

# 3 Tips That Will Change The Way You Write Email

Nancy Harhut  
Co-Founder & Chief Creative Officer  
HBT Marketing





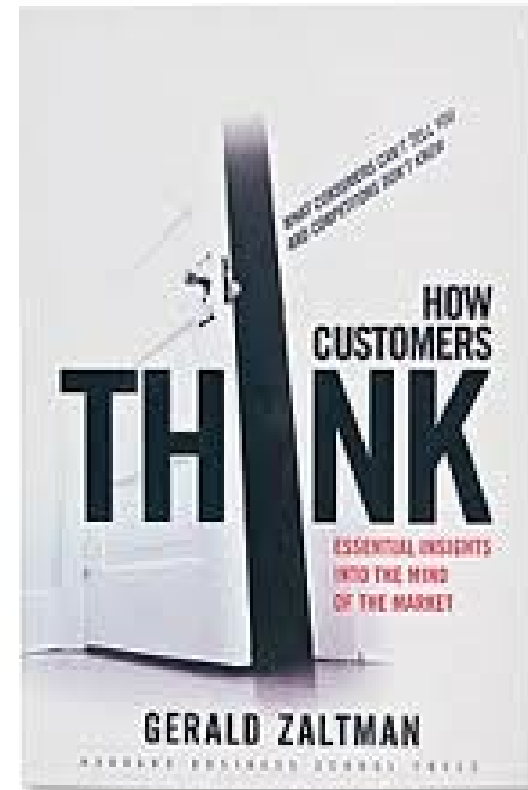
French – 77%  
German – 73%

Source: Adrian North, 1999  
University of Leicester

# People do strange things

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

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





# Decision Defaults



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

# #1 Endowment Effect

Richard Thaler

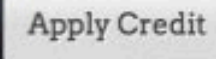


The Lot 18 logo is displayed in a white, elegant script font against a dark background.

Lot 18®

An orange banner with white text is circled in red. The text reads: "YOU HAVE \$15.00 OF UNUSED CREDIT IN YOUR ACCOUNT THAT WILL EXPIRE TOMORROW AT 11:59 PM EST".

YOU HAVE \$15.00 OF UNUSED CREDIT IN YOUR ACCOUNT THAT  
WILL EXPIRE TOMORROW AT 11:59 PM EST

A white button with rounded corners and the text "Apply Credit" in a sans-serif font.

Simply click [Apply Credit](#)

before submitting your order. Your  
future self will thank you later.

*Yours helpfully,  
The Lot18 Member Services Team*

An orange button with rounded corners, containing the text "START SHOPPING" and a white play button icon.

START SHOPPING 





## My UPS Expiration

Nancy Harhut, we've missed you!

**To keep your registration active .... log in**


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. If you do not need for My UPS, do nothing and

**...do nothing and your registration will expire**


Please Accept Your  
Title Or Surrender It!

We must have your  
decision regarding Prize  
Number ownership!

Please Accept Your Title Or  
Surrender It!

 We must have your decision regarding Prize  
Number ownership!

*Your Decision is Immediately  
Requested!*

  
The image shows a purple 'CERTIFICATE OF TITLE' and a yellow 'WINNING NUMBER GENERATOR' card. The certificate is for a 'REGARDING FORTHCOMING PRIZE NUMBER' and is eligible for a 'SET FOR LIFE' PRIZE. The prize amount is '\$2,500.00 A WEEK FOR LIFE!' and the award date is '12/30/19'. The status is 'PENDING'. The generator card has the text 'IMPORTANT-TITLE ENCLOSED:' and 'ACCEPT OR SURRENDER' in large red letters.

Make sure your \$2,500.00 A Week For Life  
SuperPrize Number is **LOCKED** inside our  
Winning Number Generator, along with all  
other eligible numbers. Prize awarded  
**December 30th — Guaranteed!**  
**RESPOND IMMEDIATELY!**

**Remember:  
People don't want to lose  
what they have**

## #2 Motivating-Uncertainty Effect





Follow

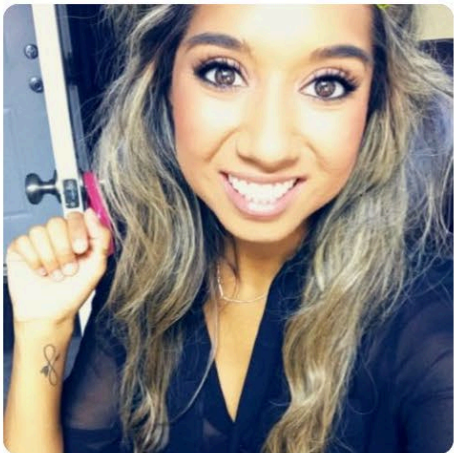
# Makeup of the Day

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...

 Sephora  
Makeup of the Day



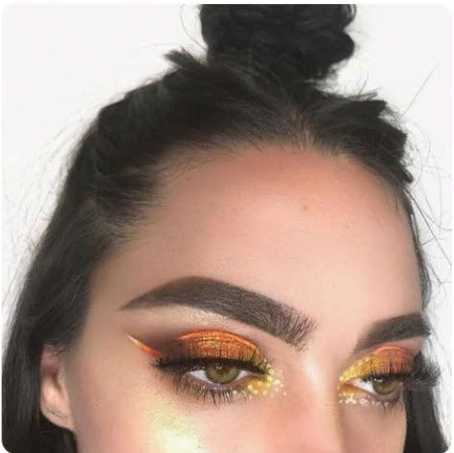
Sephora Community  
Gallery Makeup of the Day:  
Sephora...

 Sephora  
Makeup of the Day



Sephora Community  
Gallery Makeup of the Day:  
Anastasia Look...

 Sephora  
Makeup of the Day



Sephora Community  
Gallery Makeup of the Day:  
Armani Beauty...

 Sephora  
Makeup of the Day





# 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...**



**REVEAL YOUR DEAL!**

(It could be FREE!)

CLICK TO SPIN ►

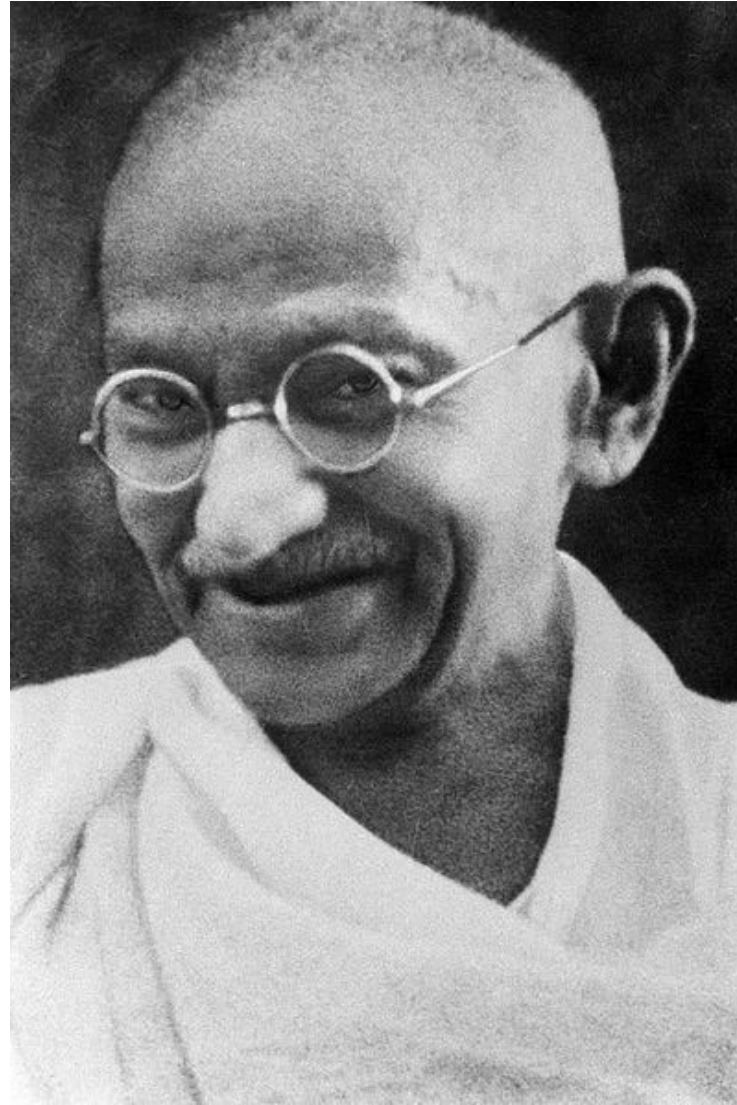
**SPIN FOR YOUR DEAL**

AT \$4, \$5 OR FREE ↘



**Remember:**  
**People are more motivated**  
**by uncertain rewards**

# #3 Anchoring



9 = 50; 140 = 67

Select a Membership  
Cancel any time\*

☐ \$25 for 1 month\*

☐ \$16.33/month for 3 months\* **Save 35%**

☐ \$14.83/month for 6 months\* **Save 41%**

☒ **\$12.42/month for 12 months\* Save 50%**

Best  
Choice!

