

SLIDES ARE NEXT BUT FIRST...

**JUST STARTED THIS PODCAST!
HOPE YOU GIVE IT A TRY!**

“Do This, Not That! For Marketers Only!” Podcast

Click below to follow the show on
Apple Podcast or Spotify!



Listen on Apple Podcast!



Listen on Spotify!

**DO THIS,
NOT THAT!**

FOR MARKETERS ONLY!

with **Jay Schwedelson**
Powered by GURU EVENTS

INBOUND 23

NEW Email Marketing Test Ideas and Pitfalls to Avoid

Speaker: Pierce Ujjainwalla

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

Speaker: Jay Schwedelson

Founder: [SubjectLine.com](https://subjectline.com)

[GuruEvents.com](https://guruevents.com)

[OutcomeMedia.com](https://outcome-media.com)



knak.

Taking your emails from
“meh” to “amehzing”

k.

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.

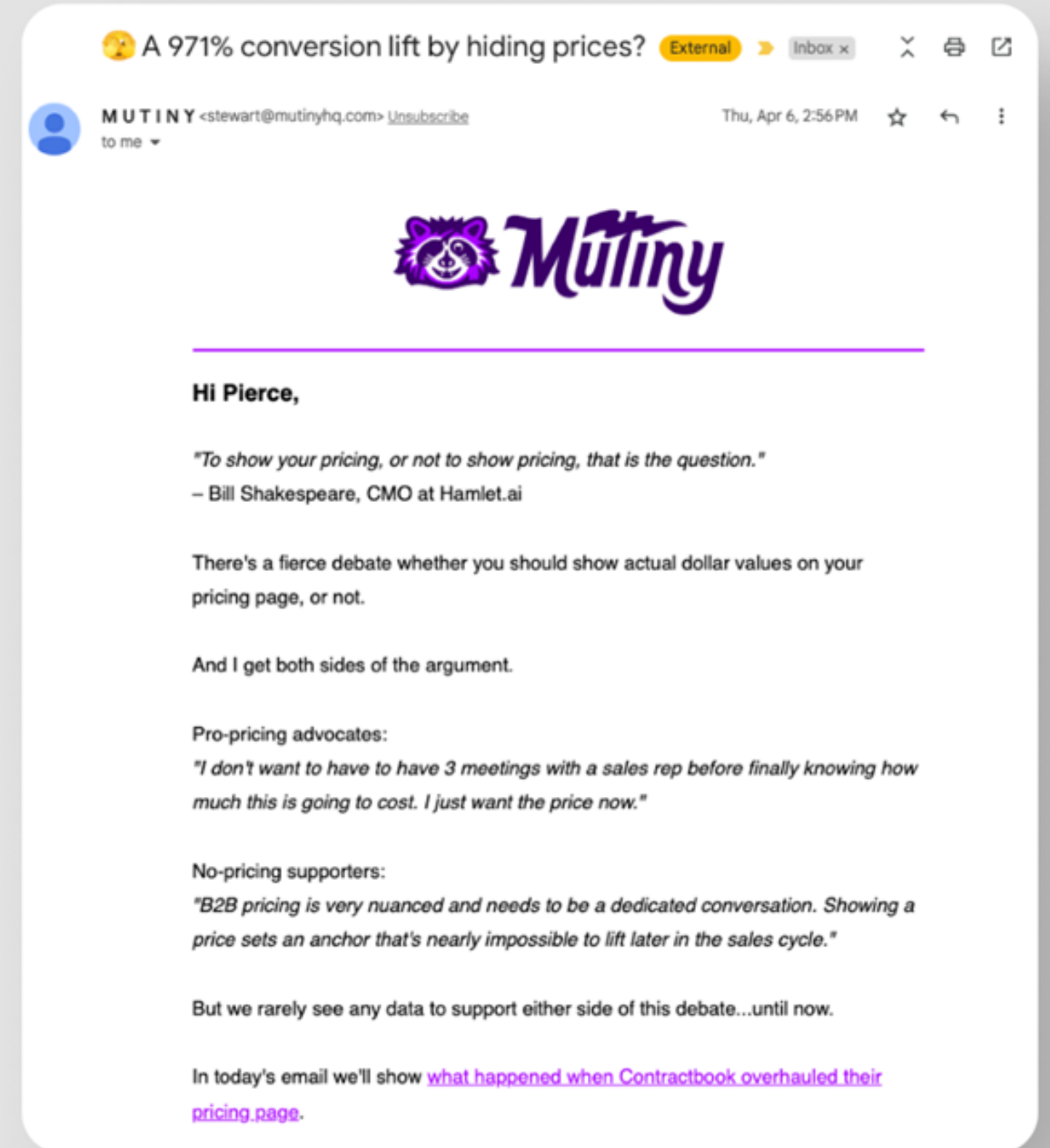
Top Tip

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!**



Your north stars!

The “CHEETAH” Framework

C

CAPTIVATE

H

HUMAN

E

ENTERTAIN

E

EASY

T

TRANSITIONS

A

ANIMATE

H

HARMONY



CAPTIVATE

You only get one shot, one opportunity...

