



**WOMEN
IN EXHIBITIONS**
North America Chapter

Email Marketing Isn't Dead: How to Go From 0 to 20,000+ Registrations for Your Event

Jay Schwedelson

Founder of GURU Media Hub

Podcast Host of Do This, Not That!: For Marketers

**NOBODY CARES....
BUT HERE YOU GO**

LAST 12 MONTHS:

**2,041 WEBINARS
157 IN-PERSON EVENTS**

**GURU CONFERENCE - 24,118 MARKETERS
DELIVERED CONFERENCE - 7,412 MARKETERS
EVENTASTIC - COMING JUNE 2025!**



**GURU MEDIA
HUB**

 **OUTCOMEMEDIA**
a Worldata division

SubjectLine.com

**VERY, VERY, VERY
SMALL CHANGES CAN
HAVE BIG IMPACT!**

PERSONALIZATION FAIL



WHEN WE MAKE FIRST CONTACT WITH ALIENS



1ST PERSON

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

nah.



Hi julie,

We are thrilled to invite you to **Interactions 2024** at the brand-new Fontainebleau Hotel in Las Vegas from June 10-12.

Don't miss this chance to see the latest CX innovations and meet with industry experts to shape the future of CX at the biggest customer experience event in the industry.

Additionally, to make sure you get everything you need to create a leading CX organization, we are excited to offer **Interactions.EDU**. These expert-led sessions are your opportunity to get a head-start on Interactions with even more hands-on training, insider tips and best practices!

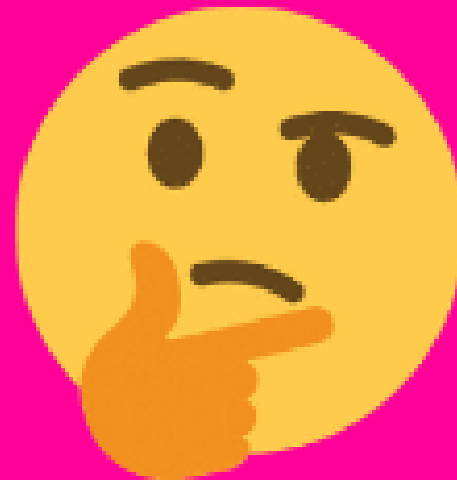
Secure your place today to take advantage of our exclusive early-bird pricing.

Looking forward to seeing you in Las Vegas for Interactions 2024!

[> Register today for the CX event of the year!](#)

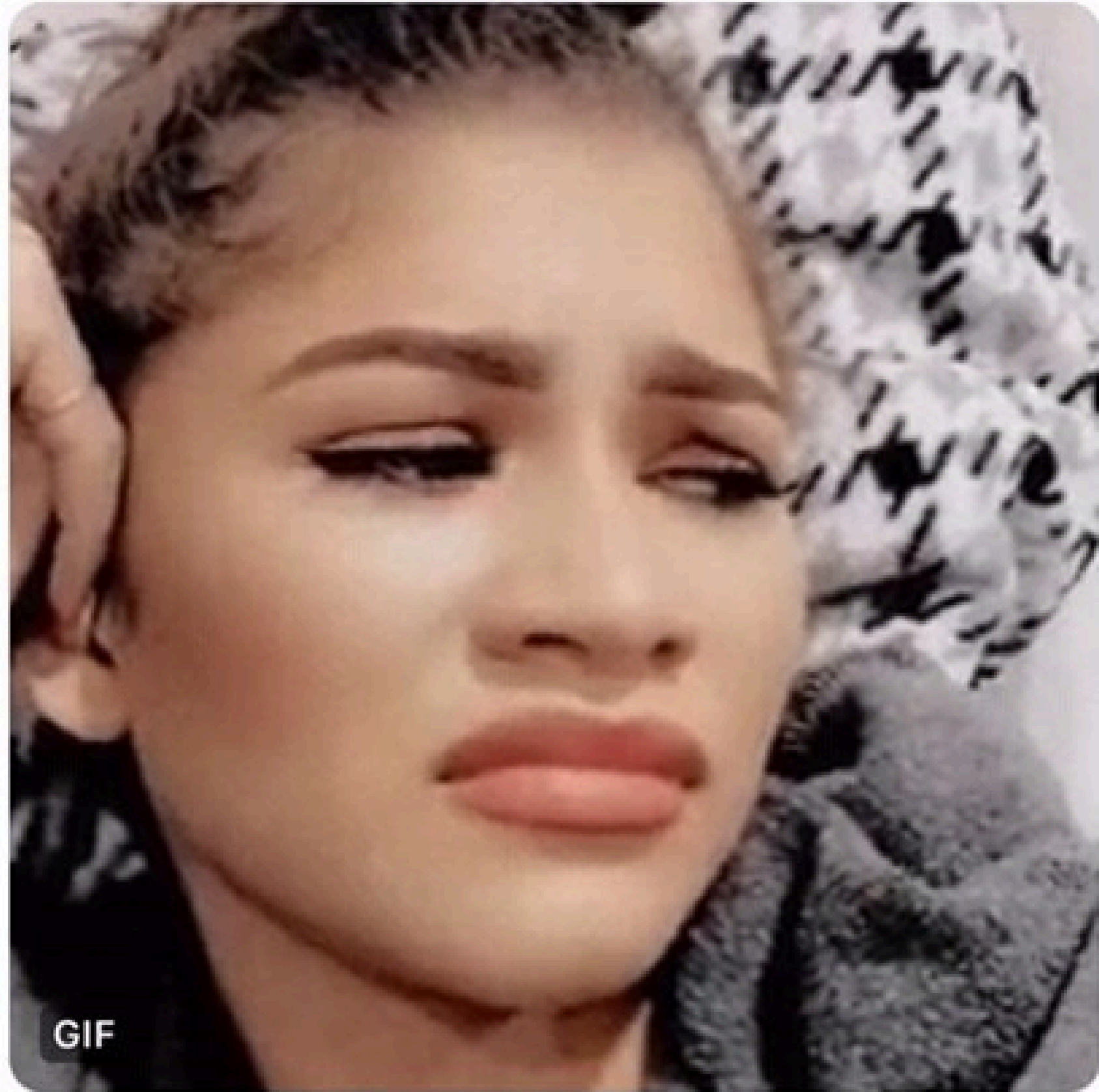
1ST PERSON

REGISTER



SAVE MY SPOT!

- "COUNT ME IN!"
- "I'M SO THERE!"
- "SAVE MY SEAT!"
- "I'M EXCITED!"
- "DON'T START WITHOUT ME!"
- "I'M ALL ABOUT THIS!"
- "HOLD MY PLACE!"
- "COUNT ME 200% IN!"
- "LET'S DO THIS – I'M READY!"
- "MAKE ROOM FOR ME!"
-