Billing details for **Nancy Harhut**

[Use a different name for the card](#)

Anchoring



## How Much Does It Cost?

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

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).

you can get it for as little as \$39.99

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).

**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 **launching a mini-course on Udemy**.

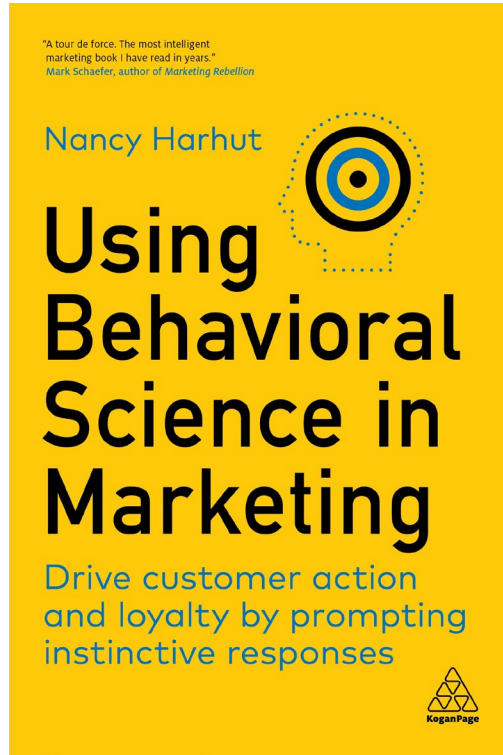
And for the next 10 hours, the price is a steal: about 2 cups of coffee.



**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

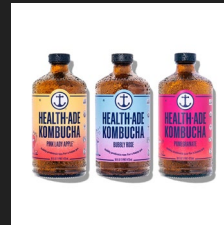


# "Under the Radar" Email Marketing & Copywriting Tips

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:



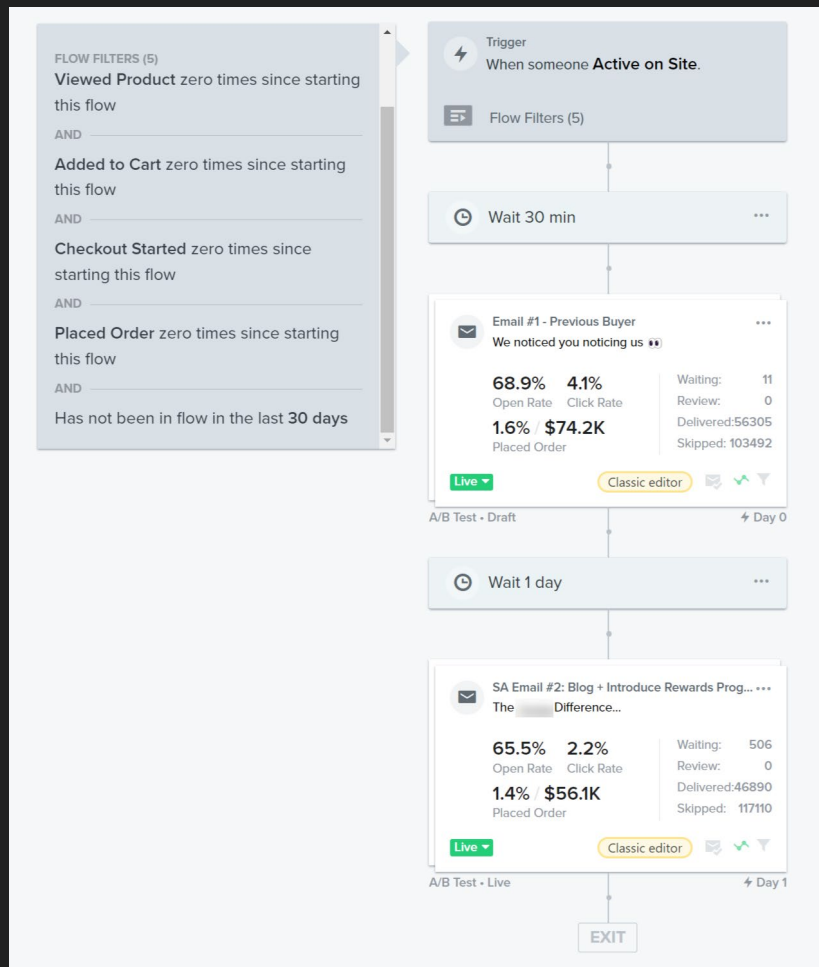
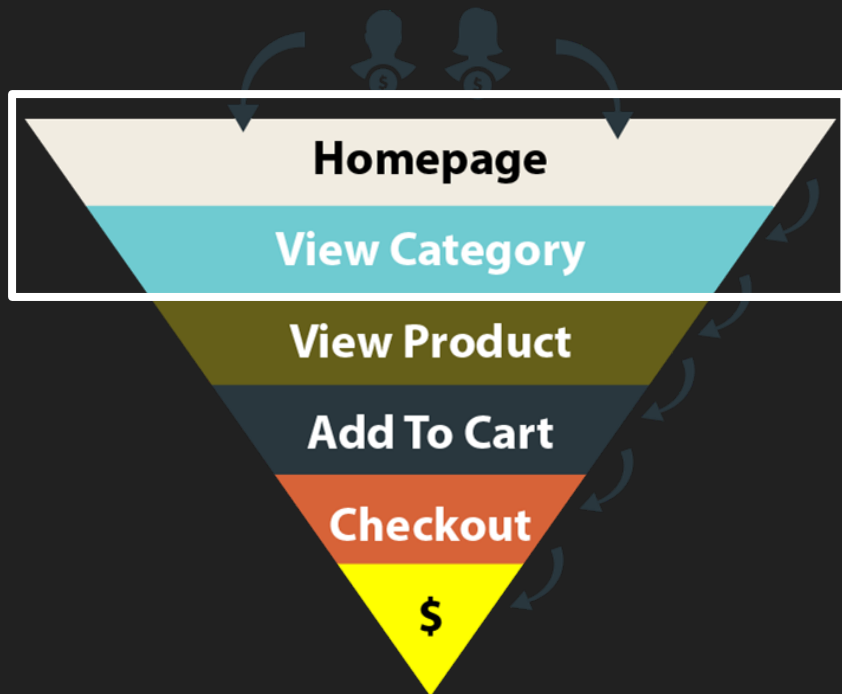
# Agenda

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

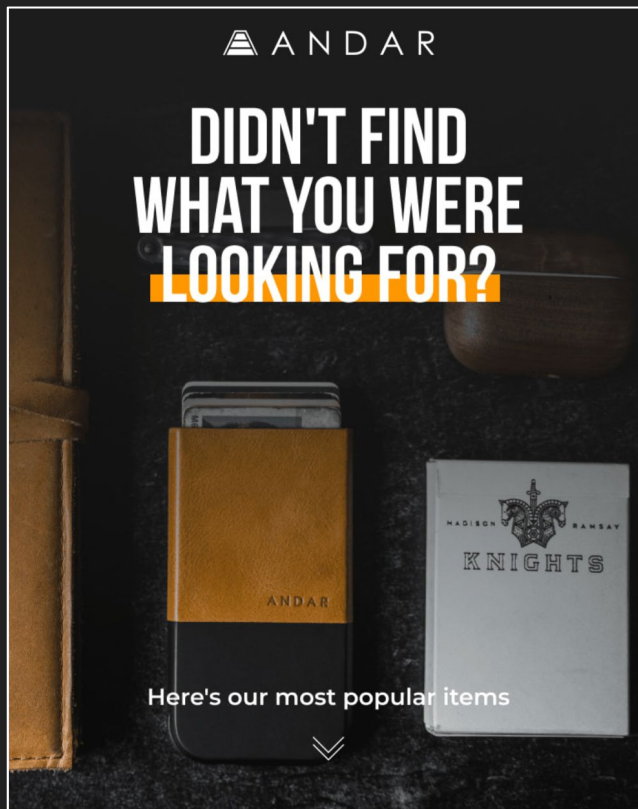
# Site Abandonment

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

# Site Abandonment



# Site Abandonment Email 1



HANDCRAFTED



THE APOLLO  
WALLET

SHOP NOW



THE HELM  
LAPTOP CASE

SHOP NOW



THE MARSHAL  
APPLE IPHONE

SHOP NOW



THE CAPSULE  
AIRPODS PRO

SHOP NOW

# Site Abandonment Email 2



Do you know the difference between full-grain leather, split-grain, and top-grain leather? Here's a hint: one of those is less fragile and more breathable than the others.

