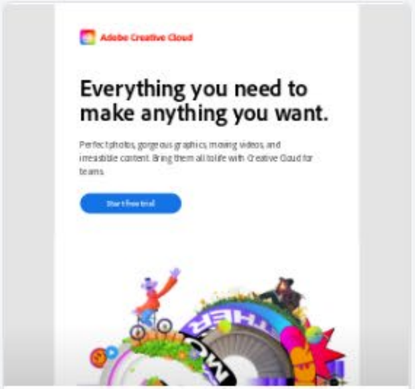
Williams Sonoma	Inbox	Why you'll love cooking with cast iron + cookware ships free - Get it today...	May 13
SiriusXM	Inbox	FREE Upgrade and 79% Off for 1 year, Jay - Enjoy exclusive entertainment f...	May 12
CNBC Pro	Inbox	Start your free trial and see why thousands of investors go Pro! - CNBC P...	May 12
Zazzle Inc.	Inbox	LAST CHANCE to Redeem Your FREE Digital Card for Mom! - Mother's Day ...	May 12
Marketing Brew	Inbox	The Brief is going ⏭ virtual for FREE! - Catch the livestream sponsored by ...	May 10
Search Engine Journ.	Inbox	15 Free Keyword Research Tools For 2023 - Get the latest SEO, PPC, conten...	May 10
The NonProfit Times	Inbox	Last call for Free Webinar: From "Charity of Choice" to "Partner for Chan...	May 9
Amazon.com	Inbox	Jay Schwedelson, Stream movies and TV for free, on Freevee - New Movie...	May 9
YETI	Inbox	Last Chance for Free Mother's Day Shipping - It's now or never. ...	May 9
Hobby Lobby	Inbox	Sunday Savings & Free Shipping! 🔥 - 40% Off The Spring Shop®. Hobby Lo...	May 7
DigitalMarketer	Inbox	[Free Tool] Growth Marketing Scorecard - Get your marketing team on the ...	May 2
CVS Photo	Inbox	BOGO Free on Gifts for Mother's Day! Photo Books, Décor and More - Plu...	Apr 30
HP.com	Inbox	The quality of Original HP Ink. The convenience of free delivery. - Now's t...	Apr 25
CX Connect 2023	Inbox	Register Today for Free and Join Us Online This June! - Click here to view t...	Apr 24
Franchise Times	Inbox	Free Download: Streamlining Franchise Restaurant Operations - Downloa...	Apr 22
Validity Webinars	Inbox	Got 30 minutes? Learn top tips for error-free data import. - Expert hacks f...	Apr 19
AWeber Team	Inbox	Foundations of Email Copywriting [Free Guide] - Master the art of email co...	Apr 18
Apple Fitness+	Inbox	Get 1 month free. Start your fitness journey here. - Summer is just around t...	Apr 17

EMAIL FILTERING CAUSE OF CONTENT WAS A PROBLEM WHEN YOU USED ONE OF THESE...

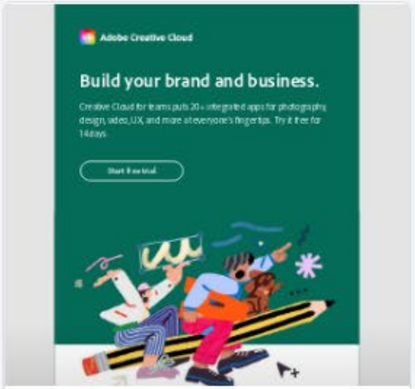
ADOBE



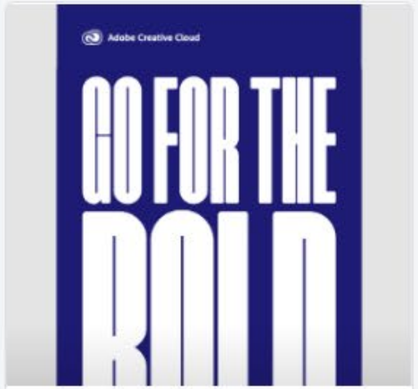
Make a free project with Adobe Express.



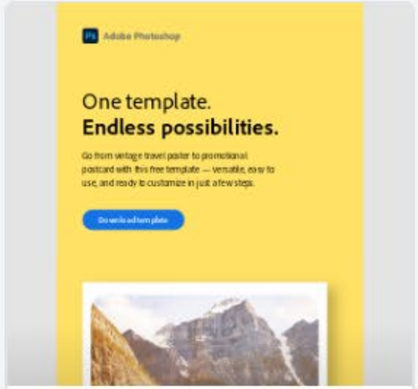
A free 14-day trial of Creative Cloud for teams