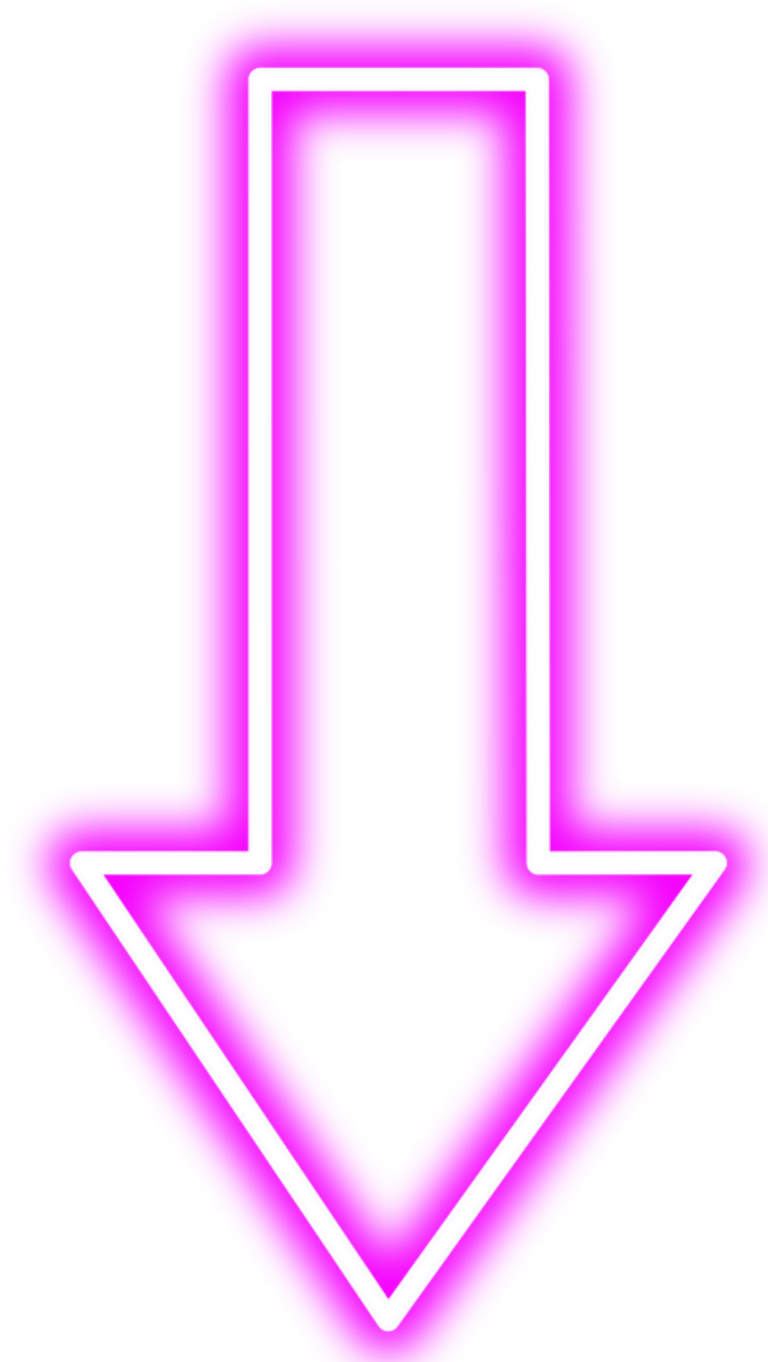


**LEARN!
DISCOVER!
REGISTER!**

EVENT EMAIL PROMOTIONS:

FIRST WORD OF SUBJECT LINE OPEN RATES DROP BY:

- LEARN DOWN: 11%**
- DISCOVER DOWN: 9%**
- REGISTER DOWN: 14%**
- REMINDER DOWN: 9%**
- FIND OUT DOWN: 14%**
- JOIN DOWN: 7%**



UMMM...NO

Google Cloud	Inbox	Discover what's in store at Next 2025 -
Think with Google U.	Inbox	Learn about the future of AI with Katie
QSR Webinars	Inbox	Discover proven strategies for increasing
Chief Marketer Alert	Inbox	Discover CMO Talks Latest Ad Campaign
Adobe Summit	Inbox	Learn the AI insights you need for the fu
Digital Marketing D.	Inbox	Learn how today's CDPs are leveraging
Franchise Times	Inbox	Find Out Why Franchises Are Embracing

**SOCIAL
PROOF IS
EVERYTHING!**



BAD:

GENERIC SOCIAL PROOF

“GREAT EVENT!”

GOOD:

**QUANTIFIABLE METRICS IN
SOCIAL PROOF**

**I CONNECTED WITH OVER 50 INDUSTRY
PROFESSIONALS IN JUST TWO DAYS!**

BAD:

GENERIC SOCIAL PROOF

CONVERSION RATES INCREASE
OVER 15% ON **EVENT OFFER**
DESTINATION PAGES WHEN
'QUANTIFIABLE' TESTIMONIALS USED
VS. GENERIC

CONNECTED WITH OVER 50 INDUSTRY
PROFESSIONALS IN JUST TWO DAYS!

“WALKED AWAY WITH 3 TEMPLATES AND A 10-STEP PLAN I STARTED USING IMMEDIATELY TO STREAMLINE MY WORKFLOW.”

“THE BREAKOUT SESSIONS HELPED ME INCREASE MY TEAM’S PRODUCTIVITY BY 25% IN JUST ONE MONTH.”

“BY ATTENDING, I AVOIDED A \$5,000 MISTAKE I WAS ABOUT TO MAKE ON MY NEXT PROJECT.”

“TOOK 20 PAGES OF NOTES AND WALKED AWAY WITH 7 TOOLS I’D NEVER HEARD OF BEFORE BUT NOW CAN’T LIVE WITHOUT.”

“LEARNED MORE IN 2 DAYS THAN IN 6 MONTHS OF WEBINARS.”

“MET 10+ INDUSTRY LEADERS IN ONE DAY.”

**IN-PERSON EVENT
TEST IDEAS...**

IN-PERSON EVENT REGISTRATION

60 DAYS PRIOR TO EVENT:

EMAIL OPEN RATE FOR CONTACTS WITHIN 100 MILES OF EVENT IS 49% HIGHER THAN 'OUT OF RADIUS' CONTACTS.

INCREASE SENDING FREQUENCY TO THIS AUDIENCE!

YOUR EMAIL BOUNCE FILE



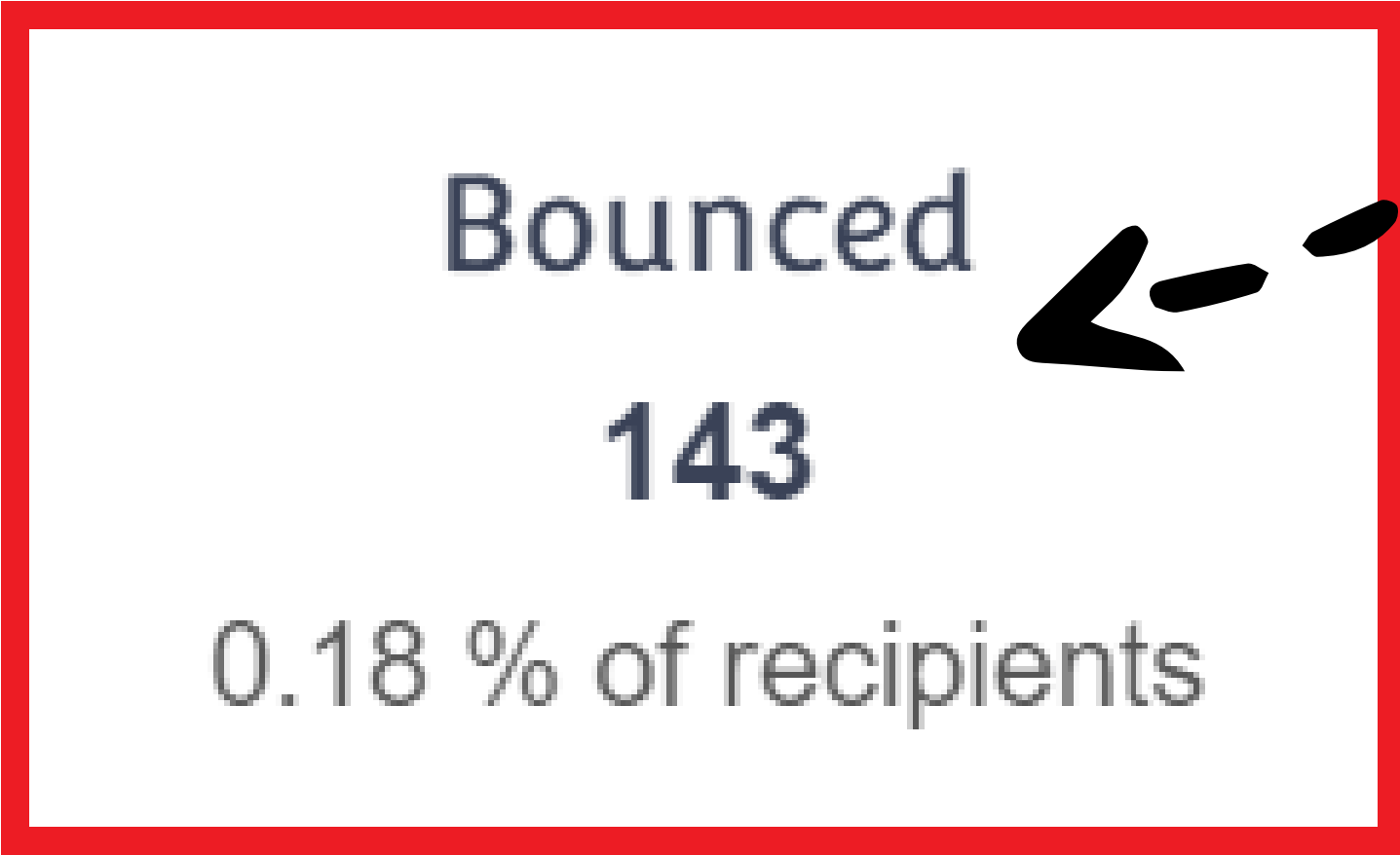
ACCOUNT BASED MARKETING FILE

ABM BASED ON BOUNCES



WHO TOOK THEIR ROLE?