Check out our blog post for a quick read that will put you in the know:

[DISCOVER THE DIFFERENCE](#)

# 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

## TRIGGER

People will enter this flow when they  
Subscribed to Back in Stock.

## FLOW FILTERS (1)

Placed Order zero times since starting this  
flow



Trigger  
When someone **Subscribed to Back in Stock**.



Flow Filters (1)



Wait 5 min



Back in Stock #1 - While You Wait (15% Off) ...  
While you wait 🙌

**66%** **19%**  
Open Rate Click Rate  
**5.1%** **£57.4K**  
Placed Order

Waiting: 0  
Review: 1976  
Delivered: 11978  
Skipped: 709

Live ▾



⚡ Day 0



Back in Stock Delay ...  
Wait until recipient's item of interest is  
back in stock.



Back in Stock #2 - Automatic Stock Alert (Pro...  
[% catalog.event.VariantId integration='shopify' %][...

**44%** **21%**  
Open Rate Click Rate  
**5.5%** **£53.4K**  
Placed Order

Waiting: 0  
Review: 162  
Delivered: 10867  
Skipped: 5436

Live ▾



⚡ ...

# 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

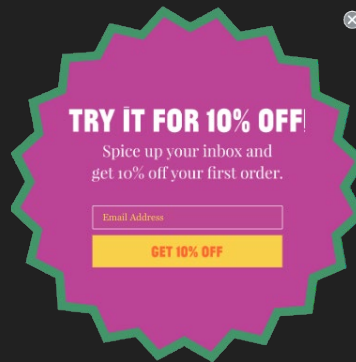
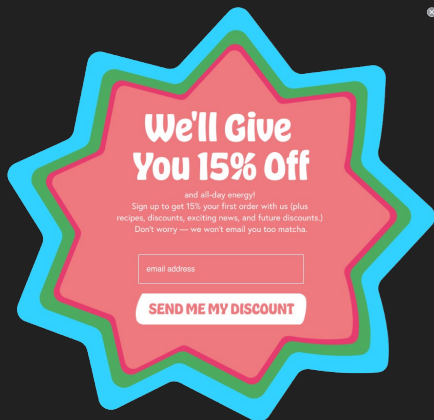
SHOP NOW

# Email Tips

# Test Popup Styles and Shapes

# Test popup styles and shapes.

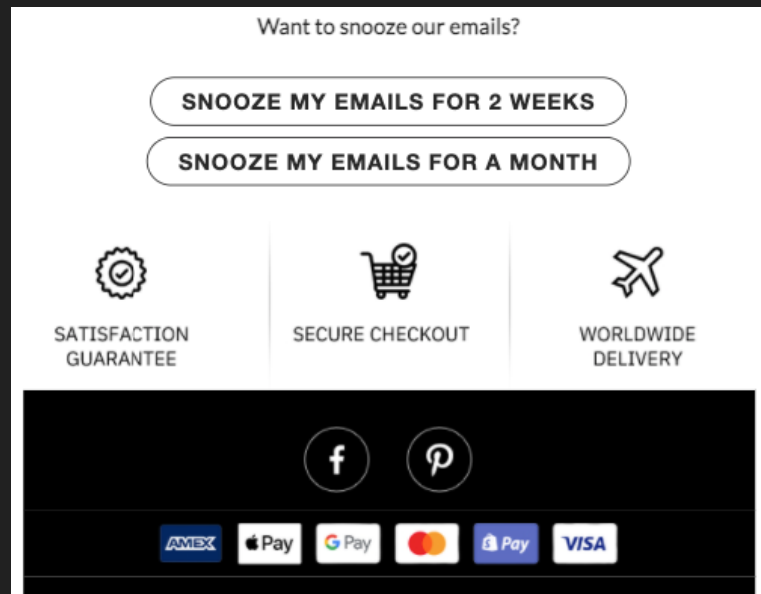
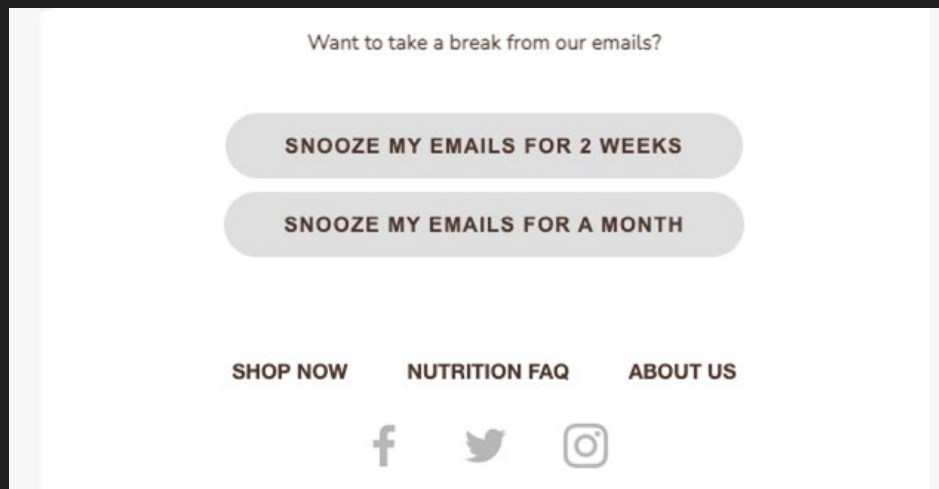
- A/B test popup shapes - square vs circle vs star, for example - to increase popup submission rates, growing your list more effectively
- The more unique the shape, the higher the submission rate
- Test these shapes and sizes separately on desktop and mobile placements, as the submission rates for each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



# Snooze Button

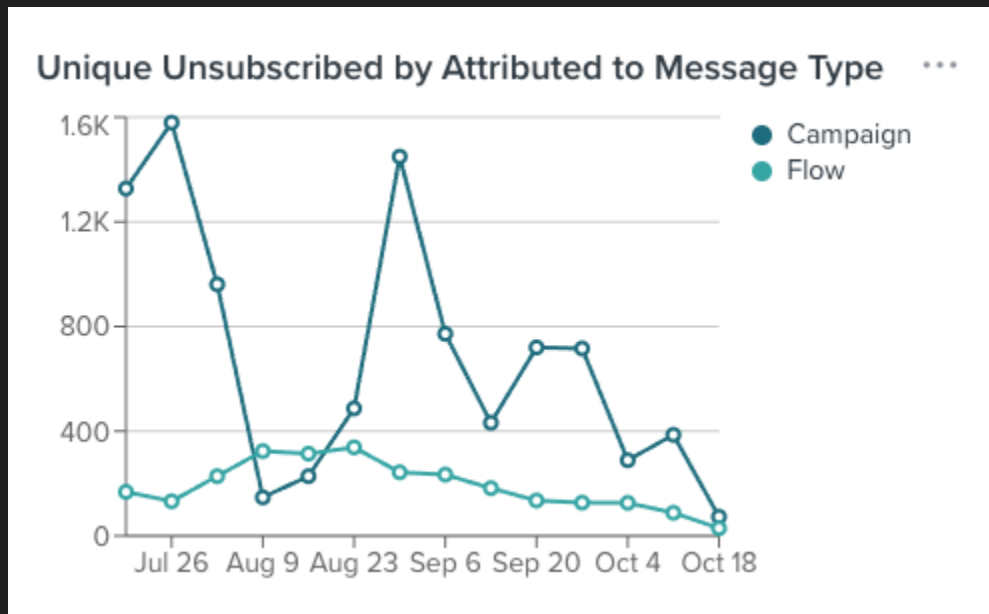


# Snooze Button



# Snooze Button Continued

Implemented in late September



# Wishlist

# Wishlist

## Sonic Face

\$32.00

COLOUR - White



SIZE



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



## ALLOW ME TO GRANT YOUR WISH

Hey Chase!

Looks like you've met Craig,  very own Hairy Fairy.

OK, hear me out.

We looked everywhere for a real fairy, but turns out they're in high demand.  
(who knew!?)

Anyway, Craig saw you adding some cool stuff to your wishlist & got a bit excited.

He says he'll keep your wishlist safe until you're ready to checkout.

OPEN WISHLIST

# 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


**WE FOUND YOUR  
POOFECT MATCH**

It's your lucky loo day!  
Copy the code below to get

**20% OFF**  
your match!

Poofect\_Match\_20-PREVIEW

**SEE YOUR RESULTS & SAVE!**


A woman with blonde hair, wearing a blue sleeveless top and a pearl necklace, is smiling broadly and holding a large number of small, identical bottles of Poofect Match product. The bottles are arranged in a fan shape in front of her. The background is a solid blue color with some white decorative elements on the left side, including a stylized plant and some dots.