Your team's 14-day free trail awaits

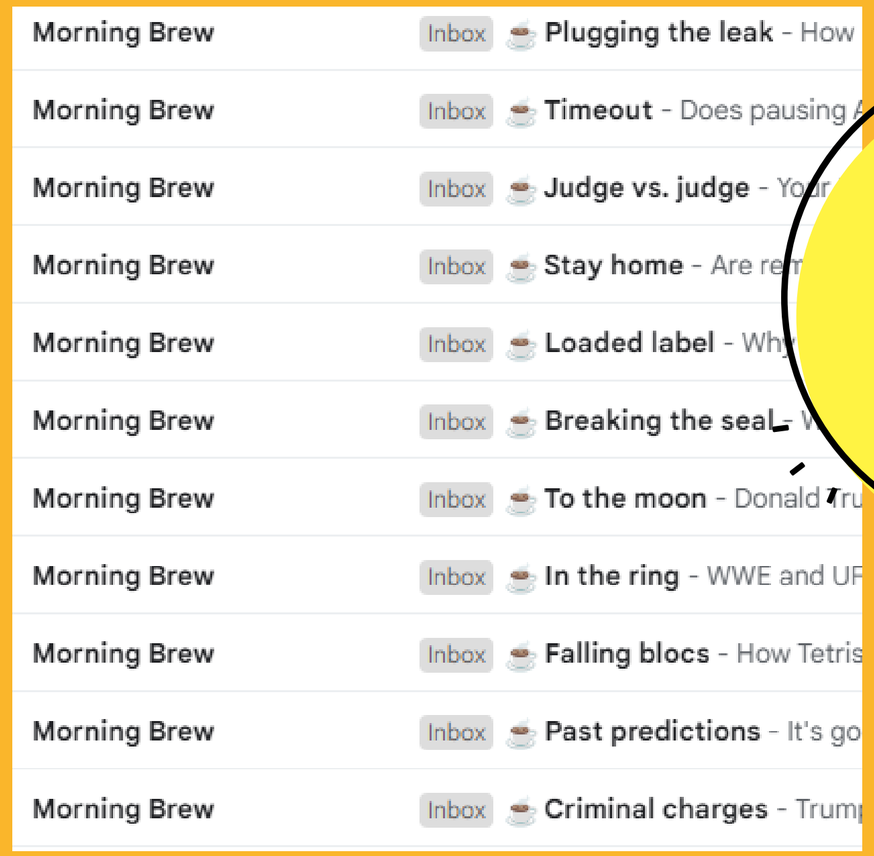


A free font just for you



Free photoshop templates for posters and postcards

LESS Than 20 Character eNewsletter Subject Lines have a 21% Higher Average Open Rate



SOURCE: Worldata Research Response Rate Campaign Aggregate 2023

6% of Subject Lines Have MORE Than 65 Characters...

Subject Lines With MORE Than 65 Characters Have OPEN RATE INCREASE:

BUSINESS = 15%
CONSUMER = 19%

SOURCE: Worldata Research Response Rate Campaign Aggregate 2023

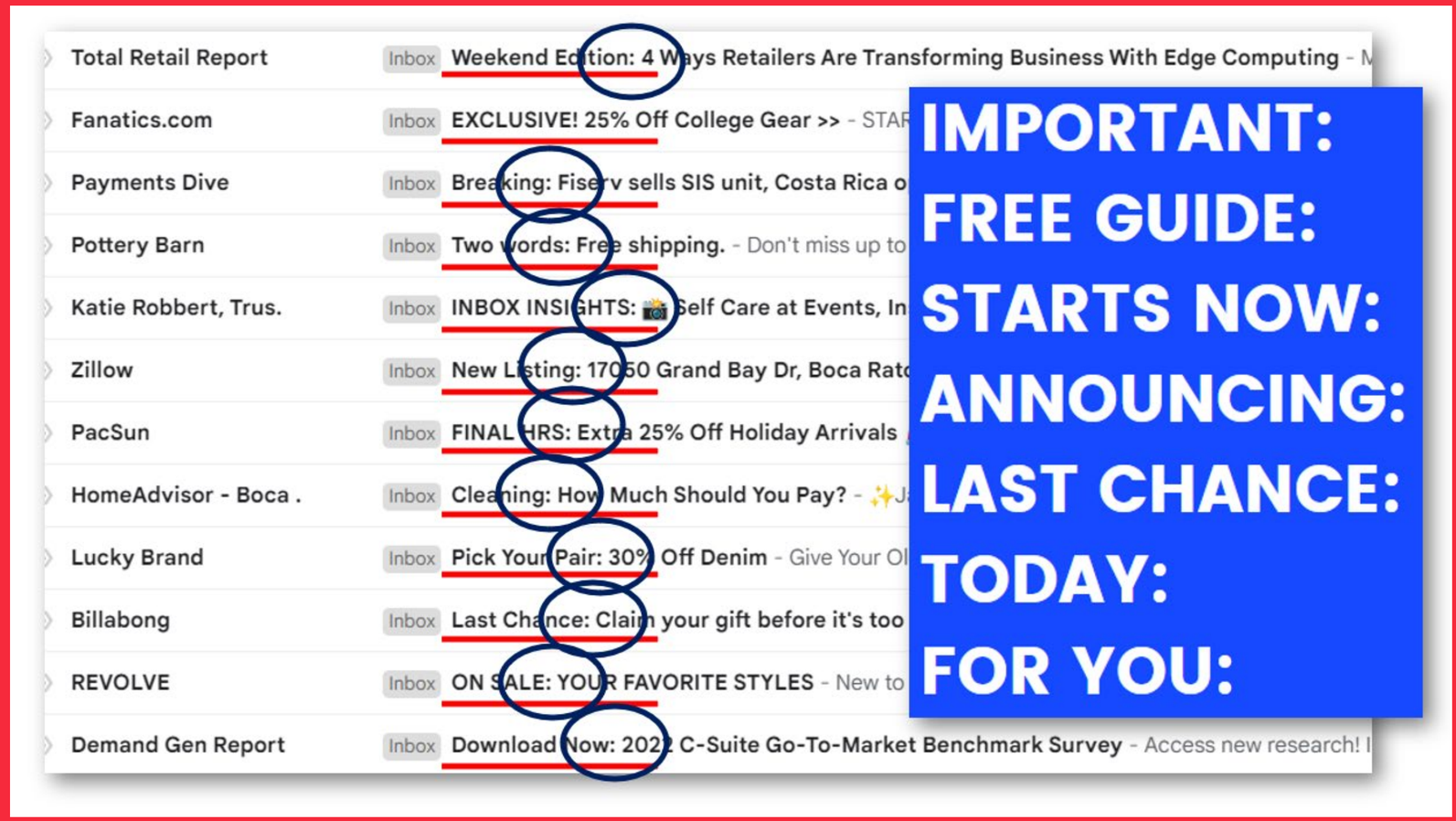
EASY:

FIRST word capitalized in subject line increases open rate by 22%

SOURCE: Worldata Research Response Rate Campaign Aggregate 2023

iContact:
Most Common Element in Subject Lines That Received Highest Average Open Rates (across all industries) is The Use of a Single Declarative Word or Instructional Phrase, Followed by a COLON, and Then Followed by The Rest of The Sender's Subject Line Text.

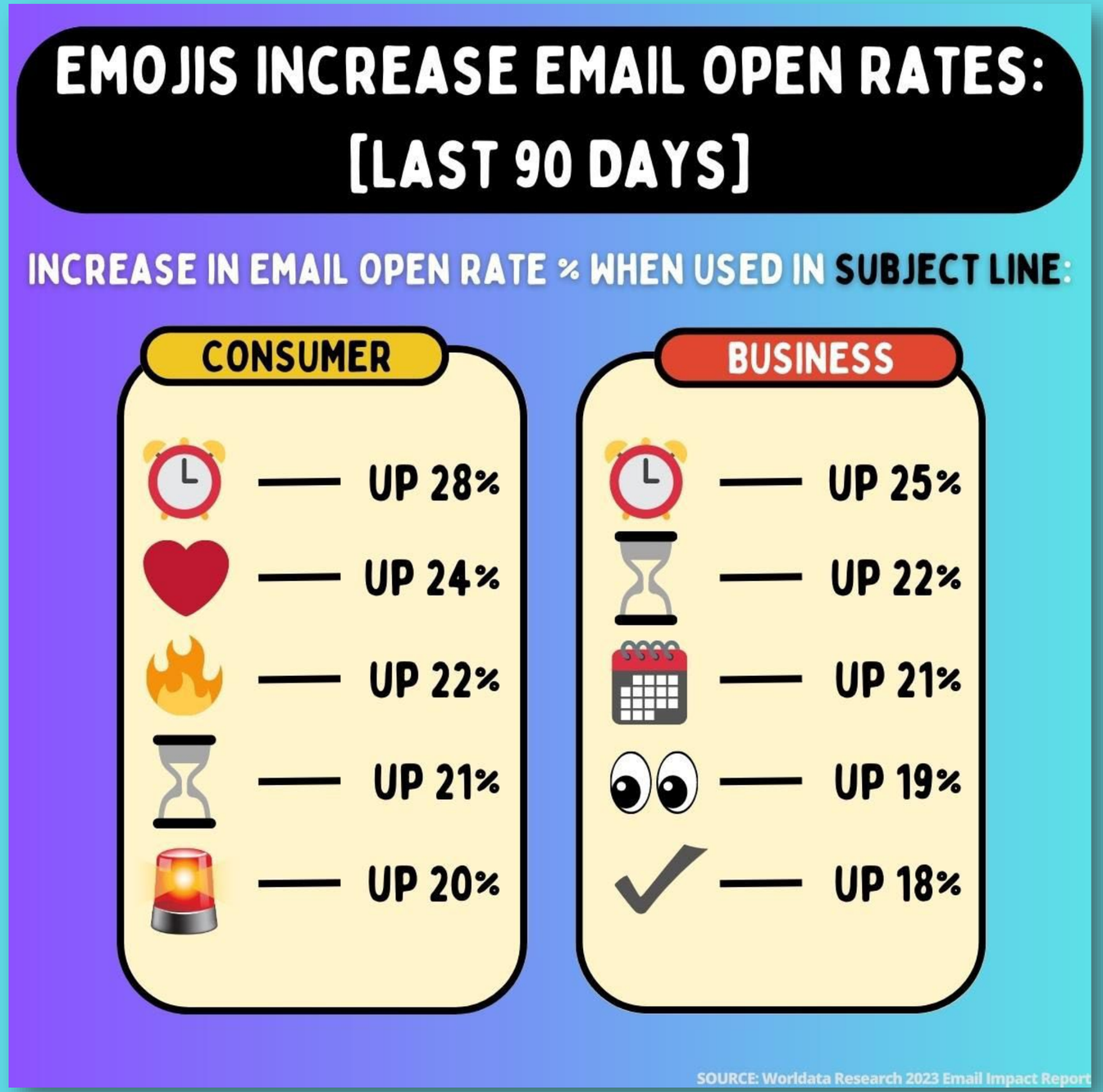
CONSUMER = UP 18%
BUSINESS = UP 21%



SOURCE: Worldata Research Response Rate Campaign Aggregate 2023

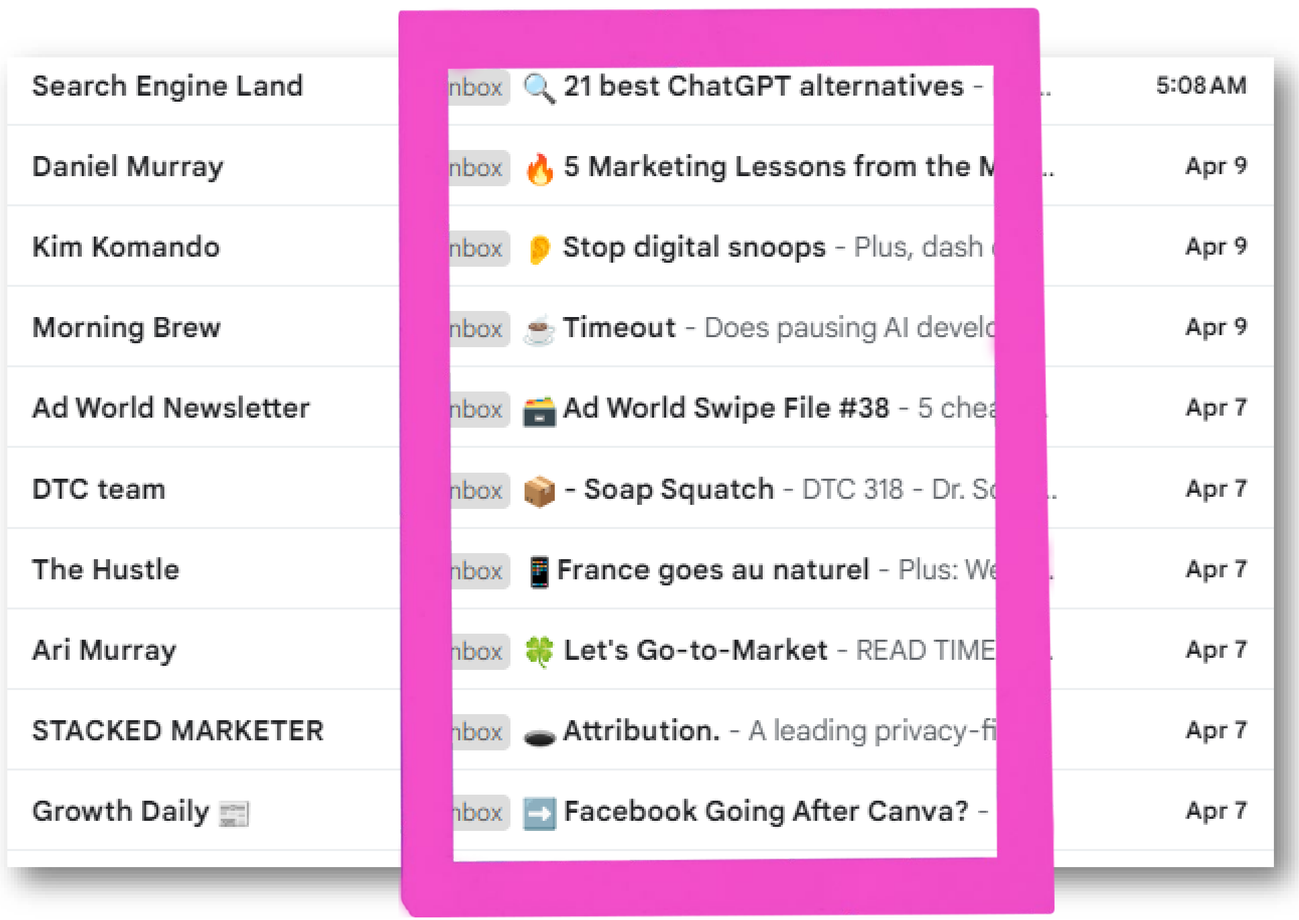
EMOJIS ARE STUPID!

Who Cares!!!



EMOJI AS FIRST CHARACTER:

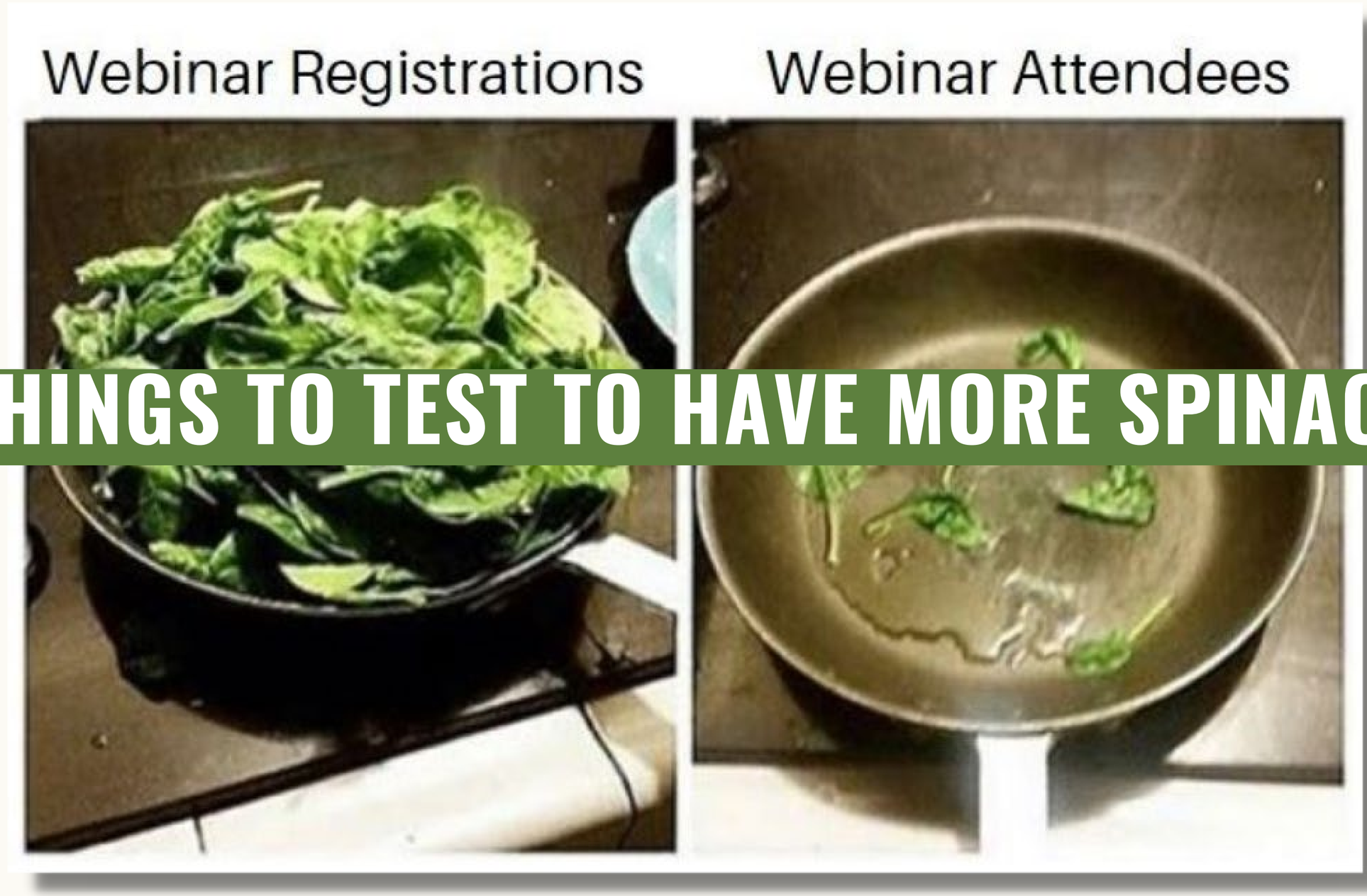
Emoji as 1st character in eNewsletter subject line increases open rate by 19%



SOURCE: Worldata Research Response Rate Campaign Aggregate 2023

Webinar Registrations

Webinar Attendees



3 THINGS TO TEST TO HAVE MORE SPINACH...

3 EASY THINGS TO GET MORE PEOPLE TO SHOW UP:

‘DAY OF’ SEND – EMAIL SENT WITHIN 4 HOURS OF WEBINAR INCREASES ‘SHOW UP’ RATE BY 28% VS. NO ‘DAY OF’ SEND

TEST FRIDAY FOR WEBINAR – LAST 90 DAYS: FRIDAY ‘SHOW UP’ RATES HAVE INCREASED 37%

30 MINUTES OR LESS – WEBINARS PROMOTED AS ’30 MINUTES’ HAVE 31% HIGHER ‘SHOW UP’ RATE THAN LONGER EVENTS [LAST 90 DAYS]

SOURCE: Worldata Research Response Rate Campaign Aggregate 2023

Anything that takes longer than 8 minutes...

Got 30 minutes? Learn top tips for error-free data import. Inbox × free 2023 × minute ×

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30 Minutes Every 30 Days In Search & Content

Thursday, February 17th
2pm EST | 11am PST

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with SEO expert Pat Reinhart

Hi jaysej,

Wondering why your Google responses have been delayed?

Find answers to questions like this in Conductor's 30/30 Webinar, hosted by

CHATGPT + EMAIL MARKETING

EASY TEST OPTION PROMPTS

SUBJECT LINE PROMPTS:

- Rewrite "PUT SUBJECT LINE YOU ARE USING HERE" to be more SUSPENSEFUL but with less than 50 characters
- Rewrite "PUT SUBJECT LINE YOU ARE USING HERE" to be a QUESTION but with less than 50 characters
- Rewrite "PUT SUBJECT LINE YOU ARE USING HERE" to be FUNNY but with less than 50 characters
- Rewrite "PUT SUBJECT LINE YOU ARE USING HERE" to be more URGENT but with less than 50 characters and don't include the word urgent or alert.

CALL TO ACTION PROMPTS:

- Rewrite this call to action "Download" without saying download.
- Rewrite this call to action "Register" without saying register.