'THE COMPANY IS STILL INTERESTED!



PRIOR YEAR 'GROUP FOCUS'


**LETTER FORMAT EMAILS TO PRIOR
ATTENDEES WHO SENT 3+ TEAM MEMBERS
HAVE 160% HIGHER AVERAGE CLICK-
THROUGH THAN STANDARD EMAIL
PROMOTIONS TO SAME CONTACTS**

REGISTER, REGISTER, REGISTER!!!!

THIS IS NOT A MARKETING PLAN


REAL CONTENT FROM YOUR SPEAKERS!

AWESOME WAY TO DRIVE SOCIAL ENGAGEMENT AND GET PEOPLE WANTING MORE!



Being a GURU Insider means you get access to the latest email trends, test ideas and pitfalls to avoid.

⚡ GURU CONFERENCE QUICK EXPERT TIP!! ⚡



THE WORLD'S LARGEST VIRTUAL EMAIL MARKETING CONFERENCE

Using Behavioral Science in Marketing



GURU EVENTS

This 30 Second Video WILL BOOST your MARKETING PERFORMANCE! And you can see more from Nancy Harhut at GURU Conference!

Don't forget to follow GURU Events for the latest marketing trends!

[FOLLOW GURU EVENTS!](#)

Visit www.GURUConference.com to see the latest updates on speakers, agenda and more!



⚡ GURU INSIDER QUICK TIP! ⚡

Being a GURU Insider means you get access to the latest email trends, test ideas and pitfalls to avoid.


3 QUICK TIPS!

- ⚡ Including More Than 2 Typefaces Throughout Your Email Can Decrease Click-Through Rates by **14%**
- ⚡ Every Additional 'MUST FILL' Field on Your Landing Page Will Decrease Conversion Rates by **8%**
- ⚡ Business to Business Promotional Emails Sent The Last 3 Days of Any Quarterly Period Have an **18%** Lower Overall Response Rate

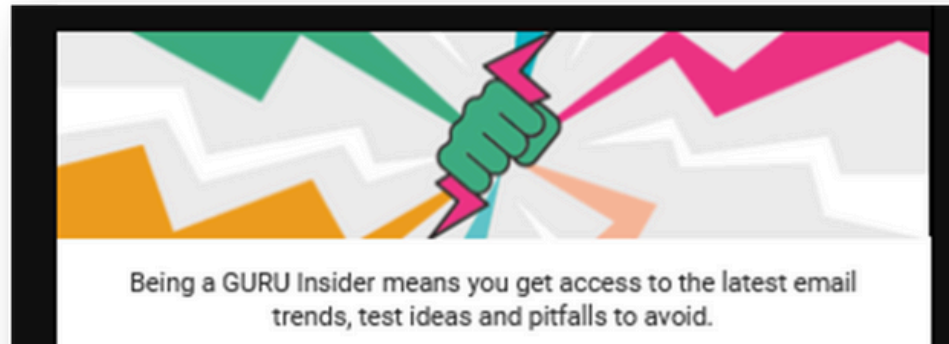
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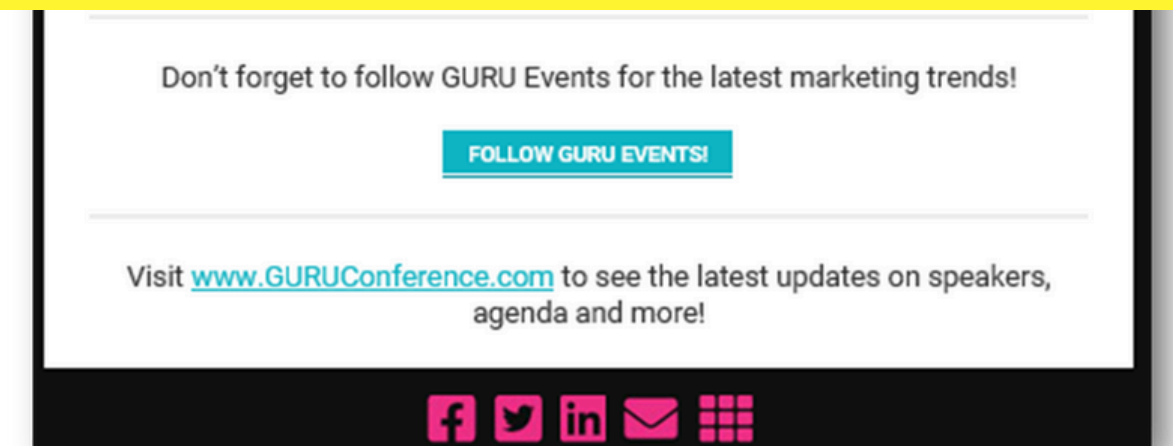
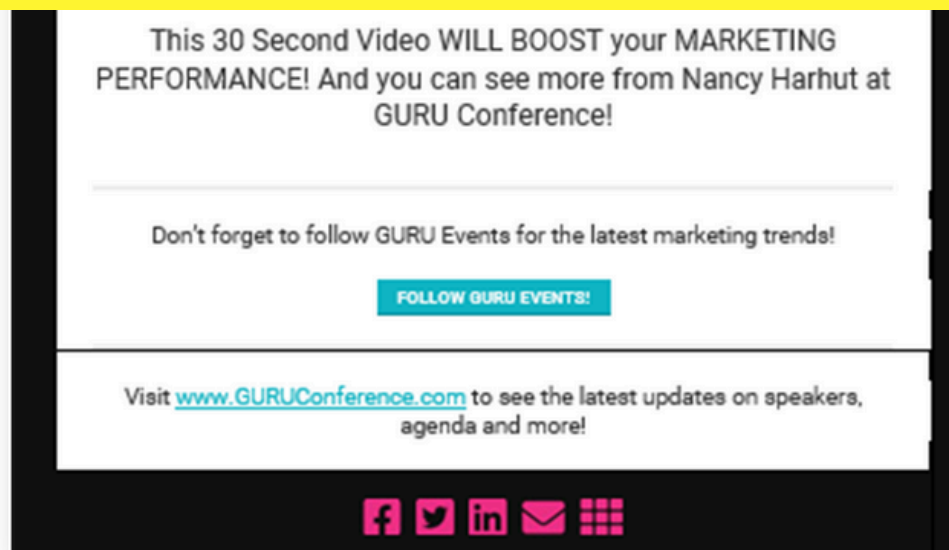


REAL CONTENT



**EVENT EMAIL PROMOTION:
WHEN EVERY '3RD' SEND FOCUSES ON
'REAL CONTENT' VS. REGISTRATION PROMOTION THE
FOLLOWING SEND HAS A 37% HIGHER OPEN RATE.**