# 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

**Your Favorite** *is back*  
**Wellness Expert**



**Meet Dr. Stephanie Nichols, ND –  
our resident naturopathic expert.**


She's here to help you empower your health  
with these trusted recommendations:

**BUY NOW**

**PRODUCTIVITY**

Wake up feeling refreshed, recharged,  
and ready to seize the day.

**BUY NOW**



# 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 face 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**

# Pierce Ujjainwalla

Co-Founder & CEO

**in** pujjainwalla

 @marketing\_101

 pierce@knak.com





**71% of respondents are sending  
more emails than ever before**



**- 2023 Knak Benchmark Report**





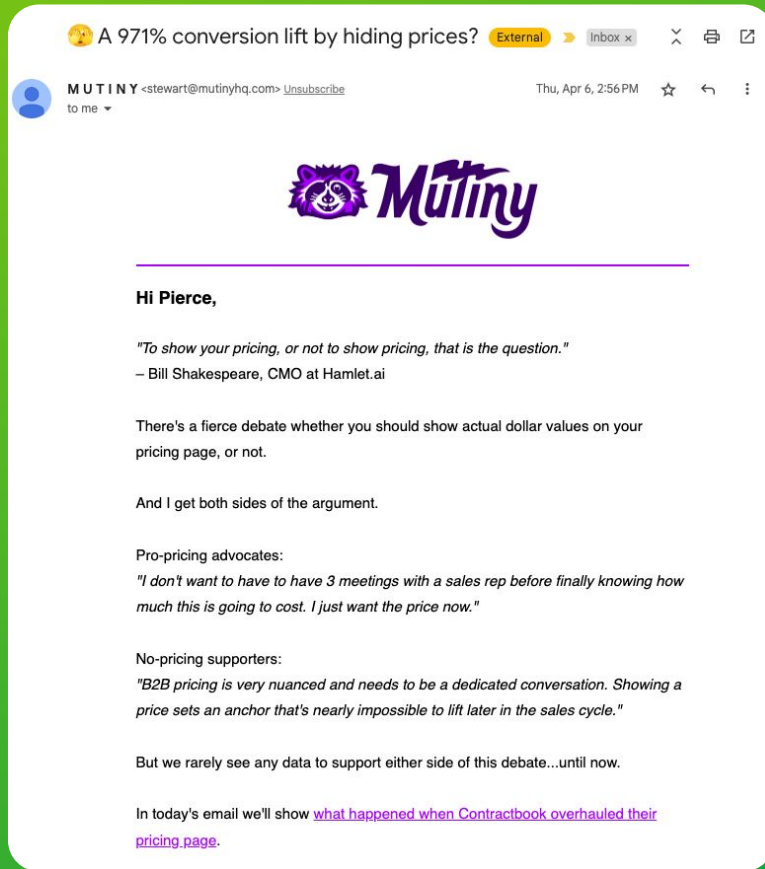
**We all know the story.**

**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**

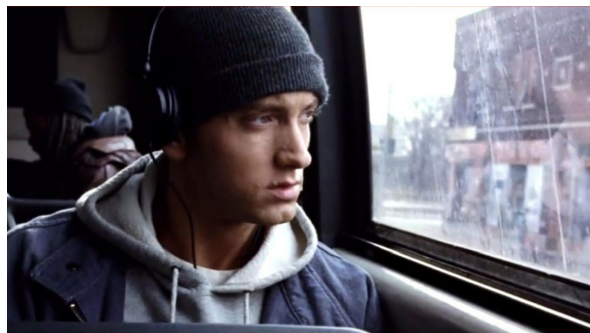
**Animate**

**H**

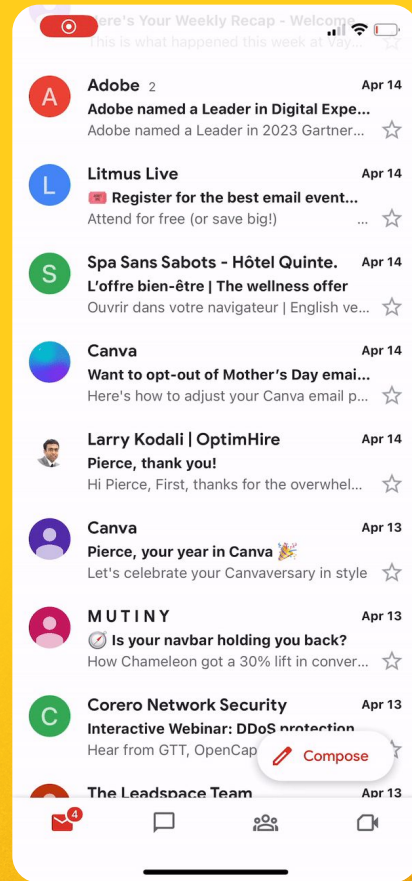
**Harmony**

# 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.



Animated  
account  
profile picture



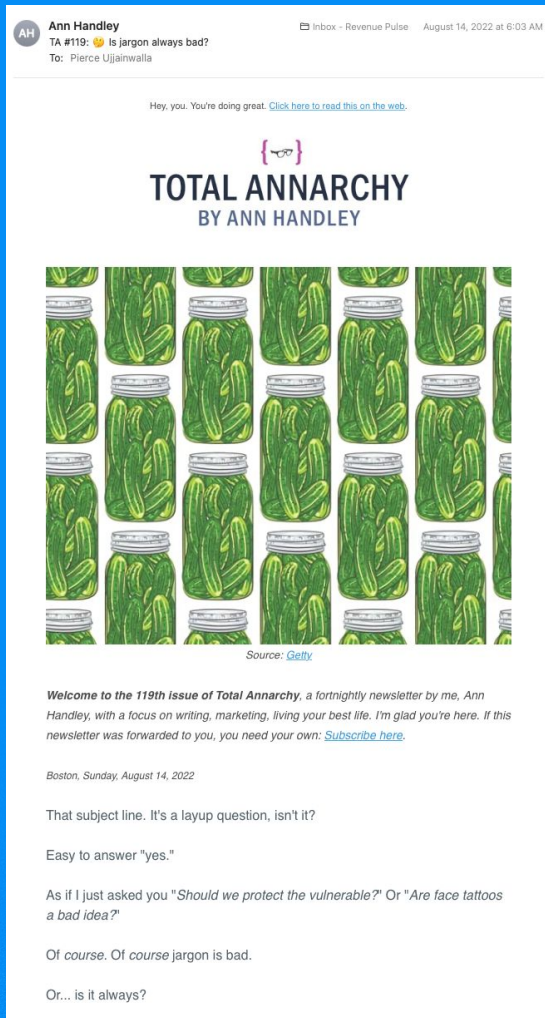
Emoji in the  
subject line





# 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





## Entertain

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



Can we change our Facebook status NOW?

We are NEWSLETTER OFFICIAL.

Thank you for making my day and subscribing to **The Marketing Millennials Newsletter**.

You'll receive the official newsletter every Tuesday, Thursday, and Sunday!



### How to start a podcast

A step-by-step process for launching your podcast.

[Download my guide.](#)

Workweek Media Inc.  
1023 Springdale Road, STE 9E  
Austin, TX 78721

Want to ruin my day? [Unsubscribe.](#)



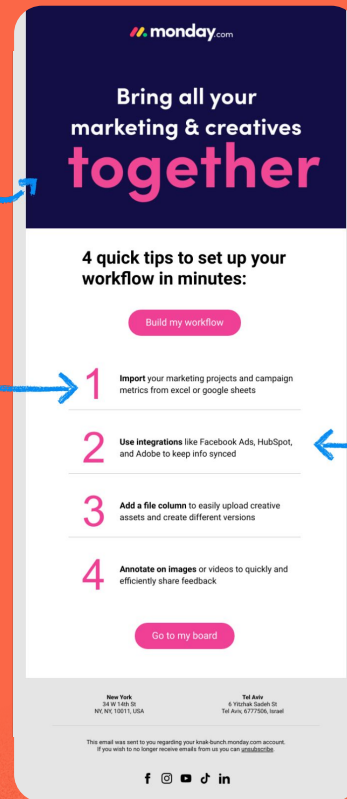
**WORKWEEK**

# 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)

Reinforce product positioning

Next step called out with clean visuals



Clear next steps

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



External > Inbox x



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

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



### 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](https://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!**





SAN FRANCISCO  
SEPTEMBER 20-22, 2022


## Calling all Trailblazers.

**Dreamforce registration is open. Register today for \$1,299 and save \$700 while supplies last.**


It's the hottest ticket in town, and we can't wait to welcome you back. You know what makes Dreamforce so special. Iconic speakers. Inspiring Trailblazers. Lifelong connections. Major product launches. Unforgettable concerts. So register now for three magical days in San Francisco.