Sure, here are some alternative phrases to "Download" for a call to action:

1. Get it now
2. Access immediately
3. Claim your content
4. Secure your digital file
5. Unlock the information
6. Start reading
7. Receive your [product]
8. Grab your [product]
9. Save to your device
10. Begin your [product] experience

CTA Buttons (Call To Action) That State Benefit vs. Commitment:

24% Higher Click-Through Rate

BENEFIT	COMMITMENT
GET THE TIPS	DOWNLOAD
Get Started	Sign Up
SAVE MY SEAT	REGISTER

SOURCE: Worldata Research Response Rate Campaign Aggregate 2023

You forgot to mention personalization in the Subject Line?

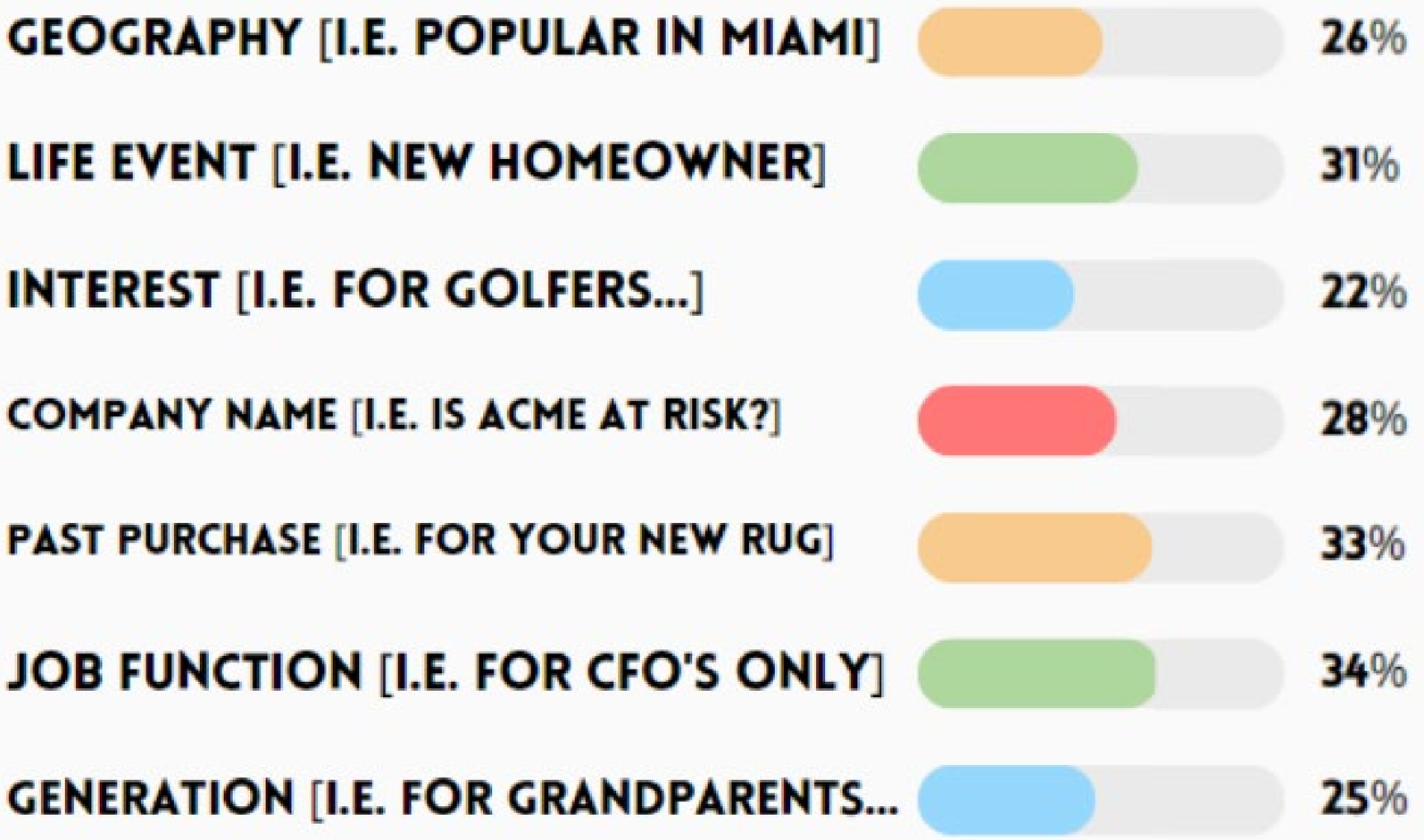
THIS IS NOT PERSONALIZATION !!!!

Subject Lines That Include The Target Audience

[Job Function, Interest, Life Event, Industry]

Increase Open Rates!!!