**GET PEOPLE
WANTING MORE!**

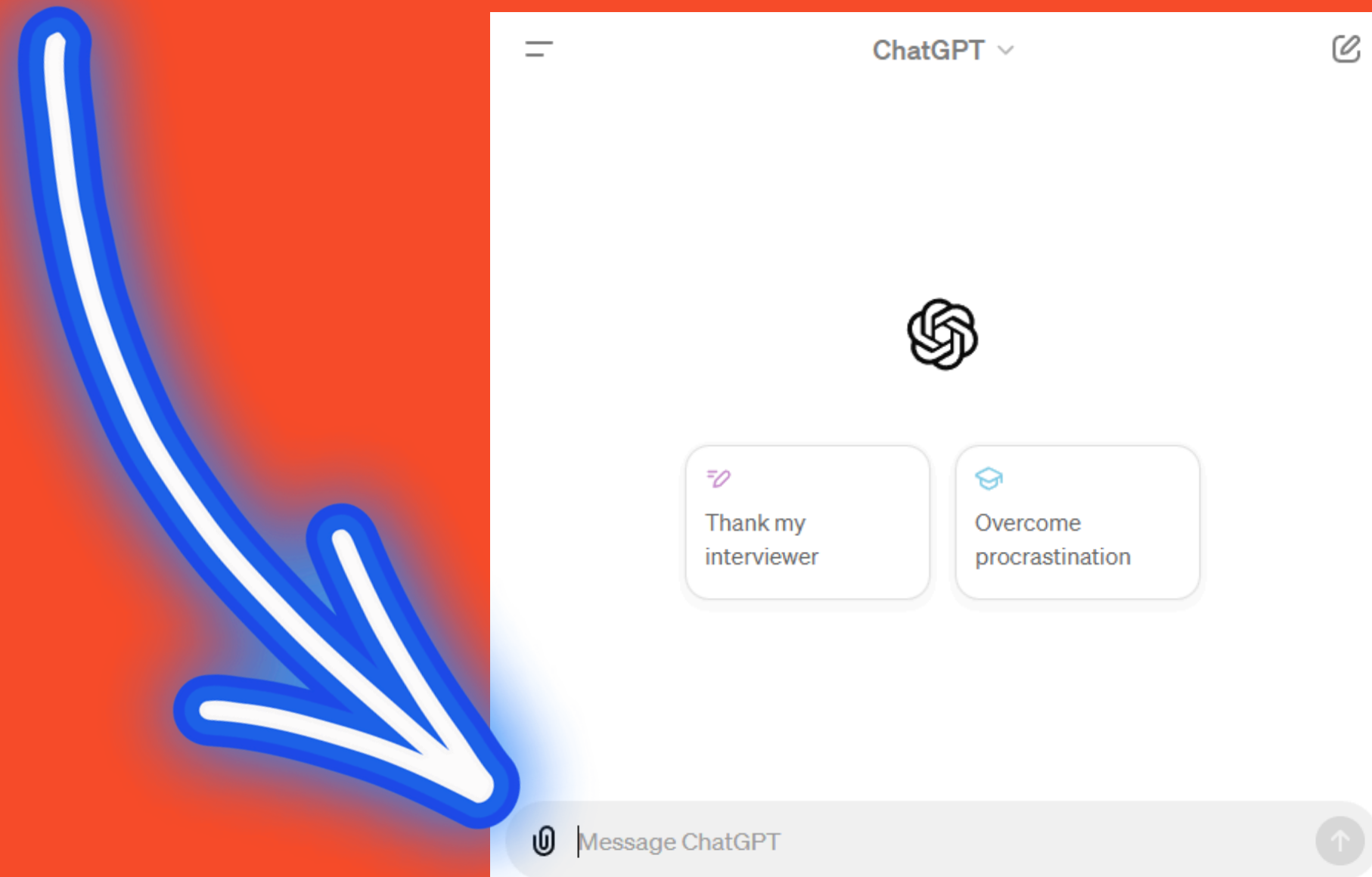


LET CHATGPT SHRED YOU!

SORRY EMAIL CONSULTANTS...

EASY+FREE:

1. GO TO CHATGPT.COM
2. MAKE A SCREENSHOT OF ANY EMAIL
3. UPLOAD THE IMAGE HERE



WRITE THIS PROMPT:

I'd like you to review the following email marketing message and provide actionable feedback on how to improve it. Please consider elements like clarity, engagement, call to action (CTA) effectiveness, and overall persuasive power. Additionally, provide at least 5 very specific critiques and test ideas I can try based on what you find from this email specifically. And also provide suggestions for improving the subject line provided here as well.

Subject Line of this email is - PUT SUBJECT LINE HERE!

CHATGPT WILL GIVE YOU BACK AN INCREDIBLE BREAKDOWN OF YOUR SPECIFIC EMAIL AND TEST ROADMAP...

ACTUAL ANSWER FROM CHATGPT



I'd like you to review the following email marketing message and provide actionable feedback on how to improve it. Please consider elements like clarity, engagement, call to action (CTA) effectiveness, and overall persuasive power. Additionally, provide at least 5 very specific critiques and test ideas I can try based on what you find from this email specifically. And also provide suggestions for improving the subject line provided here as well.

Subject Line of this email is - WEBINAR: Positioning ellacor Within Your Practice | Dr. Rod Rohrich & David Weir, NP-C

Here are five specific critiques and actionable test ideas to improve the effectiveness of this email marketing message, along with suggestions for enhancing the subject line:

Specific Critiques and Test Ideas

1. Subject Line Improvement

- **Current Element:** "WEBINAR: Positioning ellacor Within Your Practice | Dr. Rod Rohrich & David Weir, NP-C"
- **Critique:** The subject line is informative but lacks an engaging hook to capture the reader's interest.
- **Test Idea:** A/B test with more compelling and benefit-driven subject lines. For example:
 - "Boost Your Practice with ellacor: Webinar with Top Experts"
 - "Unlock New Potential for Your Practice with ellacor | Webinar"

2. Visual Hierarchy and Readability

- **Current Element:** The email layout is straightforward but somewhat plain, lacking visual emphasis on key elements.
- **Critique:** Important information blends into the overall text, and there's no strong visual hierarchy.
- **Test Idea:** Use bold or larger fonts for key details such as the date, time, and CTA. Consider adding background colors or borders around important sections to make them stand out more.

3. Compelling CTA

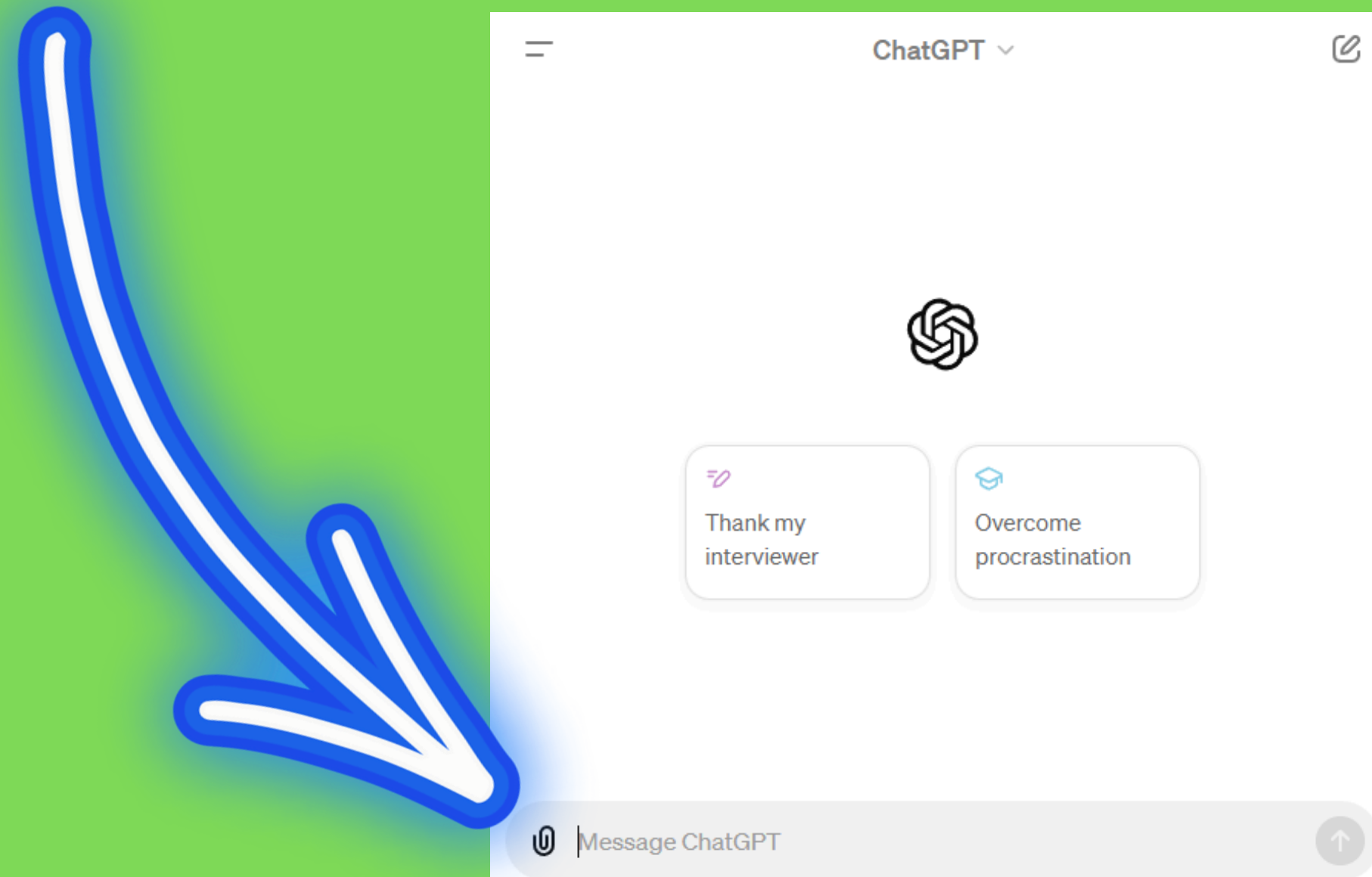
- **Current Element:** "Click here to register"

WHAT???
CHATGPT CAN NOW
PREDICT A/B
EMAIL TEST →
WINNER!

you gotta try this...