[Register Now](#)


**Here's a sneak peek of a few visionary speakers who will bring the inspiration**




**MATTHEW MCCONAUGHEY**  
Award Winning Actor, Best Selling Author, & Salesforce Brand Advisor



**JENNIFER HUDSON**  
Emmy, Two-time Grammy, Oscar, & Tony Award Winning Artist



**BONO**  
Lead singer of U2; Co-founder of ONE and (RED); Author of forthcoming memoir "Surrender"



**ALLYSON FELIX**  
Most Decorated Track and Field Olympian, President of Sayah

[Register Now](#)





## 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.

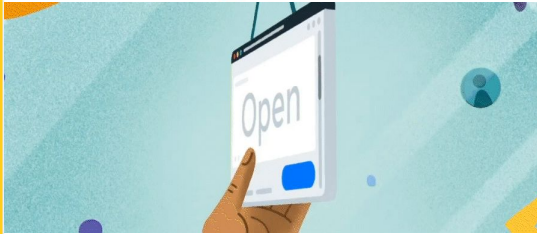
[SHARE YOUR STORY](#)



# 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)**

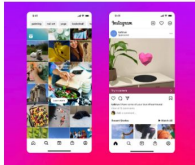
Latest Business News



**Proven techniques to help businesses succeed**

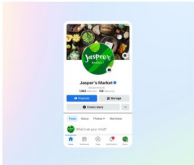
We've developed a simple, strategic framework that can help you increase the effectiveness of your media dollars and performance on Meta technologies. Click the link below to discover how this framework can help increase your ad performance, lower cost per action and connect your ads with people most likely to buy.

[Learn more](#)




**Reach more customers with new Instagram ads**

Grow your business and tell your brand story with Instagram's new ad types. Discover how to get started with ads in the Explore and profile feed, AR ads, music optimization for Reels ads and more.



**Introducing a simplified Facebook Pages experience**

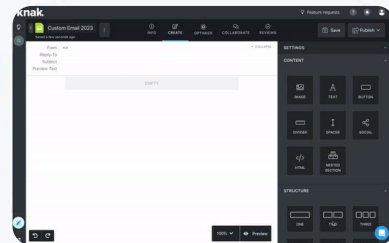
We're rolling out a new Facebook Pages experience that makes it easier for you to build connections and achieve your objectives. Here's how to get started.





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?

**knak.**

**LIVE WEBINAR**

**Really good ~~good~~ GREAT emails AND landing pages**

**Tuesday, October 11 | 1pm EST / 10am PST**

Hi {{lead.First Name:default=there}},

Thanks for signing up for the webinar. We can't wait Inspiration Centre to help you unleash your creative

**knak.**

**LIVE WEBINAR**

**Really good ~~good~~ GREAT emails AND landing pages**

**Tuesday, October 11, 2022 | 1:00 PM EST / 10:00 AM PST**

We all need a little help to get inspired, that's why we built the **Inspiration Centre**. Now you can take lead to close emails and landing pages and craft them to fit with your creative vision.

**Creativity starts with Inspiration.**

Many companies are embracing creativity with process, metrics, and ever-increasing demands, but when everyone is following in emails and ads, creativity breaks through the brand to deliver solutions. So how do you get creative to record time?

Knak's brand new Inspiration Centre offers hundreds of emails and landing pages that you can leverage for your own campaigns - making it simple to get beautiful campaigns out the door fast.

Join our webinar to learn:

- How you can empower your marketing team to be more creative
- A full demo of the Inspiration Centre in action
- How you can take these real-world campaigns to create your own stellar emails and landing pages in record time

**Your hosts and presenters**

**FRANCIS ELU MELU**  
CEO & CO-FOUNDER

**NICHOLAS FARNHAM**  
CEO & CO-FOUNDER

**FELIX HOEKS**  
HEAD OF MARKETING & SALES  
KNAK'S VISIONARY LEADER

**SAM MORRIS**  
HEAD OF MARKETING & SALES



# The “CHEETAH” Framework

YOUR NORTH STARS!

**C**

**Captivate**

**H**

**Human**

**E**

**Entertain**

**E**

**Easy**

**T**

**Transitions**

**A**

**Animate**

**H**

**Harmony**



# The Definitive Guide to Creating Kick-Ass Emails



[knak.com](https://knak.com)

**If you can relate to this,  
Knak can help.**



**in** pujjainwalla

 @marketing\_101

 pierce@knak.com

**knak.**



**k.**

# Unleashing the Power of AI in Email Marketing

3 key techniques





① Did you know?

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

# Using ChatGPT to improve your Subject Lines

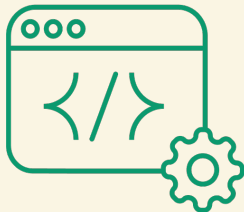




It's hard to predict A/B test results.  
Use AI to generate subject variations and test them.

### 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

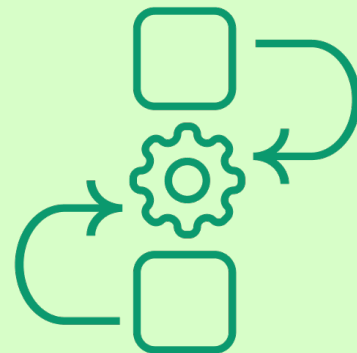




① Did you know?

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

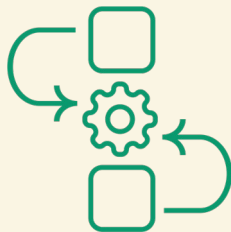
## Using ChatGPT to improve your Workflows



# 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



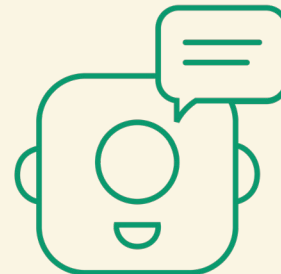
## Language Processing

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

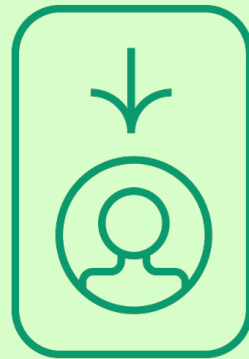




① Did you know?

**64%** of consumers prefer to  
receive emails with images

## Using Midjourney to Generate Compelling Imagery

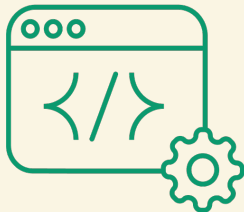




# Use AI to generate custom, license-free, and strong converting imagery

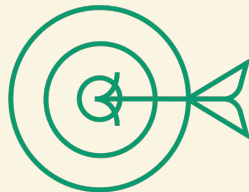
## Tools to use

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)

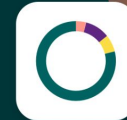
30% off annual plans on [brevo.com](https://brevo.com)

Code  
**GURU2023**



# 7 High-Risk Email Address Types Hurting Your Revenue

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



# 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.

LinkedIn

airbnb

intel

NETFLIX

SAMSUNG

STRAVA

Tripadvisor

amazon

Disney

SEPHORA

HubSpot

pwc

vistaprint

kw  
KELLERWILLIAMS.

SOPHOS

# The Types of Emails Lurking on Your Contact List

---

- And how they impact your email marketing

# Valid vs. Invalid

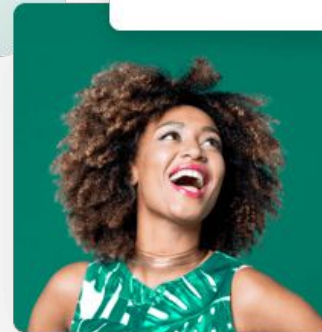
## What's safe to email?

### 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



Email

John@gmal.com

✗ Invalid Email Address

Email

John@gmail.com

✓ Valid Email Address

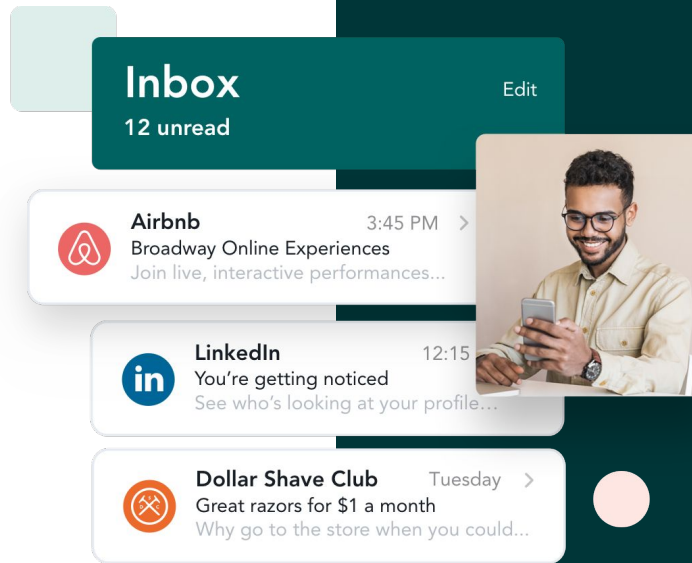
# What about the rest of your email list?