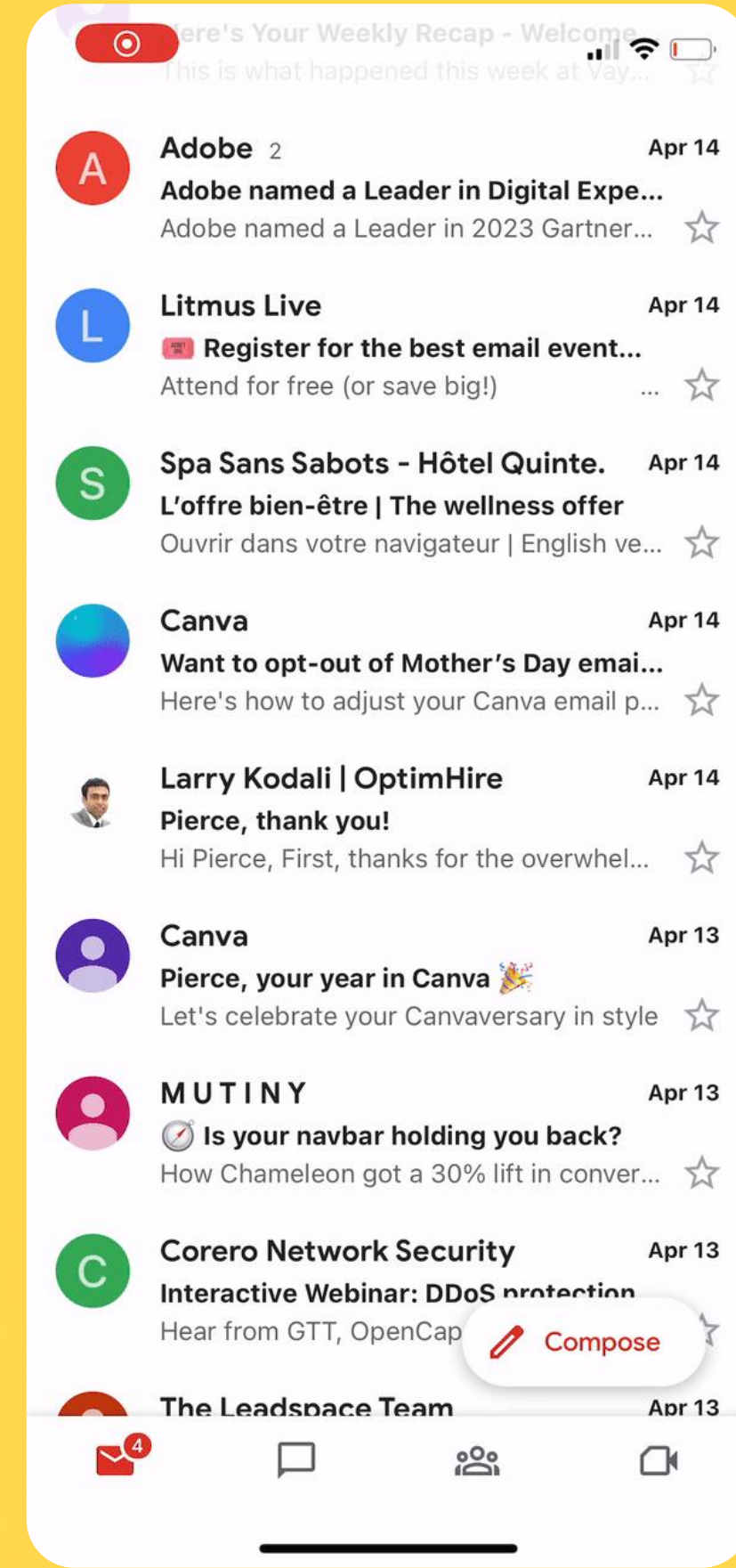
Are you dropping bombs with your sender display name, subject line & preview text?

🎤 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

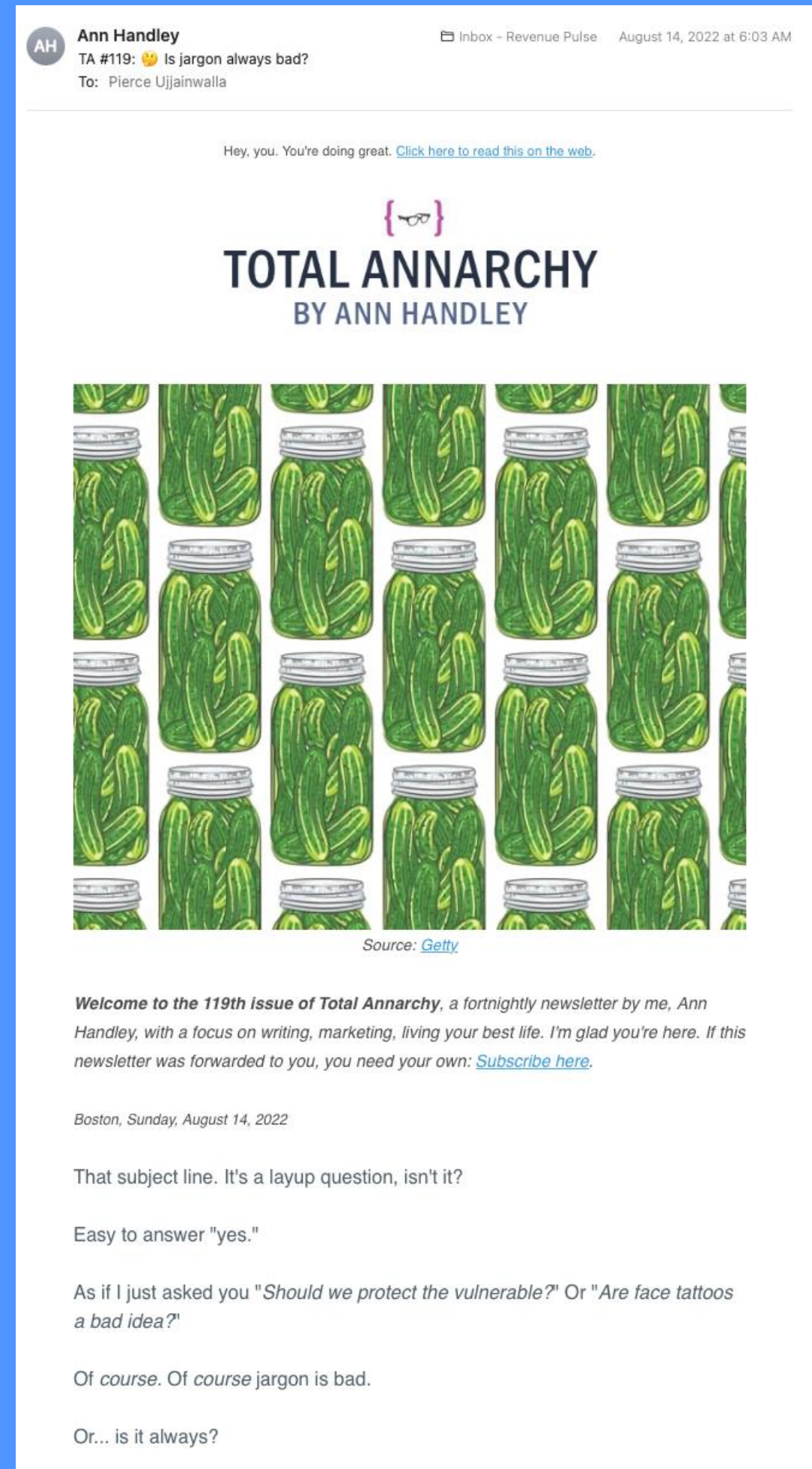
H

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



E

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.](#)

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



E

EASY

Define the GOAL - what do you want them to do?