SUBJECT LINE 'PERSONALIZATION' TACTICS EMAIL OPEN RATE INCREASE:



Auto Marketers Discuss Lessons Learned

Inbox ×

Marketing:Automotive <shows@mediapost.com> Unsubscribe

to me

Wed, Nov 10, 8:48 AM (5 days ago)

Join Leading Auto

[Join Us] Metrics that Matter Most to the CFO

ON

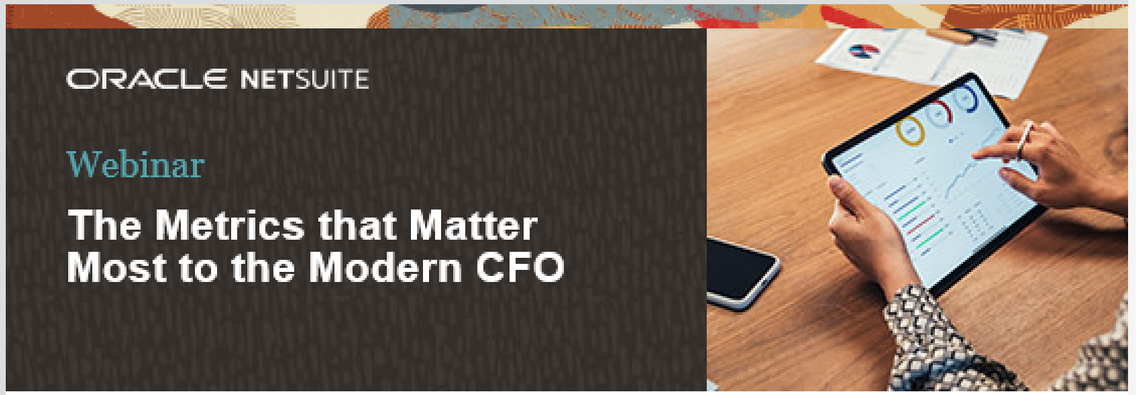
Oracle NetSuite <netsuite@na.netsuite.cor

To Jay Schwedelson

8:03 AM

If there are problems with how this message is displayed, click here to view it in a web browser.

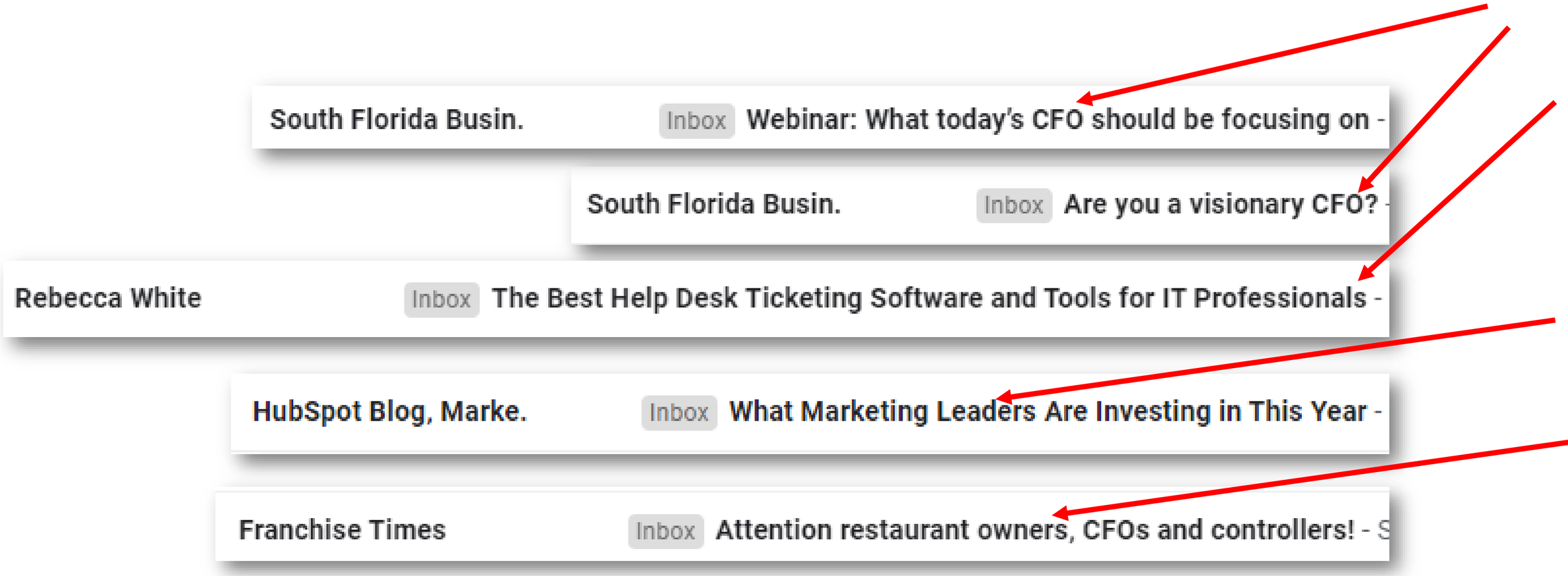
View Online



Measuring Performance to Maximize Results

Reserve Your Spot Now

Improving financial results begins by choosing the right key performance indicators. After all, what gets measured gets managed. But with so much data available, how do finance leader