## 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”**





# 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

### High-risk Emails



Disposable



Role-based



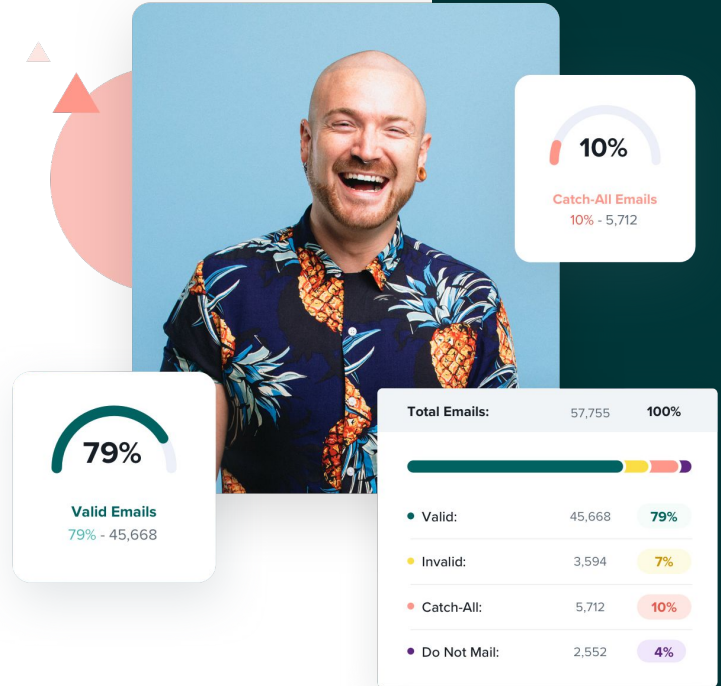
# More risky emails to consider

## Spam Traps

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

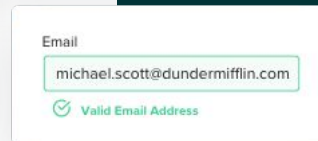
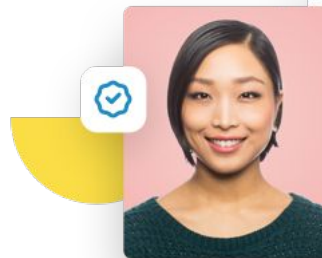
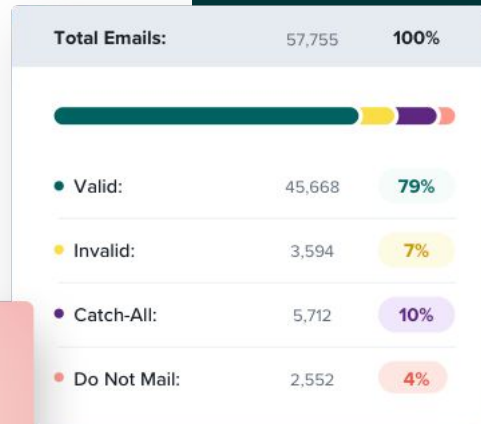
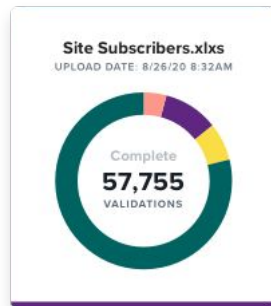
## Do Not Mail

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



# 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.



# Check 1,000 emails FREE

Reach out at [support@zerobounce.net](mailto: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](http://SubjectLine.com)

Founder: [Guru Events \[GuruConference.com\]](http://GuruConference.com)

CEO: [Outcome Media \[OutcomeMedia.com\]](http://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.



BOSS: Why aren't you testing all of these things?

ME:



- **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%**

» FWRD	Inbox	Spring's <b>Most</b> Flattering Color Palette - We're spotlighting
» Fat Brain Toys	Inbox	This Week's <b>Most</b> Popular Toys! - <b>Most</b> Loved by Kids AND
» Campaign Saturday S.	Inbox	<b>Most</b> read: Innocent picks creative agency   SlimFast rol
» Condé Nast Traveler	Inbox	The <b>Most</b> Beautiful Small Towns in the World - The 106-Y
» TOMS	Inbox	Our <b>most</b> popular limited edition styles - Picked for you
» Nike	Inbox	The latest and <b>most</b> underrated 📍 - Channel the past wit
» RH	Inbox	The Cloud®. Experience the World's <b>Most</b> Comfortable S
» OpenTable	Inbox	Explore the 100 <b>Most</b> Popular Brunch spots - Just in time
» Golf Digest+	Inbox	April's <b>Most</b> Popular Story: Could this be the <b>most</b> beau
» Thrillist	Inbox	The <b>Most</b> Walkable Cities in America - Learn more about .
» Apple News	Inbox	Rupert Murdoch's succession drama, America's <b>most</b> ex
» Chief Marketer	Inbox	Chief Marketer's <b>Most</b> -Read Stories, Plus Media, Retail,
» [MP] MediaPost	Inbox	MediaPost Weekend: <b>Most</b> Read, Least Canceled Stories
» Digiday+	Inbox	Our <b>most</b> -read member exclusives - From the end of the
» Sun-Sentinel	Inbox	<b>Most</b> -Read: ASK IRA: Is it time for Erik Spoelstra to addr

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

**CONSUMER = UP 23%**  
**BUSINESS = UP 25%**

QSR Webinars	Inbox	<b>New</b> Research: What Executives and Users Really Think
The NonProfit Times	Inbox	<b>New</b> Webinar: Workplace & Workforce 2023: A Forecast f
Total Retail	Inbox	[ <b>NEW</b> WEBINAR!] Planning for 2023 Retail Success - Clic
NAB SmartBrief	Inbox	<b>New</b> ad structure, leadership announced at Nexstar - W
Ryan at DigitalMark.	Inbox	<b>NEW</b> (big opportunity for agencies in 2023) - If you were

» Lids	Inbox	<b>New</b> Snapbacks, Jerseys & Shorts at Lids 🏀 - Lids Ex
» Billabong	Inbox	<b>New</b> Colors: Layback Boardshorts - Our most comfor
» PAIGE	Inbox	<b>New</b> Denim Arrivals - It's all in the details
» Magnolia	Inbox	<b>New</b> in: kitchen + dining - The pieces that gently guide
» Fanatics.com	Inbox	<b>New</b> Arrivals Alert: Marlins Latest Styles Are Here! -

# Subject Line Words: MAY 2023

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

## BUSINESS

<b>OUTLOOK</b>	UP 25%
<b>CHATGPT</b>	UP 22%
<b>Q3</b>	UP 22%
<b>AI</b>	UP 21%
<b>TRENDS</b>	UP 19%
<b>INVITATION</b>	UP 18%

## CONSUMER

<b>BEST SELLER</b>	UP 25%
<b>MOST POPULAR</b>	UP 25%
<b>SUMMER</b>	UP 24%
<b>PREVIEW</b>	UP 21%
<b>BUDGET</b>	UP 20%
<b>ALMOST GONE</b>	UP 19%

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

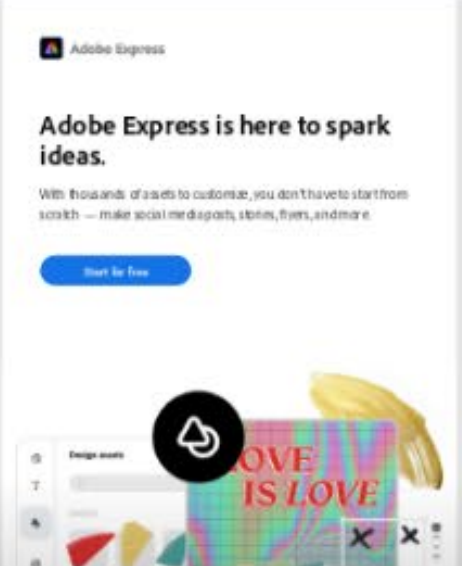
Williams Sonoma	Inbox	Why you'll love cooking with cast iron + cookware ships <b>free</b> - Get it today...	May 13
SiriusXM	Inbox	FREE Upgrade and 79% Off for 1 year, Jay - Enjoy exclusive entertainment f...	May 12
CNBC Pro	Inbox	Start your <b>free</b> trial and see why thousands of investors go Pro!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