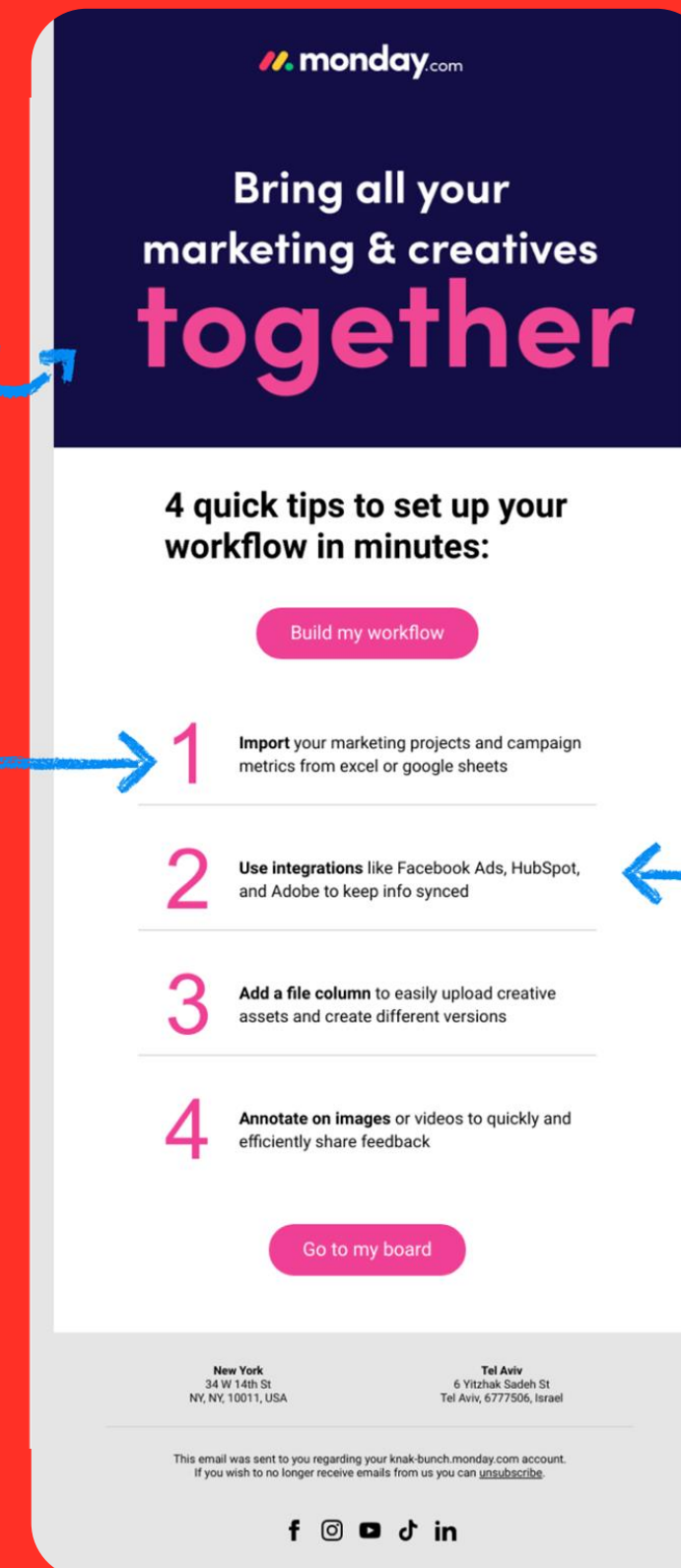
Choose a single Call-to-Action (CTA) and focus on it

Make it easy to read (readable.com)

Reinforce product positioning

Next step called out with clean visuals

Clear next steps





Last call for Black Friday orders

Just a friendly reminder that tomorrow is the last day you can order some of our products. Once the clock hits midnight, we can't guarantee that all your packaging will arrive in time for Black Friday. Plan wisely, hit the button below & don't forget to place your order **before the 27th of October!**

[Order my packaging](#)



To ensure that you receive every email from us please add us to your list of trusted contacts.
© Copyright Packhelp 2022 | [Unsubscribe from newsletter](#) | [Unsubscribe from all emails](#)



T

TRANSITIONS

Get creative with the transitions in your emails

No one said every section needed a straight line across it

It's just another image to add!



HubSpot [Login](#)

Saskia, welcome to your HubSpot journey!

Start saving time at every stage of the funnel using your new HubSpot tools.

[Get started](#)

Reduce prospecting time

Get notified when a prospect visits your site and know which pages they've visited. Personalized prospecting has never been easier or quicker.

[Install the tracking code](#)

Prioritize your outreach

Invest your time in the leads that

noissue.

30% Off Shipping Labels

Our Compostable Shipping Labels are on sale. While stocks last!

Use code: **STOCKUP30**

Shop now



Offer code expires **31st March** 11.59PM EST, and can be used once per person only. Other terms and conditions may apply.

Pair shipping labels with our compostable kraft mailers



Our Stock Kraft Mailers are printed with water-based inks, and are 100% home compostable and recyclable after use!

Order online now →



Be featured on Animoto!

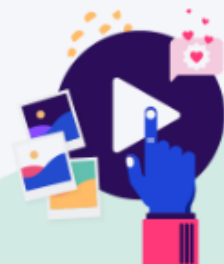
Hi there,

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



Miro basics

From moving around the board to using digital sticky notes, this video will show you how to Miro.

[See how to Miro →](#)



How to do anything

Curious about creating content or collaborating with your team? We'll walk you through it all.

[Watch our how-tos →](#)

Select your team for relevant guides

Engineering / Dev →

Product Management →

Design / UX →

Marketing →

Project Management →

Other →

Happy collaborating,
The Miro Team

Over **45M** people and **99%** of the **Fortune 100** use Miro to solve problems 🚀

Walmart

DELL

CISCO

YOUNG & RUBICAM

Deloitte.

okta

A

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)



The screenshot shows a Meta advertisement on a mobile device. At the top left is the Meta logo, and at the top right is the text "Latest Business News". The main visual is a hand holding a tablet displaying the word "Open" in a large font. Below this image is a headline: "Proven techniques to help businesses succeed". The text below the headline reads: "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." Below the text is a button labeled "Learn more". At the bottom of the ad, there are two smaller images. The left one shows two Instagram mobile screens with various posts, with the headline "Reach more customers with new Instagram ads" and text: "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." The right one shows a Facebook page for "Jasper's Market" with the headline "Introducing a simplified Facebook Pages experience" and text: "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."

H

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.

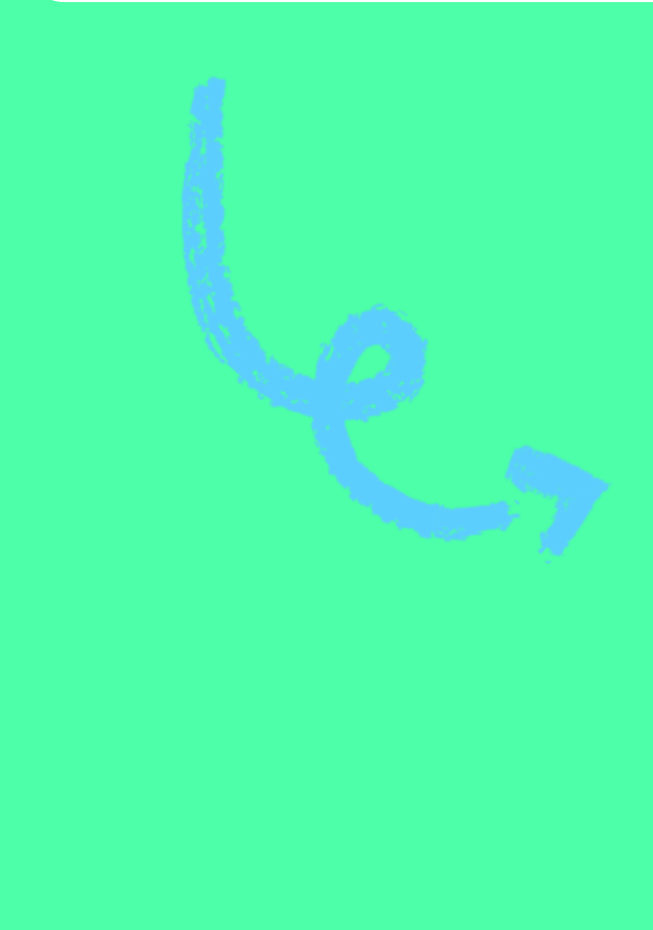
LIVE WEBINAR

Really ~~good~~ 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~~ 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. Here you can take best-in-class emails and landing pages and craft them to fit with your creative vision.