EASY+FREE:

1. GO TO CHATGPT.COM
2. MAKE A SCREENSHOT OF 2 VERSIONS (or more) OF EMAILS YOU PLAN TO TEST
3. UPLOAD THE IMAGES HERE

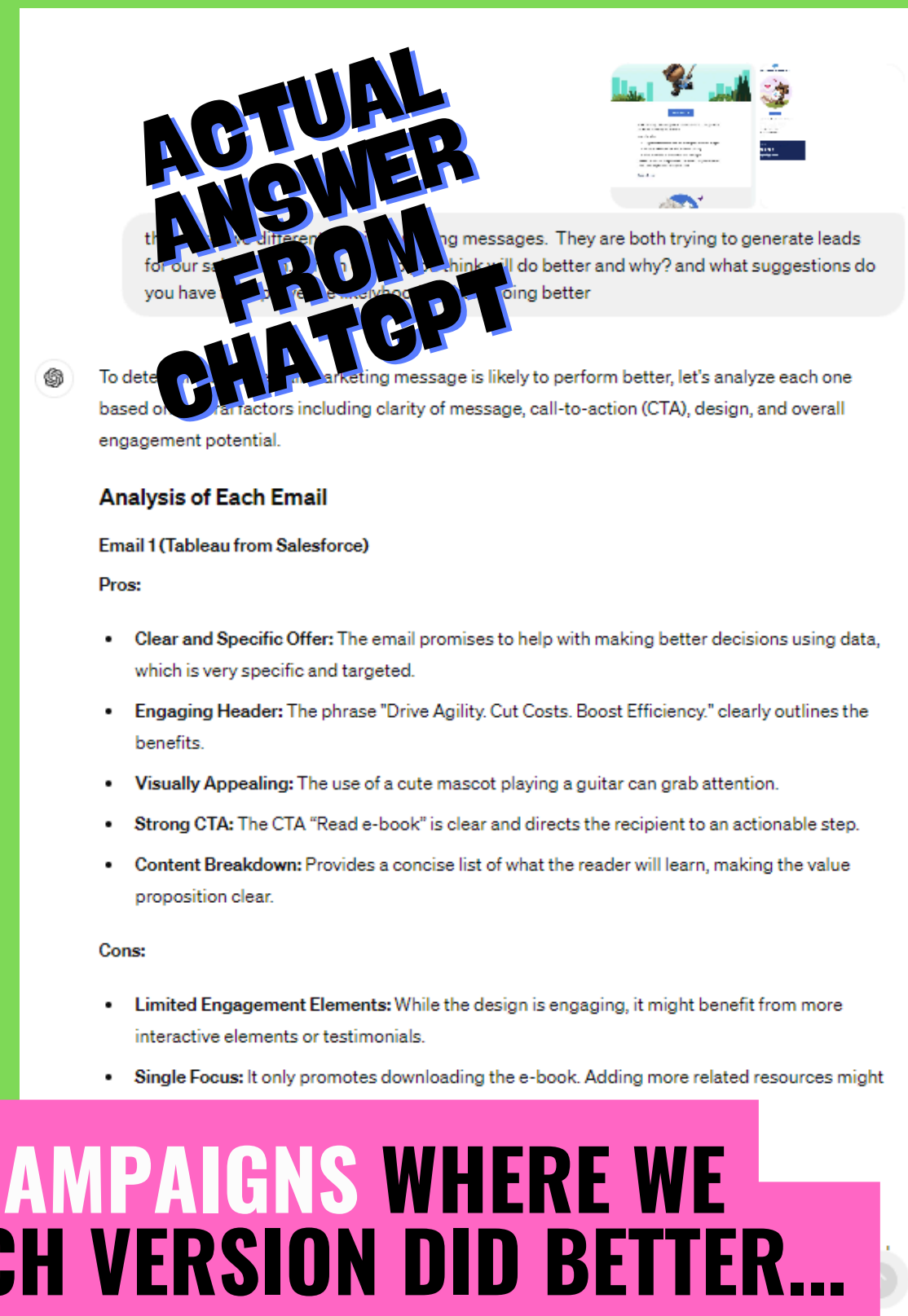


WRITE THIS PROMPT:

I have two different email marketing messages that are designed to generate leads for our sales team. I would like your analysis on which email is likely to perform better based on factors such as clarity of message, call-to-action effectiveness, design, and engagement potential. Additionally, please provide suggestions on how to improve each email to enhance their performance. Here are the details of the two emails:

CHATGPT WILL GIVE YOU BACK AN INCREDIBLE BREAKDOWN OF WHICH EMAIL IS GOING TO DO BETTER AND WHY!

ACTUAL ANSWER FROM CHATGPT



the different marketing messages. They are both trying to generate leads for our service. Which one do you think will do better and why? and what suggestions do you have to make each one do even better?

To determine which marketing message is likely to perform better, let's analyze each one based on several factors including clarity of message, call-to-action (CTA), design, and overall engagement potential.

Analysis of Each Email

Email 1 (Tableau from Salesforce)

Pros:

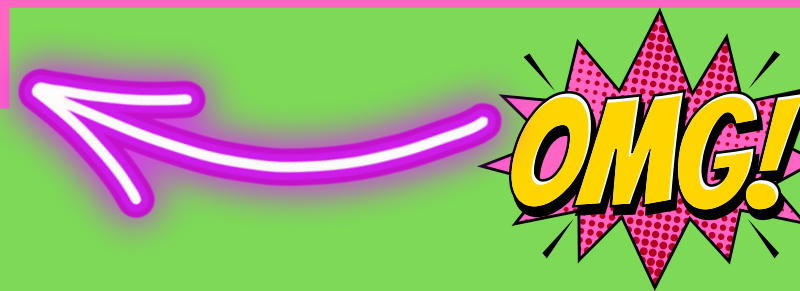
- **Clear and Specific Offer:** The email promises to help with making better decisions using data, which is very specific and targeted.
- **Engaging Header:** The phrase "Drive Agility. Cut Costs. Boost Efficiency." clearly outlines the benefits.
- **Visually Appealing:** The use of a cute mascot playing a guitar can grab attention.
- **Strong CTA:** The CTA "Read e-book" is clear and directs the recipient to an actionable step.
- **Content Breakdown:** Provides a concise list of what the reader will learn, making the value proposition clear.