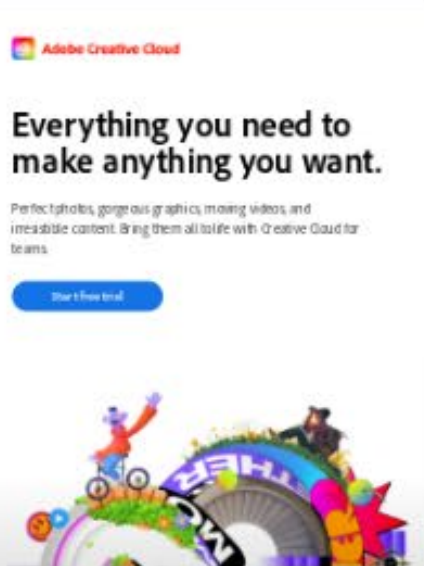


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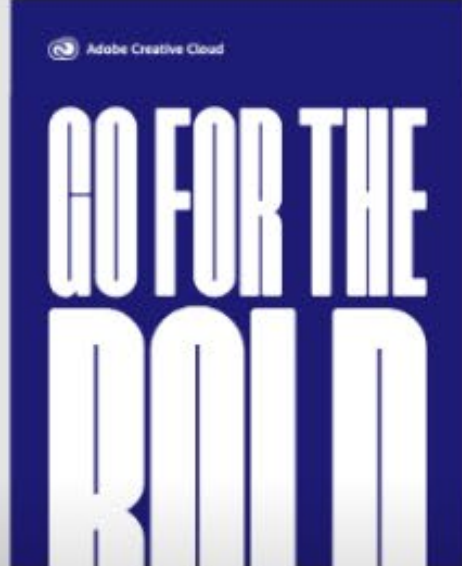


**Build your brand and business.**

Creative Cloud for teams puts 20+ integrated apps for photography, design, video, UX, and more at everyone's fingertips. Try it free for 14 days.

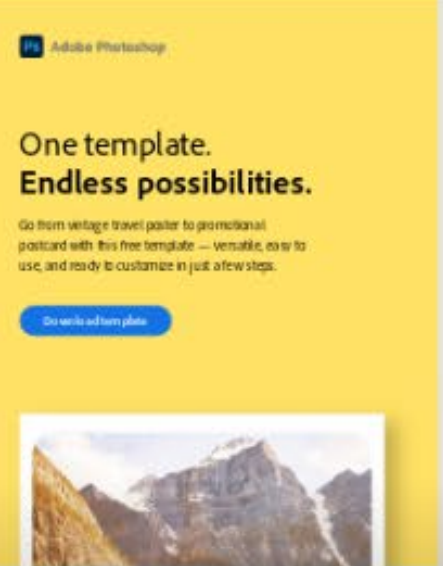
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Your team's 14-day free trial awaits



**GO FOR THE BOLD**

A free font just for you



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Go from vintage travel poster to promotional postcard with this free template — versatile, easy to use, and ready to customize in just a few steps.

[Go create with this photo](#)

Free photoshop templates for posters and postcards





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

Morning Brew	Inbox ☕ Plugging the leak - How
Morning Brew	Inbox ☕ Timeout - Does pausing A
Morning Brew	Inbox ☕ Judge vs. judge - Your
Morning Brew	Inbox ☕ Stay home - Are re
Morning Brew	Inbox ☕ Loaded label - Why
Morning Brew	Inbox ☕ Breaking the seal - V
Morning Brew	Inbox ☕ To the moon - Donald Tru
Morning Brew	Inbox ☕ In the ring - WWE and UP
Morning Brew	Inbox ☕ Falling blocs - How Tetris
Morning Brew	Inbox ☕ Past predictions - It's go
Morning Brew	Inbox ☕ Criminal charges - Trump





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

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

**BUSINESS = 15%  
CONSUMER = 19%**

**EASY:**

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

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%**

The screenshot shows an email inbox with several entries. The subject lines of the emails are circled in blue, highlighting a common pattern: a declarative word or phrase followed by a colon and then the rest of the subject line text. The emails are from various senders, including Total Retail Report, Fanatics.com, Payments Dive, Pottery Barn, Katie Robbert, Trus., Zillow, PacSun, HomeAdvisor - Boca., Lucky Brand, Billabong, REVOLVE, and Demand Gen Report. A blue box on the right side of the screenshot contains the text: **IMPORTANT: FREE GUIDE: STARTS NOW: ANNOUNCING: LAST CHANCE: TODAY: FOR YOU:**

Sender	Subject Line
Total Retail Report	Weekend Edition: 4 Ways Retailers Are Transforming Business With Edge Computing - M
Fanatics.com	EXCLUSIVE! 25% Off College Gear >> - STAR
Payments Dive	Breaking: Fiserv sells SIS unit, Costa Rica o
Pottery Barn	Two words: Free shipping. - Don't miss up to
Katie Robbert, Trus.	INBOX INSIGHTS: 📸 Self Care at Events, In
Zillow	New Listing: 17050 Grand Bay Dr, Boca Rato
PacSun	FINAL HRS: Extra 25% Off Holiday Arrivals
HomeAdvisor - Boca .	Cleaning: How Much Should You Pay? - ✨J
Lucky Brand	Pick Your Pair: 30% Off Denim - Give Your Ol
Billabong	Last Chance: Claim your gift before it's too
REVOLVE	ON SALE: YOUR FAVORITE STYLES - New to
Demand Gen Report	Download Now: 2022 C-Suite Go-To-Market Benchmark Survey - Access new research! I



# EMOJIS ARE STUPID!

## Who Cares!!!






### EMOJIS INCREASE EMAIL OPEN RATES: [LAST 90 DAYS]

INCREASE IN EMAIL OPEN RATE % WHEN USED IN SUBJECT LINE:

#### CONSUMER

	— UP 28%
	— UP 24%
	— UP 22%
	— UP 21%
	— UP 20%

#### BUSINESS

	— UP 25%
	— UP 22%
	— UP 21%
	— UP 19%
	— UP 18%

# EMOJI AS FIRST CHARACTER:

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



Search Engine Land	🔍 21 best ChatGPT alternatives -	5:08 AM
Daniel Murray	🔥 5 Marketing Lessons from the M	Apr 9
Kim Komando	💡 Stop digital snoops - Plus, dash	Apr 9
Morning Brew	☕ Timeout - Does pausing AI develo	Apr 9
Ad World Newsletter	📁 Ad World Swipe File #38 - 5 chea	Apr 7
DTC team	📦 - Soap Squatch - DTC 318 - Dr. So	Apr 7
The Hustle	📱 France goes au naturel - Plus: We	Apr 7
Ari Murray	🍀 Let's Go-to-Market - READ TIME	Apr 7
STACKED MARKETER	🕒 Attribution. - A leading privacy-fi	Apr 7
Growth Daily 📰	➡ Facebook Going After Canva? -	Apr 7

Webinar Registrations



Webinar Attendees



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]**

Anything that takes longer than 8 minutes...



Got 30 minutes? Learn top tips for error-free data import. [Inbox x](#) [free 2023 x](#) [minute x](#)

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WEBINAR SERIES

# DATA INSIGHT

## Expert Hacks for Moving Data In and Out of Salesforce

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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

Me thinking I did something new  
on ChatGPT



## 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
<b>GET THE TIPS</b>	DOWNLOAD
<b>Get Started</b>	Sign Up
<b>SAVE MY SEAT</b>	REGISTER

**You forgot to mention  
personalization in the  
Subject Line?**

» LinkedIn Sales Navi.	Inbox	Jay, you have 82 new lead suggestions - intended for Jay So
» Team Snapchat	Inbox	Jay, See who just added you as a friend - Sophia added you
» Pinterest	Inbox	Street Marketing for Jay - To view this content open the follo
» Uber Eats	Inbox	Deals you don't wanna miss, Jay - From places you'll love.
» Experian	Inbox	Jay, congrats! You have new credit card recommendations
» Experian	Inbox	Jay, it's time to check your utilization! - Title https://click.e.u
» Pinterest	Inbox	Jay, you have a good eye - To view this content open the follo
» Drizly	Inbox	Alert, Jay. Alert. Mother's Day is coming. - Hurry and get dri
» CareerBliss JobAler.	Inbox	Hi Jay! C-Suite Assistants is opening opportunities for a Ex
» Gap Friends & Family	Inbox	Hi Jay, you've still got 40% OFF EVERYTHING & a chance to
» TrueIdentity	Inbox	Jay, don't overpay for car insurance - See which company m
» Loom Team	Inbox	Jay's Workspace has been downgraded to Loom Starter - L
» Nike Membership	Inbox	Roll call: Camper Jay 🍌 - Camp Nike starts 5.15 with 5 days o
» SiriusXM	Inbox	NEW NOTIFICATION. Jay, We've Enclosed Your Next 🎧 D