↓

✂ Creativity starts with Inspiration.

Many companies are suffocating creativity with process, martech, and ever-increasing demands, but when everyone is drowning in emails and adverts, creativity breaks through the bland to deliver success. So how do you get creative in 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

Register now

Your hosts and presenters

 PIERCE UJJAINWALLA CEO & CO-FOUNDER	 BRENDAN FARNAND COO & CO-FOUNDER	 FELIX HIGGS PRINCIPAL CUSTOMER SUCCESS MANAGER, STRATEGIC ACCOUNTS	 SAM MUNRO GROUP PRODUCT MANAGER
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C

CAPTIVATE

H

HUMAN

E

ENTERTAIN

E

EASY

T

TRANSITIONS

A

ANIMATE

H

HARMONY

Your north stars!

The “CHEETAH” Framework

The Definitive Guide to Creating Kick-Ass Emails

knak.com

k.

knak.

The definitive
guide to creating
kick-ass emails



Get ahead of changes coming in iOS 17

knak.com/blog



k.

If you can relate to this, Knak can help.

 pujjainwalla

 @marketing_101

 pierce@knak.com



25 MINS...HERE WE GO!

Going to the Conference

Leaving the Conference



WHERE DO MY TRENDS COME FROM?



OUTCOMEMEDIA
a Worldata company

SubjectLine.com

GURU
EVENTS

JaySchwedelson.com

Rihanna, check out the latest



**NAME IS NOT
PERSONALIZATION...
THIS IS OLD NEWS.**

TELL THEM WHO THEY ARE

WHEN MENTIONED IN **SUBJECT LINE** OPEN RATE INCREASE:

INDUSTRY: OPEN RATE UP 25%

EXAMPLE: TRENDS IN CONSTRUCTION INDUSTRY...

FUNCTION: OPEN RATE UP 31%

EXAMPLE: JUST FOR SALES PROFESSIONALS...

INTEREST: OPEN RATE UP 27%

EXAMPLE: JUST FOR DIY FANS...

TELL THEM WHO THEY ARE

WHEN MENTIONED IN SUBJECT LINE OPEN RATE INCREASE:

BUT NOW THERE IS ANOTHER LEVEL!!!!!!!!!!!!!!

EXAMPLE: JUST FOR SALES PROFESSIONALS...

INTEREST: OPEN RATE UP 27%

EXAMPLE: JUST FOR DIY FANS...

YOUR DATABASE IS DIRECTOR LEVEL... TALK C-LEVEL

WHAT CMO'S KNOW...

EVERY CEO READS THIS

TECHNOLOGY LEADERS GUIDE TO NETWORK SECURITY

B2B

YOUR DATABASE IS BEGINNER LEVEL... TALK EXPERT

FOR THE TECH SAVVY BUYER

LUXURY SEEKERS LOVE THIS...

HOW AFFLUENT INVESTORS EVALUATE STOCKS

B2C

McKinsey Daily Read	Inbox	How CFOs are juggling priorities to build resilience -
IT Highlights from .	Inbox	Get ready: 87% of IT leaders expect higher investme
Retail Dive	Inbox	How retail leaders are using performance marketing
Charitybuzz	Inbox	Luxury fashion auctions tailored just for you: Flash r
REVOLVE	Inbox	Luxury pieces to invest in now
West Elm	Inbox	Sleep in pure luxury : TENCEL™
South Florida Busin.	Inbox	The CFOs Guide to Automation
Demand Gen Report	Inbox	CMO Outlook Guide: Top Prioriti
CMSWire Breakfast B.	Inbox	CMO's 30-60-90-Day Agenda

ASPIRATIONAL:

SUBJECT LINE THAT MENTIONS ASPIRATIONAL ELEMENTS INCREASES OPEN RATES:

BUSINESS: 28%
CONSUMER: 24%

'0' AND '5' ARE SUS

- HubSpot Blog, Websi. Inbox **Make a Professional WordPress Site in 7 Steps** - Here
- The Daily Sales via. Inbox **7 Tips To Be A GREAT Sales Manager** - We all hear and
- HubSpot Blog, Websi. Inbox **9 Sponsorship Form Templates Your Site Needs** - Lea
- Marketing Dive Inbox **7 Steps To An Effective Marketing Plan** - It's filled with
- Condé Nast Traveler Inbox **32 Must-See Places in Italy** - Best Stargazing Spots, S
- NRF SmartBrief Inbox **Increase ROI by 32% by embracing omnichannel** - C

JOIN 11,842 SUBSCRIBERS

OR

JOIN 12,000 SUBSCRIBERS

SUBJECT LINE: NON-ROUND NUMBERS INCREASE OPEN-RATES BY 21%

EXAMPLES:

SUBJECT LINE: 4 THINGS ALL HR PRO'S SHOULD KNOW...

CONTENT DOWNLOAD: NON-ROUND NUMBERS INCREASE DOWNLOAD RATE BY 27%

EXAMPLES:

CONTENT NAME: 7 TRENDS TIP SHEET FOR CFO'S

NEWSLETTER SIGN UP: NON-ROUND NUMBERS INCREASE REGISTRATION BY 24%

EXAMPLES:

NEWSLETTER REGISTRATION: JOIN 11,728 SUBSCRIBERS WHO ALREADY HAVE ON BOARD

SUBJECT LINE: NON-ROUND NUMBERS

EXAMPLES:

SUBJECT LINE: 4 THINGS ALL HR PRO'S

CONTENT DOWNLOAD: NON-ROUND NUM

EXAMPLES:

CONTENT NAME: 7 TRENDS TIP SHEET FOR CFO'S

NEWSLETTER SIGN UP: NON-ROUND NUMBERS INCREASE REGISTRATION BY 24%

EXAMPLES:

NEWSLETTER REGISTRATION: JOIN 11,728 SUBSCRIBERS WHO ALREADY HAVE ON BOARD

**ARE YOU A/B TESTING YOUR
CONTENT TITLE???**

(SILENT CAMPAIGN KILLER)

**ARE YOU A/B TESTING YOUR
NAME OF SALE???**

27%

7 RANDOM IDEAS WORKING IN EMAIL RIGHT NOW!!!

2:00am Brilliant Idea



Same Idea in Morning



1ST PERSON

CALL-TO-ACTION **BUTTONS**
WRITTEN IN 1ST PERSON
INCREASE CLICK-THROUGH
RATE BY 28%



BORINGVILLE

1ST PERSON

REGISTER



SAVE MY SPOT!