Cons:

- **Limited Engagement Elements:** While the design is engaging, it might benefit from more interactive elements or testimonials.
- **Single Focus:** It only promotes downloading the e-book. Adding more related resources might

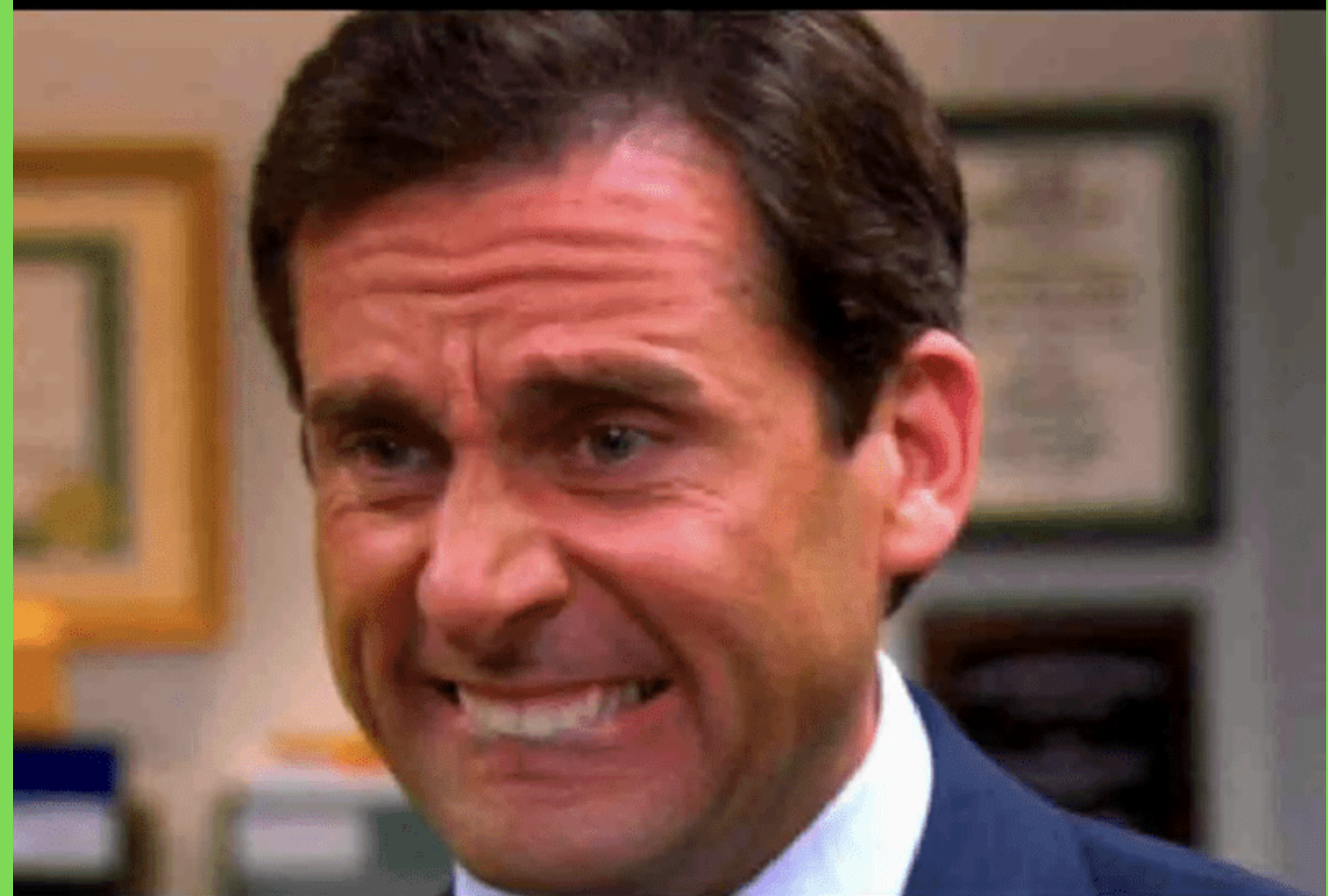
WE UPLOADED 200 CAMPAIGNS WHERE WE ALREADY KNEW WHICH VERSION DID BETTER...

CHATGPT PICKED THE REAL WINNER CORRECTLY 88% OF THE TIME!



**YOU CAN ACTUALLY
UPLOAD 10 EMAILS
AT ONCE!**

WHEN CHATGPT ANSWERS



**YOUR QUESTION BEFORE
YOU EVEN FINISH TYPING IT**

**YOU ARE NOT
SENDING THAT
MUCH!**

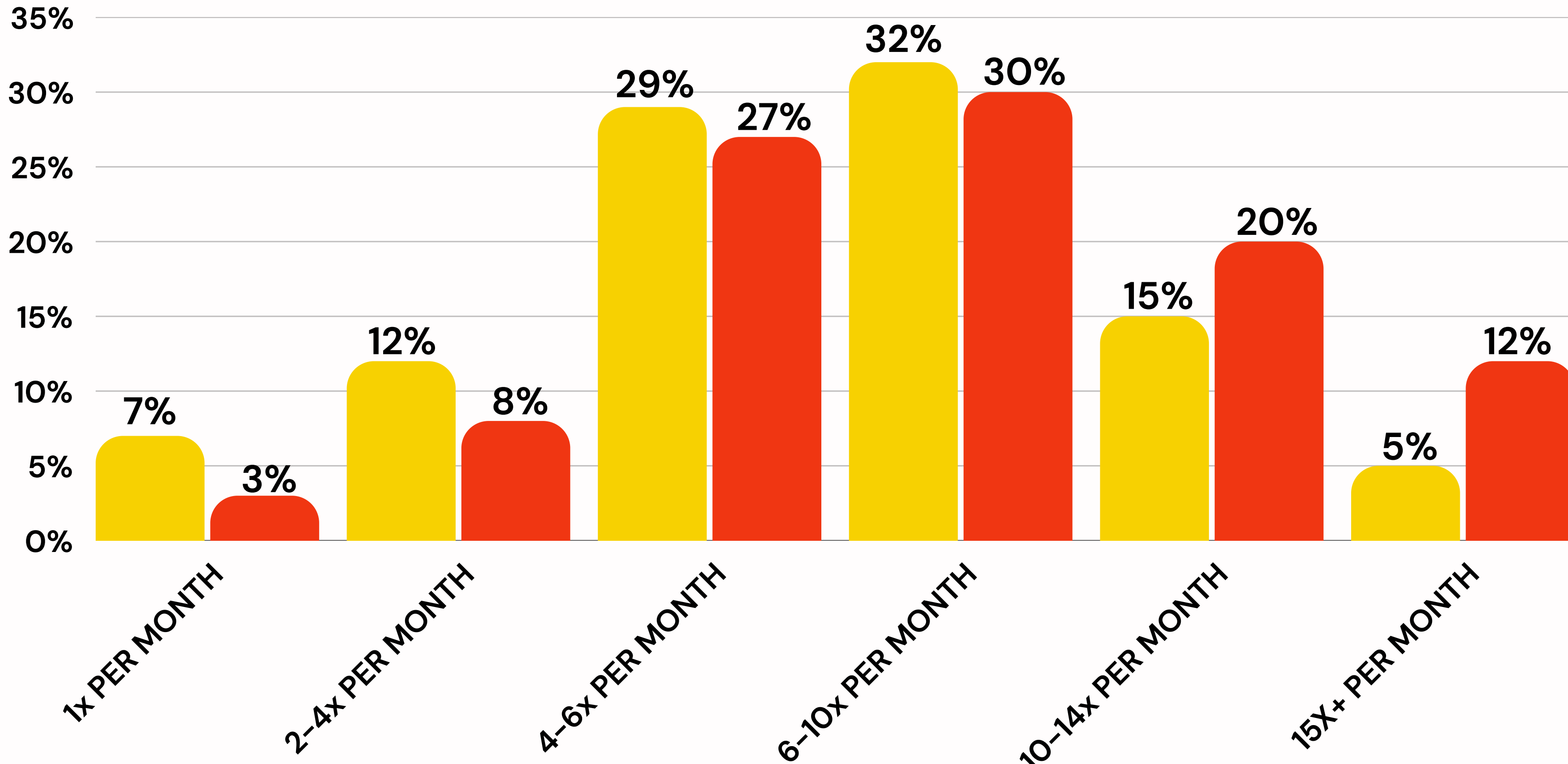
ME: LET'S SEND THE EMAIL AGAIN.