**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

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Oracle NetSuite <netsuite@na.netsuite.com>  
To Jay Schwedelson



8:03 AM

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Webinar

**The Metrics that Matter  
Most to the Modern CFO**



Measuring Performance to Maximize Results

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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 leaders

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Attention restaurant owners, CFOs and controllers! - S

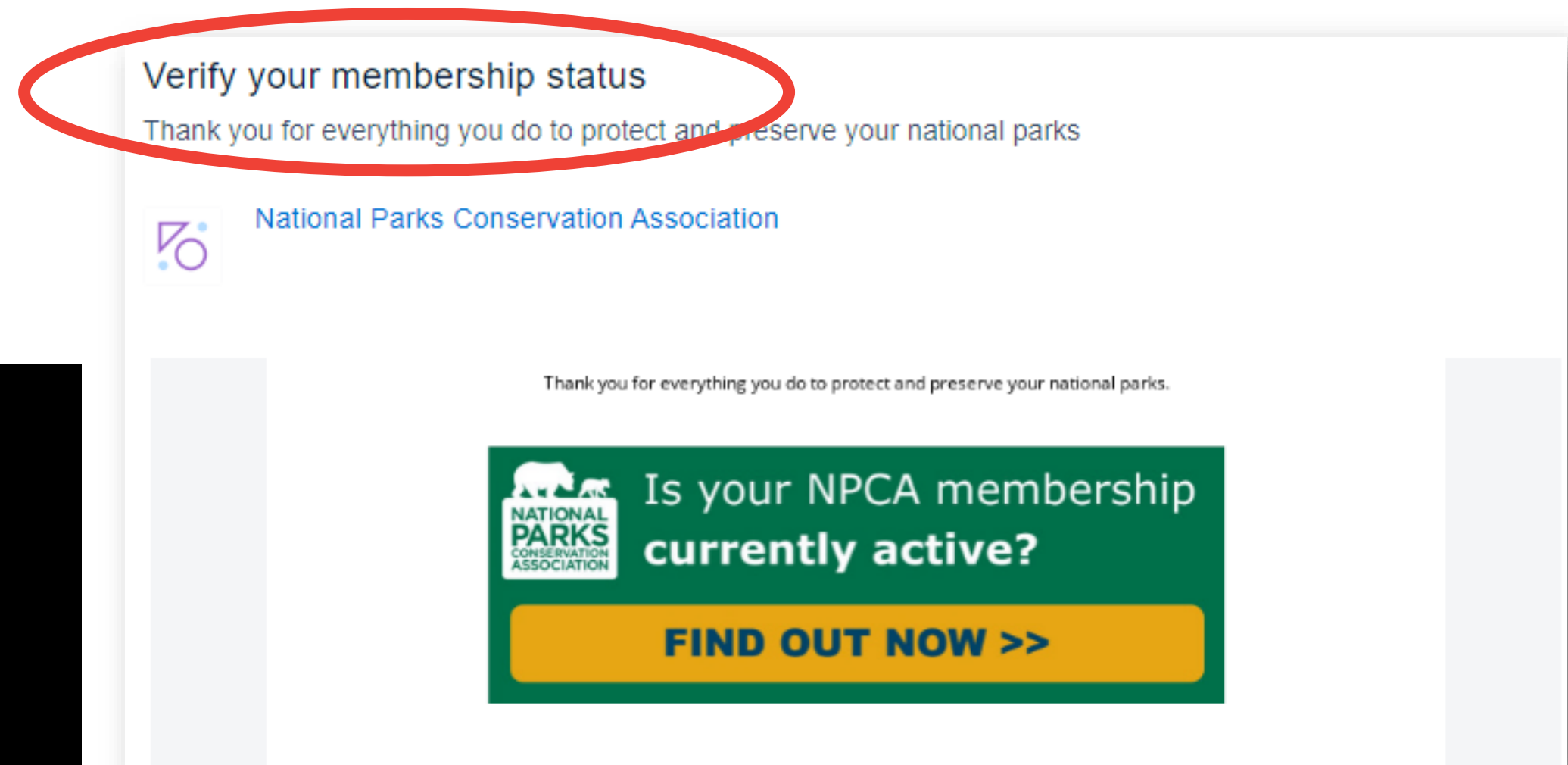
# **The BEST Win-Back Campaign...**

# 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...



# FREE STUFF!!! DON'T LEAVE!

(if you want slides, calendar, etc)



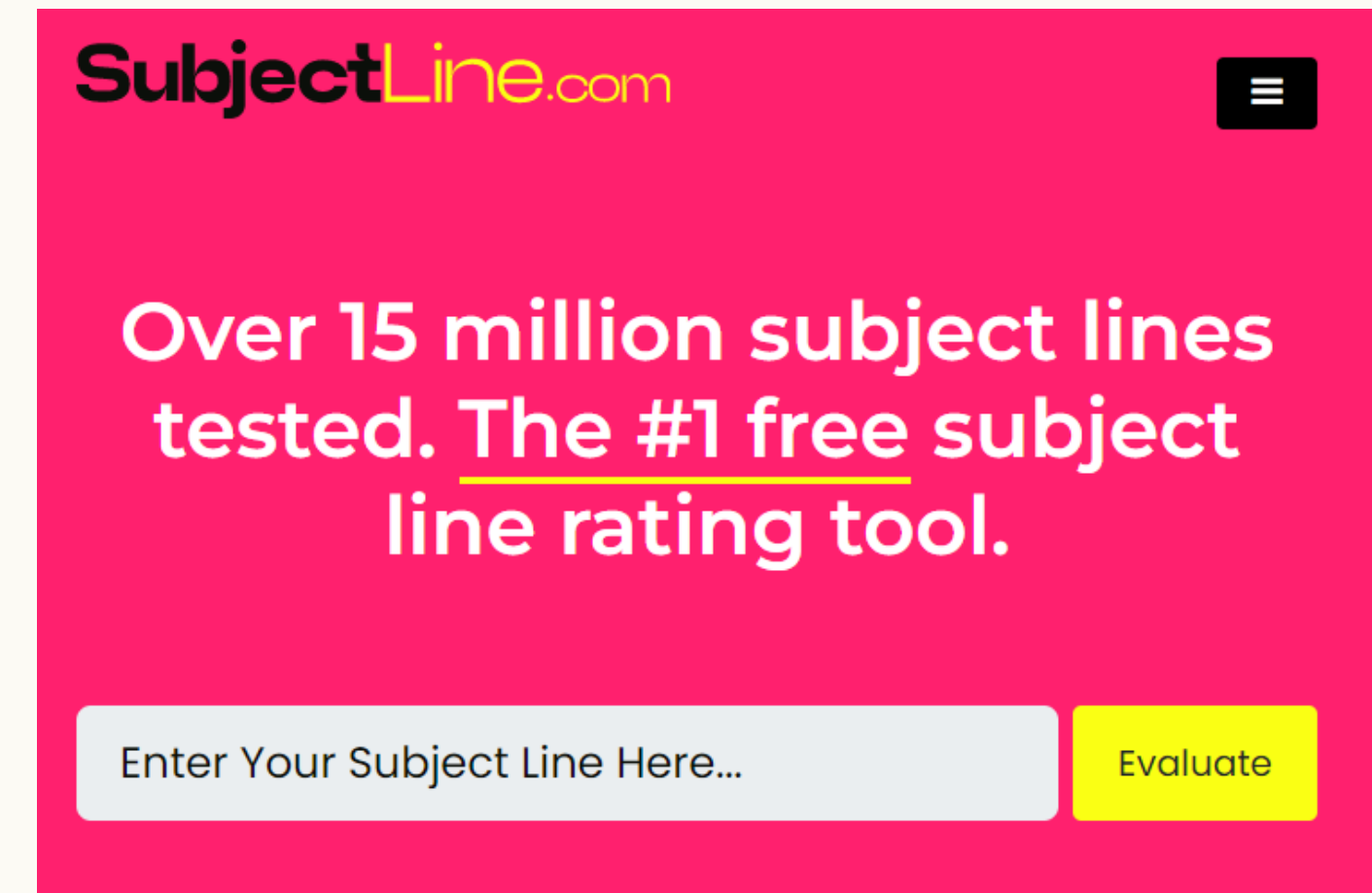


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