- **START MY FREE TRIAL NOW!**
- **GET MY EXCLUSIVE DISCOUNT!**
- **CLAIM MY SPOT TODAY!**
- **DOWNLOAD MY EBOOK INSTANTLY!**
- **UNLOCK MY SAVINGS!**
- **SEND ME THE SAMPLE!**
- **RESERVE MY SEAT!**
- **SHOW ME THE DEALS!**
- **GIVE ME ACCESS!**
- **I WANT IN!**
- **SEND ME THE GUIDE NOW!**
- **START MY JOURNEY!**
- **COUNT ME IN!**
- **SEND ME THE COUPON!**
- **GIVE ME THE INSIGHTS!**
- **GIVE ME THE DISCOUNT CODE!**
- **SHOW ME THE EXCLUSIVE CONTENT!**
- **LET ME START SAVING!**

Litmus Weekly

Inbox 5 **steps** to a better email workflow, design tools t

Human Resources

Inbox The six key **steps** to start a workplace investigat

Dormify

Inbox 6 **steps** to the perfect dorm bed - our best basics

HubSpot Blog, Sales

Inbox 4 **Steps** to Getting Emotions to See

Crate & Kids

Inbox The coziest bed in 4 simple **steps** -

HP.com

Inbox **Step** 1: Open this email. **Step** 2: Sav

Domino's Pizza

Inbox One more **step** to earn your FREE P

Dior

Inbox Your 3-**Step** Sauvage Skin Routine -

West Elm

Inbox Update your space in 1 **step** ✓ - Ea

LAST 90 DAYS:
'STEPS' MENTIONED
IN SUBJECT LINE
BOOSTING OPEN
RATES:
BUSINESS: 24%
CONSUMER: 19%

» Think with Google US

How Search AI is changing marketing

And how it helps agencies do more for brands

» Think with Google US

Breaking down what cybersecurity is all about

And why it matters to people and businesses

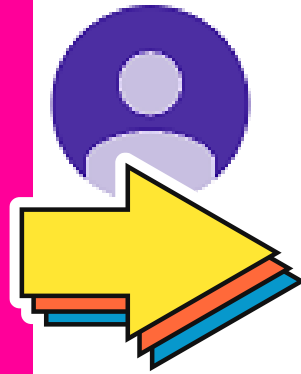
**THIS IS A
PRE-HEADER
(BUT YOU KNEW THAT...)**

**AND YOU BETTER BE USING
THIS FOR 'OFFER RELATED'
INFO...**

**OFFER INFO VS. 'TROUBLE VIEWING'
'OFFER INFO' INCREASES OPEN
RATES BY 22%**

BUT THAT IS NOT THE NEW TEST TO TRY...

GENERIC PRE-HEADER:



» **Canva**

Your first draft, fast

Start designing with Magic Write Canva Design with Canva Time



» **eMarketer FYI**

Improve email deliverability and optimize each send.

Learn how to optimize email deliverability and drive greater email



» **Think with Google US**

How Search AI is changing marketing

And how it helps agencies do more for...



» **Think with Google US**

Breaking down what cybersecurity is all ab...

And why it matters to people and busin...

'CONTINUATION' PRE-HEADER:

NYT Cooking

Inbox Baked spaghetti is a 9x13 pan of comfort - **And** a six-ingredient, 20-minute, five-star sa

HAY

Inbox 50% Off Select Styles - **Plus**, enjoy 20% off everything else.

Dermatology Advisor

Inbox Atopic Dermatitis in Adulthood & Increased Risk for VTE: Is There a Link? - **Plus:** Are s

Really Good Emails

Inbox "I'll be watching you" is a creepy lyric - **Plus** unlocking the power of email marketing, be

Think with Google US

Inbox 3 ways to get more from your video ads - **But** they're often overlooked

AND...
BUT...
PLUS...

'CONTINUATION'
PRE-HEADERS INCREASE
OPEN RATES BY 19%

DON'T PUSH THE MARKETING MANAGER!

BOSS: Can you take a few minutes and sort out our CRM database?

ME:



'PAIN POINT' SUBJECT LINES INCREASING OPEN RATES:

Poppin	Inbox	Is Your	Office Hybrid Happy? - Strike a balance between differer
Validity, Inc.	Inbox	Is your	email program protected from deliverability threats? -
Planet Fitness	Inbox	Feeling	the FOMO yet? Join in the fun! - Exc
Search Engine Journ.	Inbox	Tired of	losing online leads? Show up higher
Lisa at FreshBooks	Inbox	Is your	business running you ragged? - How
Daymond John	Inbox	SOS Feeling	Overwhelmed? - Hey jay, If you're

**'IS YOUR'
'FEELING'
'TIRED OF'
'STRUGGLING WITH'**

**BUSINESS: UP 29%
CONSUMER: UP 22%**

LANDING PAGE:

LAST 90 DAYS:

HOW TO BOOST CONVERSIONS!

LONG FORMS ARE MID

ORACLE[®] NETSUITE GET MY FREE PRODUCT TOUR

NETSUITE FINANCIALS

#1 Cloud Accounting Software

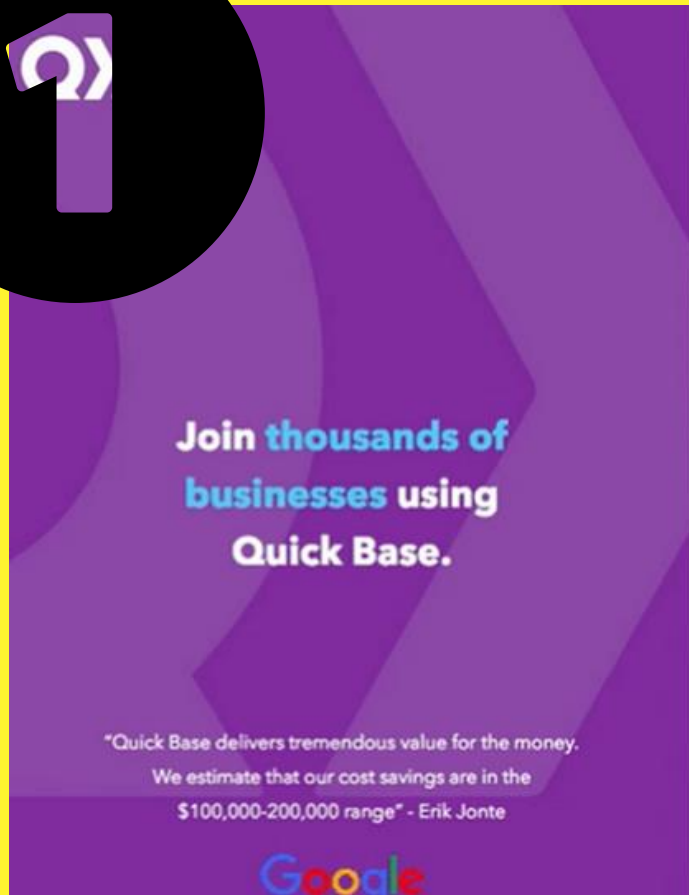
Today, more than 16,000 customers use NetSuite to run their business in the cloud. Get your FREE customized tour now!