MY LIST:



BUSINESS **CONSUMER**

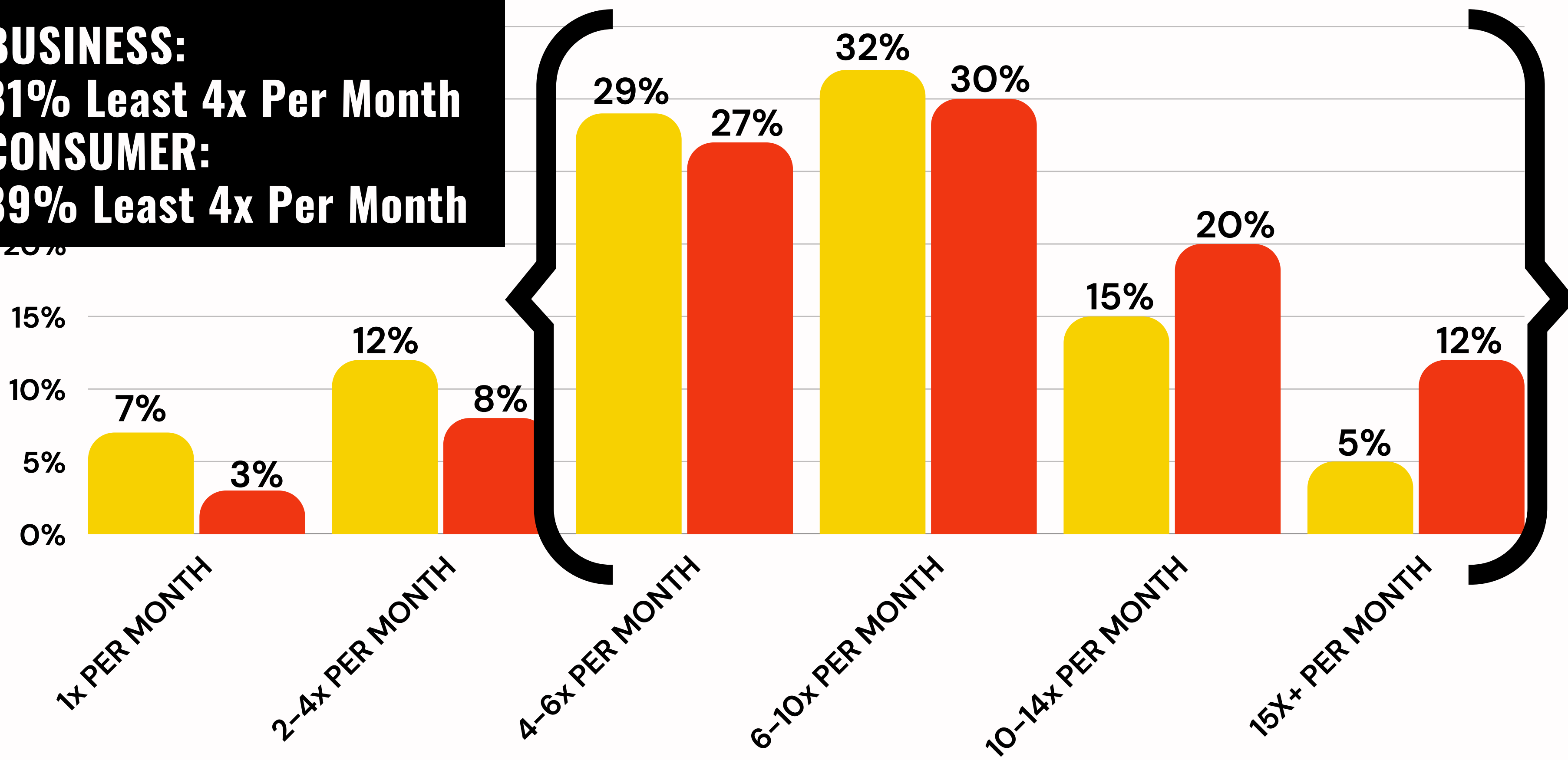
HOW MANY TIMES DO YOU SEND TO YOUR LIST EACH MONTH?



BUSINESS **CONSUMER**

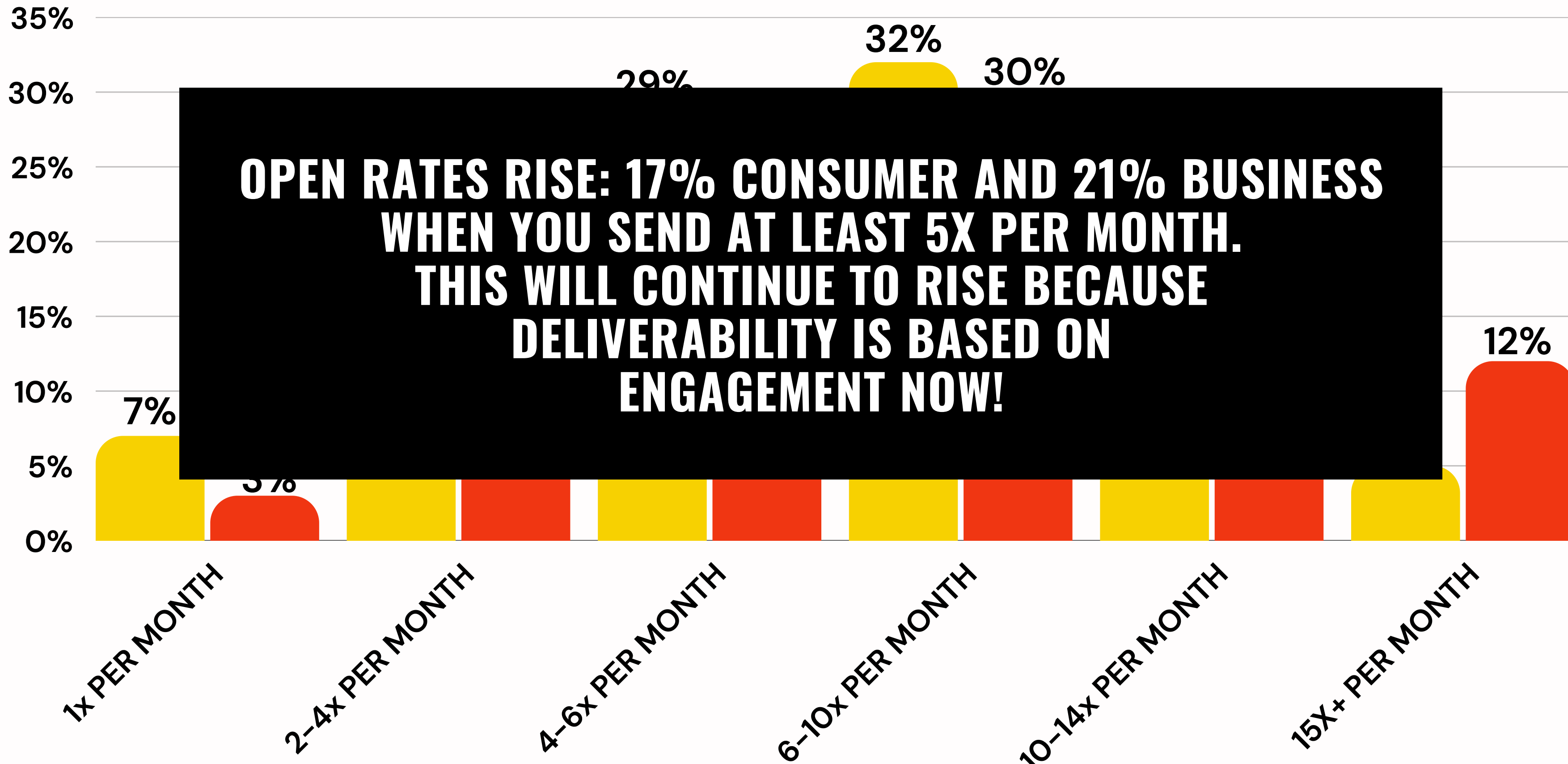
HOW MANY TIMES DO YOU SEND TO YOUR LIST EACH MONTH?

BUSINESS:
81% Least 4x Per Month
CONSUMER:
89% Least 4x Per Month



BUSINESS **CONSUMER**

HOW MANY TIMES DO YOU SEND TO YOUR LIST EACH MONTH?



OPEN RATES RISE: 17% CONSUMER AND 21% BUSINESS WHEN YOU SEND AT LEAST 5X PER MONTH. THIS WILL CONTINUE TO RISE BECAUSE DELIVERABILITY IS BASED ON ENGAGEMENT NOW!