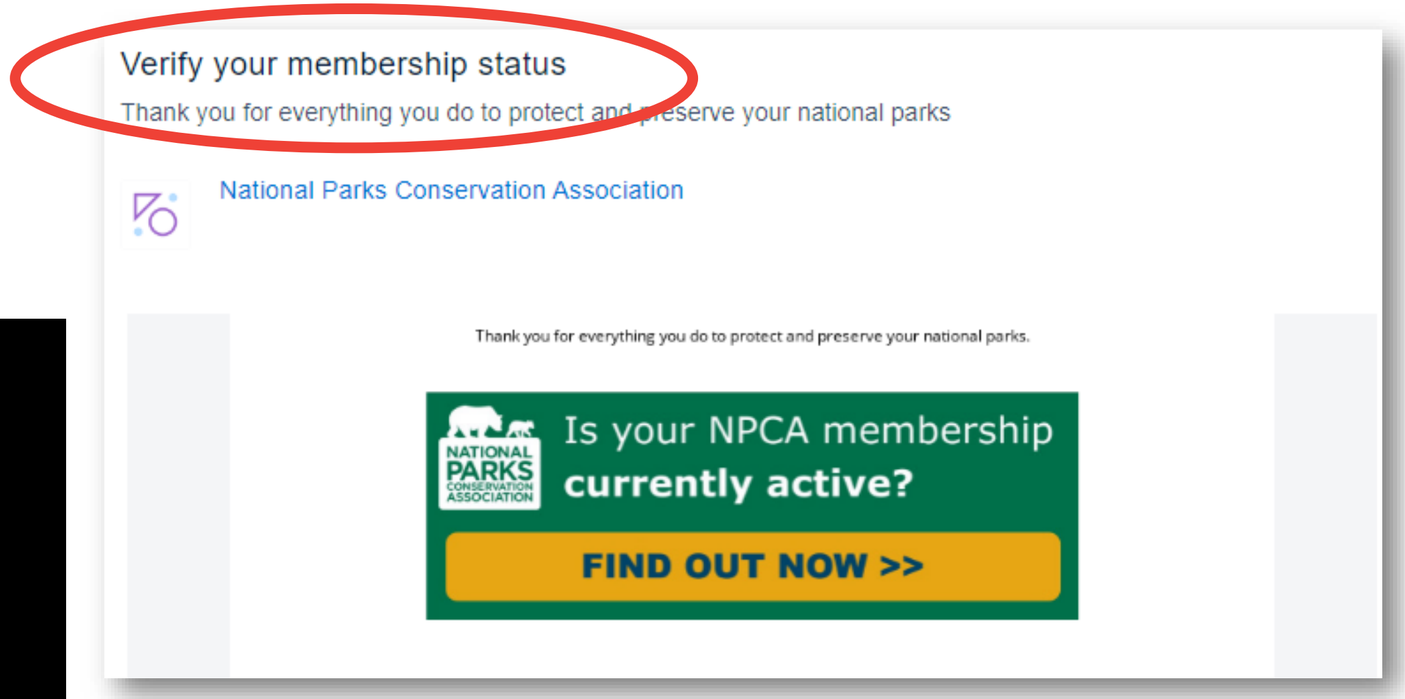

South Florida Busin. Inbox Webinar: What today's CFO should be focusing on -
South Florida Busin. Inbox Are you a visionary CFO? -
Rebecca White Inbox The Best Help Desk Ticketing Software and Tools for IT Professionals -
HubSpot Blog, Marke. Inbox What Marketing Leaders Are Investing in This Year -
Franchise Times Inbox Attention restaurant owners, CFOs and controllers! - S

The BEST Win-Back Campaign...

Open Rate of 18 Month+ Non-Engaged: VERIFICATION vs. ‘We Miss You’:

BUSINESS: UP 38%
CONSUMER: UP 27%

- Are you still with XXXXX?
- Do you still want VIP Status?
- Is your team still using XXXXX?
- Is XXXX still your CRM?
- CONFIRM: Still want discounts?
- Verify your active status…



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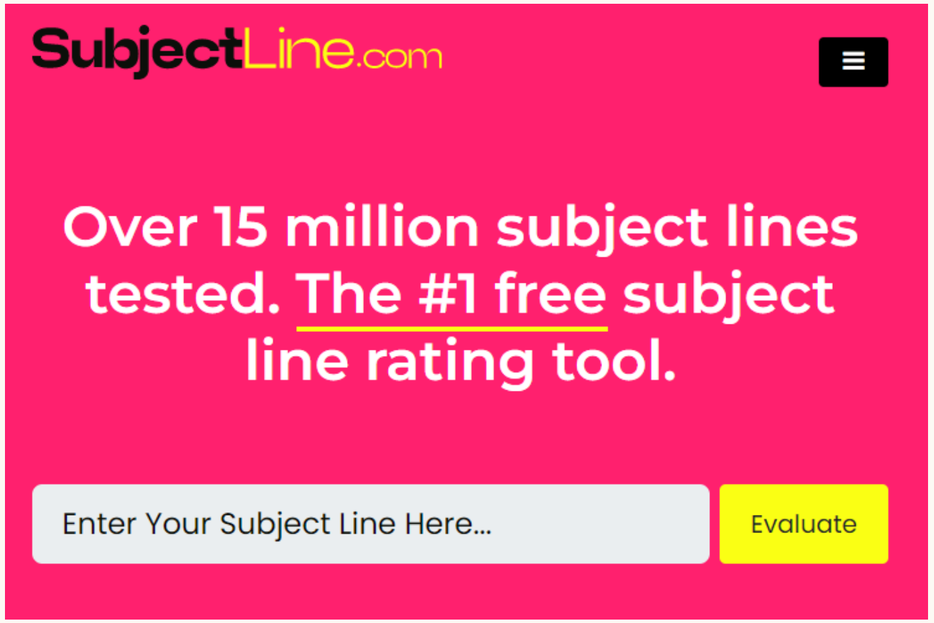

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