First Name*	Last Name*
<input type="text"/>	<input type="text"/>
Company*	Work Email*
<input type="text"/>	<input type="text"/>
Phone*	Country*
<input type="text"/>	United States
How did you hear about us?*	Your Role*
<input type="text"/>	<input type="text"/>
Type of Business*	# of Employees*
<input type="text"/>	<input type="text"/>

Yes, send me marketing communications on Oracle Products, Services and Events.*

**MULTI-PAGE FORMS
INITIATED WITH 2 FIELDS
INCREASE CONVERSION
RATES BY 37%
VS.
SINGLE LONG FORM**

1



Sign up for a free 30-day trial.
No credit card required.

STEP 1 OF 2

Business Email

Password

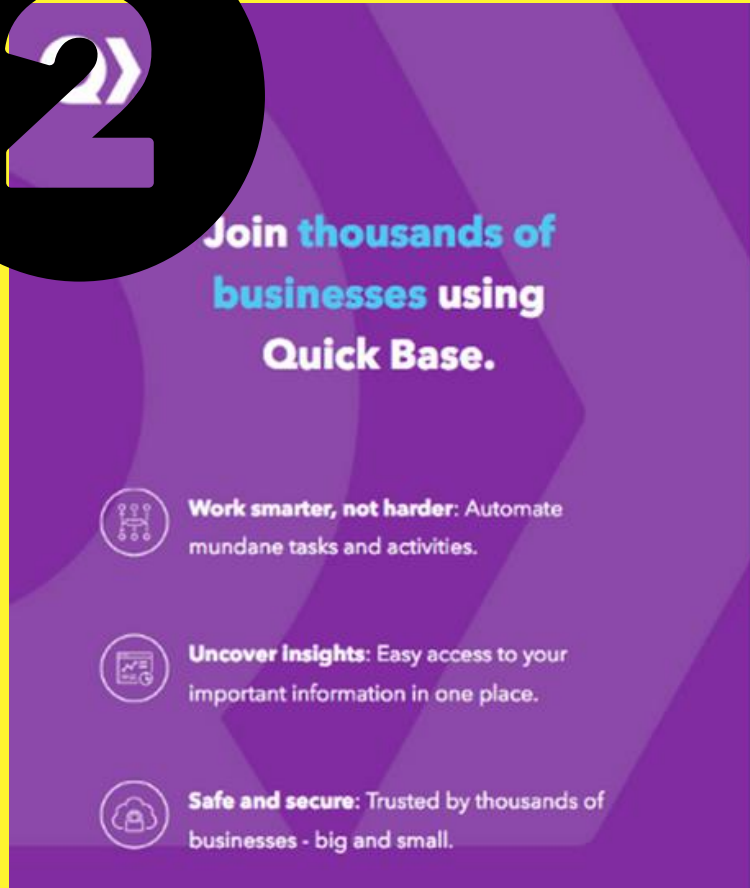
Your password must have:

- 8-20 characters
- At least one letter
- No spaces or tabs
- At least one number

Next

Already have an account? [Sign in](#)

2



You're one step away from a better business.

STEP 2 OF 2

First Name Last Name

Company Name Number of Employees*

Direct Phone

Start My Trial

By proceeding, you agree to our [Terms of Service](#) and [Privacy Policy](#)

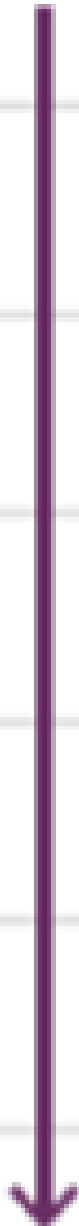
EASY

First Name *

Last Name *

Company

Email Address *



ANNOYING

First Name *

Last Name *

Company

Email Address *

Address *

City *

State *



EASY

ANNOYING

First Name *

Last Name *

Company

Email Address *

First Name *

Last Name *

Address *

City *

State *

Single-Column Forms Have a 21% Higher Overall Conversion Rate Than Zigzag forms.

When Destination Page Submission Button Describes Offer: Conversion Rates Increase By 17%

B2BQUOTES.COM Talk to a human right now 1-844-410-1112 Submit your project

Join 3000+ Canadian SMEs!
Looking for a website development partner?
Get 3 referrals of website creation providers in less than 48h and compare. It's free!

Submit your request now
We will refer the most qualified website development agencies and freelancers so you can compare their offers.

Your name *
Your email *
Your city *
Your work phone *
Description of your project *

GET 3 QUOTES NOW

Why B2BQuotes ?
3000+ businesses found the right website development partner with our platform

Frederick MODERNA MERCER OPTIMUM
sports experts CGI

GET 3 QUOTES NOW!

START FREE TRIAL

GET MY FREE DEMO

RANDOM:

**Mentioning NEXT MONTH [i.e. OCTOBER] in
Subject Line Within 2 Weeks of That Month
Increases Open Rates:**

Business UP 19%

Consumer UP 22%

RANDOM:

Letter Format Emails in November and December:

Reply Rates UP 47%

And chill...unsubscribe rates highest then too!

How A/B Testing Actually Happens



THE GOLDEN
BACHELOR IS
THE SECRET TO
EMAIL
MARKETING
SUCCESS...

IT'S NEVER TOO LATE TO FALL IN LOVE... AGAIN



The GOLDEN
BACHELOR

THIS FALL



STREAM ON **hulu**

**THE GOLDEN BACHELOR:
HORRIBLE IDEA!
DON'T DO IT!
I WOULD NEVER WATCH THAT!**

THE GOLDEN BACHELOR:

HORRIBLE IDEA!

DON'T DO IT!

I WOULD NEVER WATCH THAT!

EMAIL TEST IDEAS:

I HEARD THAT NEVER WORKS.

IN OUR INDUSTRY WE CAN'T DO THAT.

UGGHH...I HATE WHEN I GET THOSE. NO WAY.

**"WE SHOULD
SELL HOT DOGS
WHEN PEOPLE
GET GAS"**



**GET YOUR EMAIL
NEWSLETTER IN
FRONT OF MORE
PEOPLE!**

INSTANTLY!

**FINDING CONTENT
FOR 1ST NEWSLETTER**

**FINDING CONTENT
FOR 28TH NEWSLETTER**



LINKEDIN NEWSLETTERS ARE EMAIL!!!



 NEWSLETTER ⋮

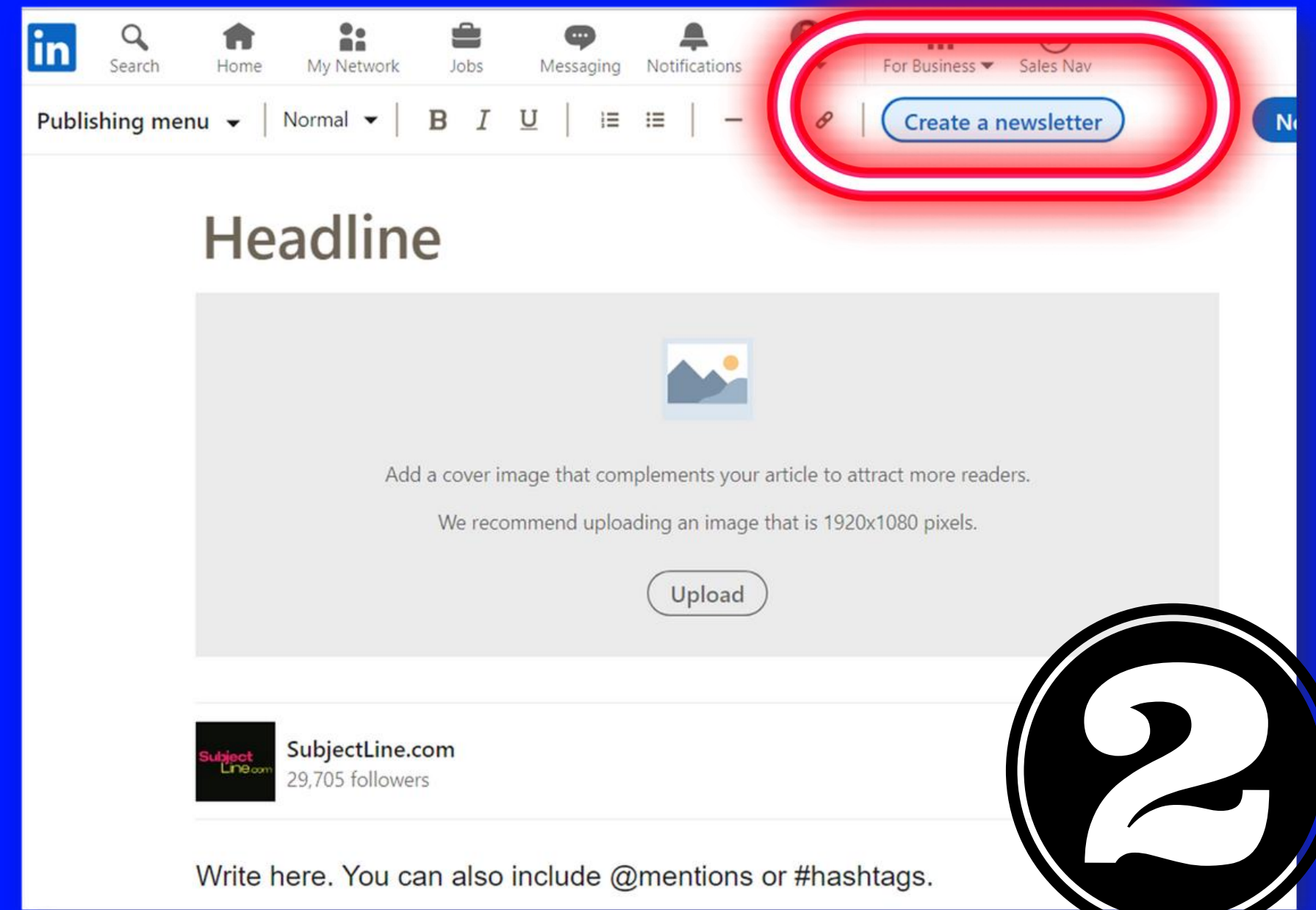
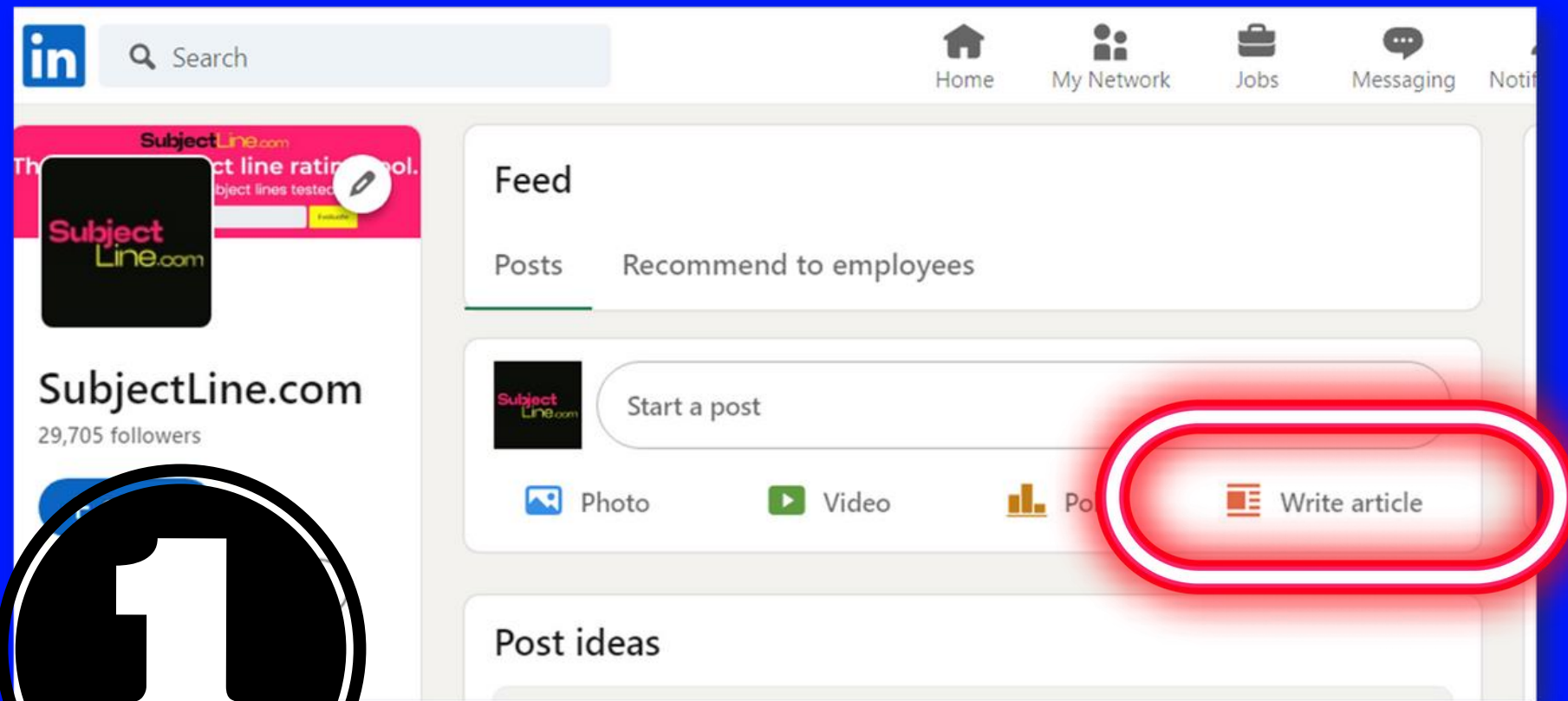
The Scoop [Email Marketing]

My Email Tips and Trends Newsletter - For Business and Consumer Marketers

 By Jay Schwedelson
Founder SubjectLine.com & President and CEO Outco...

Published biweekly
13,686 subscribers

2 STEPS...30 SECONDS (FREE)

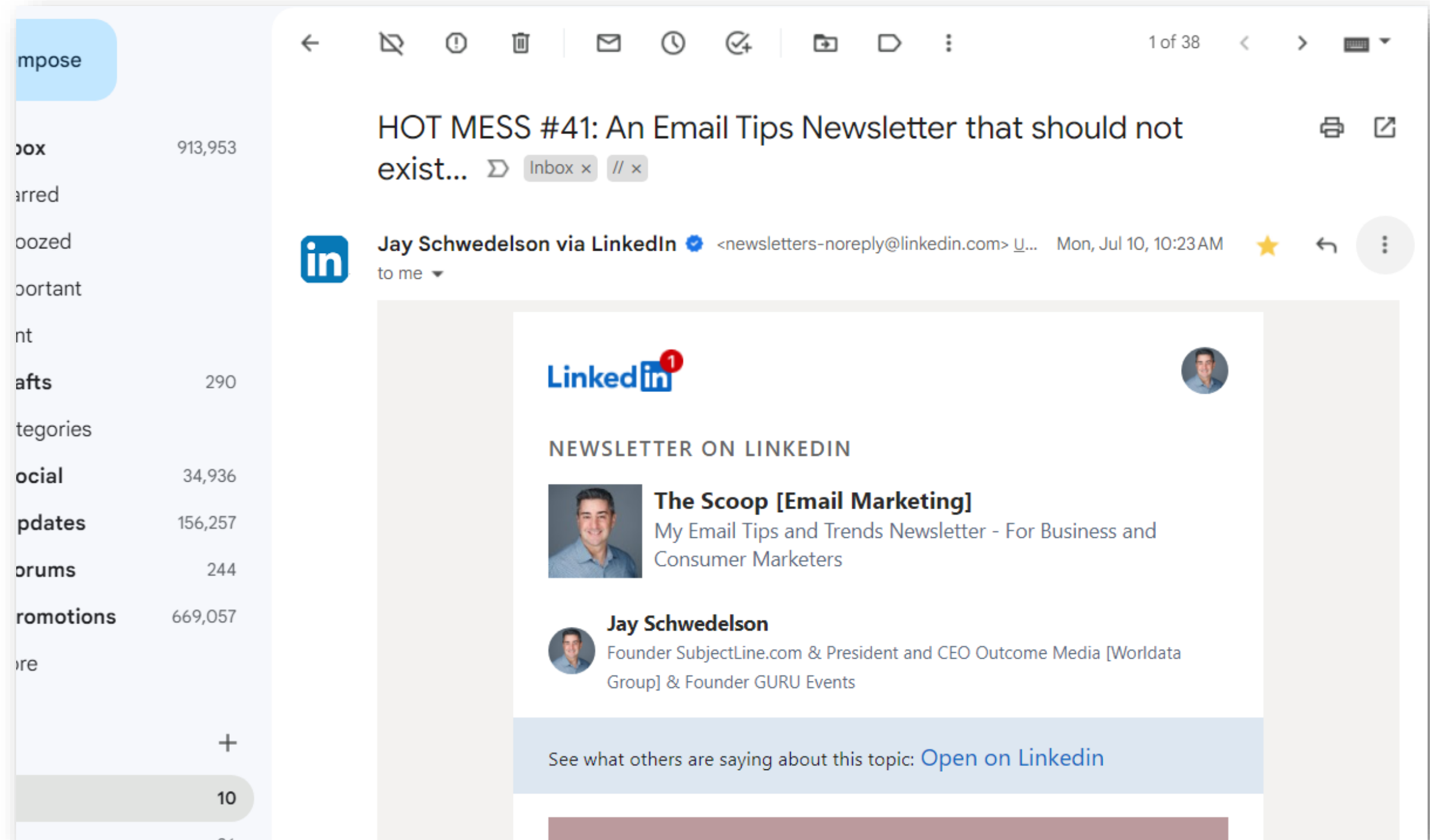


**LINKEDIN EMAIL
NEWSLETTER**

THE FIRST TIME YOU PUBLISH A LINKEDIN NEWSLETTER IT GOES OUT TO ALLLLLLLLLLL OF YOUR FOLLOWERS AND ASKS IF THEY WANT TO SUBSCRIBE.

IT IS THE ONLY THING ON LINKEDIN THAT HAS ZERO TO DO WITH THE ALOGRITHIM

**YOUR
LINKEDIN
NEWSLETTER
IS SENT OUT
VIA EMAIL TO
EVERYONE...**



LINKEDIN EMAIL NEWSLETTERS ARE EMAIL! AND AWESOME!

HOW IT WORKS AND WHY YOU NEED TO DO IT:

CAN YOU HAVE ONE FOR A PERSONAL PAGE AND A COMPANY PAGE?

YES!

(ALL YOU NEED IS AT LEAST 150 FOLLOWERS)

IS IT FREE?

YES!

PUBLISH THE EXACT SAME THING FROM YOUR REGULAR NEWSLETTER

KEY STATS:

- **11% AVERAGE SUBSCRIBE RATE IN FIRST 10 DAYS**
- **16% AVERAGE SUBSCRIBE RATE IN FIRST 30 DAYS**

- **99% INBOXING RATE**

- **CLICK-THROUGH: 22% HIGHER THAN SAME NEWSLETTER SENT VIA REGULAR EMAIL DISTRIBUTION**

- **THERE ARE ONLY 63000 LINKEDIN NEWSLETTERS! YOU CAN STAND OUT!**

WAIITTTT!!! SLIIIDEEESSS!!!

**AND I AM DOING ANOTHER SESSION!
AND FREE STUFF!**

**SENDING OUT THE EMAIL AT 4PM
BECAUSE IT JUST NEEDS TO GET OUT!**



YOU ARE GONNA GET SICK OF ME!

THURSDAY: 10:15

**Online and In-Person Event Marketing: What's Working Now!
[Development Stage]**

FRIDAY: 9:30

**Debate: Email — Get the Open! vs. Get the Response!
[Discovery Stage]**

FRIDAY: 11:00 – FREE SWAAAAGGG!! – RESERVATION REQUIRED!!

**Meetup: GURU Events Email Marketing Community
[SHOW FLOOR]**

WAIT!!! SLIDES, CALENDAR, MORE...

"I want everything"

Just email me at:

JayS@CorpWD.com



GURU  **2023**
THE CONFERENCE
THE WORLD'S LARGEST VIRTUAL EMAIL MARKETING CONFERENCE!
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