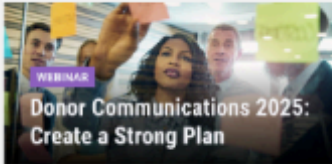












» eMarketer Editors	Inbox	[Download] Streaming Services CPMs, Pricing Shifts, and More - Learn how to pivot in response to rising ...	Nov 7
» eMarketer FYI	Inbox	2023 Higher Impact report on consumer values - Discover the power of purpose-driven brands in the 202...	Nov 7
» eMarketer Daily @ I.	Inbox	3 growth areas for genAI; Amazon's 'secret ad pricing scheme' - Plus: Amazon, Walmart, Temu among pot...	Nov 7
» eMarketer Editors	Inbox	[Complimentary Report] Post-Cookie Identification Strategies - Facilitate smart ad campaign adjustment...	Nov 7
» eMarketer Retail Me.	Inbox	3 questions to ask before working with RMNs - Plus: Challenges advertisers are facing and how retail medi...	Nov 6
» eMarketer Webinars	Inbox	[Meet the Analyst Webinar] Our Digital Video Outlook for 2024 - Tune in - Will the Hollywood strikes impa...	Nov 6
» eMarketer FYI	Inbox	Spotlight: Attention! Summit Resources - Latest insights from our sponsors - "eMarketer FYI Spotlight" is p...	Nov 6
» eMarketer Daily @ I.	Inbox	B	Nov 6
» Marissa Coslov	Inbox	[V	Nov 6
» Marissa Coslov	Inbox	[T	Nov 5
» eMarketer Webinars	Inbox	packed [Webinar: Next Tuesday] Breaking Down the ROI of AI - Learn how data-powered AI can give you ...	Nov 3
» eMarketer Daily @ I.	Inbox	The end of digital hypergrowth; Summit starts today - Plus: Facebook to let creators A/B test Reels ...	Nov 3
» eMarketer Editors	Inbox	[Playbook] Drive Performance with the 3A's of Advertising - Free download - Last chance to get InMobi's ...	Nov 3
» eMarketer Editors	Inbox	What Q3 Shifts Mean For Digital Video's Future - Data and insights to keep you ahead of ad spending pivot...	Nov 2
» eMarketer Daily @ I.	Inbox	packed Audience lessons from Rakuten, MAC, and more; Amazon Fire TV adds inventory - Plus: Influenc...	Nov 2
» Max Willens	Inbox	Will 2024 See Limits Put on Retail Media Ad Spending? - Analyst webinar - Tune in for our forecast and ret...	Nov 2
» Ross Benes	Inbox	[Analyst Webinar] New Digital Video Forecasts Unpacked - Netflix expands its advertising audience - Hi J...	Nov 1
» eMarketer Daily @ I.	Inbox	Netflix gets new ad features; Optimizing postal marketing - Plus: 3 ways to level up your loyalty program b...	Nov 1
» Jasmine Enberg	Inbox	[Today's Webinar] Who's Winning at Social Commerce? - Last chance to register for webinar and on-dem...	Nov 1

EMARKETER = 19

CRM BULLETIN: DAILY

» CRM Bulletin	Inbox Don't Miss GenAI's Impact on KPIs - Sign Up Today! - Click here to vi...	12/12/24
» CRM Bulletin	Inbox Receive a \$10 Amazon Card - View Today! - Click here to view this m...	12/11/24
» CRM Bulletin	Inbox [Report] Budget Planning Guide 2025: Customer Experience - Click ...	12/10/24
» CRM Bulletin	Inbox Transform Customer Care: Real-Time Solutions - Click here to view t...	12/9/24

DAILY...

 <p>WEBINAR The Psychology of Thanking Donors Well</p> <p>THURSDAY, FEBRUARY 27, 2025 2:00 - 3:15 PM EST</p> <p>Over 100 donors have been a part of the field, but the authors agree that the approach and content is still new.</p> <p>That's why thank you messages to donors are so important — they are essential tools for increasing and sustaining giving patterns and ensuring a long-term impact. As we face our rapidly changing world, The Psychology of Thanking Donors Well is the most important tool for anyone who is looking to increase their donor base. Don't miss out on this opportunity to learn more about the psychology of thanking donors and how to do it right.</p> <p>Get your free registration now.</p> <p>Whether you're looking for ways to increase your donor base or simply want to learn more about the psychology of thanking donors, this webinar is a must-attend event for anyone who is looking to increase their donor base.</p> <p>Register now at chronicle.com/education</p>	 <p>PREMIERE Executive Search, Interim Leadership & Leadership Advisory</p> <p>Academe Today THE CHRONICLE OF HIGHER EDUCATION</p> <p>The on-demand podcast is available on iHeartRadio and Spotify.</p> <p>ACADEME TODAY Private-College Presidents Brace for a Year of 'Conflict'</p> <p>By Eric Lipton</p>	 <p>Helping Native Students SOAR at U. of Arizona</p> <p>As an educator, you know that the most important part of your job is to help your students succeed. But for Native students, the path to success is often more challenging than it seems.</p> <p>"A lot of the ways we've been able to help our students succeed is through our support of their cultural and community connections," says Dr. [Name], director of the University of Arizona's Native Student Outreach Program. "We've found that when we take a holistic approach, focusing on both academic and cultural support, we can help our students succeed in a way that is meaningful and sustainable."</p> <p>LEARN MORE</p> <p>Accendium</p>	 <p>WEBINAR Donor Communications 2025: Create a Strong Plan</p> <p>THURSDAY, JANUARY 16, 2024 2:00 - 3:15 PM EST</p> <p>With 2025 underway, it's time to start planning your donor communications strategy — and it's never too early to start. This webinar will explore the latest trends in donor communications and how to create a strong plan for 2025.</p> <p>How can you and your team create a donor communications strategy that is both effective and sustainable? This webinar will explore the latest trends in donor communications and how to create a strong plan for 2025.</p> <p>Join our speakers, including Donor Communications 2025: Create a Strong Plan, to learn how to create a strong plan for 2025.</p> <p>Register Now</p> <p>Get expert guidance on:</p> <ul style="list-style-type: none">• The importance of a comprehensive communication strategy• The latest trends in donor communications• How to create a strong plan for 2025
 <p>The Chronicle of Higher Education Jan 9 2025 • 9:08 AM</p>	 <p>The Chronicle of Higher Education Jan 9 2025 • 5:03 AM</p>	 <p>The Chronicle of Higher Education Jan 8 2025 • 2:04 PM</p>	 <p>The Chronicle of Higher Education Jan 8 2025 • 9:34 AM</p>
 <p>UNRIVALED INNOVATION</p> <p>Academe Today THE CHRONICLE OF HIGHER EDUCATION</p> <p>The on-demand podcast is available on iHeartRadio and Spotify.</p> <p>ACADEME TODAY How Changes in K-12 Schooling Hampered the Preparation of College Students</p> <p>By Robin Spitzer</p>	 <p>CHRONICLE INTELLIGENCE</p> <p>Clear Pathways: From College to Career</p> <p>Companies are always looking for talented employees, and if a student is already looking for a job to start their career, what do colleges and employers need to do to help them succeed?</p> <p>Lorain County Community College in Northwest Ohio is doing just that.</p> <p>Explore the CHRONICLE INTELLIGENCE Case Study to learn how Lorain is preparing its students for success in the workforce.</p> <p>LEARN MORE</p>	 <p>A Toolbox for Student Affairs</p> <p>What are you looking for in a student affairs toolbox? This webinar will explore the latest trends in student affairs and how to create a strong toolbox for your institution.</p> <p>CHRONICLE INTELLIGENCE Improving the Student Experience</p> <p>What are the challenges of working in student affairs, and how can you overcome them? This webinar will explore the latest trends in student affairs and how to create a strong toolbox for your institution.</p> <p>What can you do to build a healthy, more vibrant campus community?</p> <p>Order A Toolbox for Student Affairs to explore ways student affairs can be at the heart of campus life.</p> <p>This collection of essential Chronicle ready-to-use insights on:</p> <ul style="list-style-type: none">• Examples of how colleges are using the student experience.• Analysis of what today's students want.• How to create a strong toolbox for your institution. <p>LEARN MORE</p>	 <p>EARLY BIRD \$69 OFF</p> <p>WEBINAR Unlocking Corporate Grants and Partnerships</p> <p>February 4, 2025 1:00-3:15 PM EST</p> <p>The Chronicle, through its award-winning research, is the only source providing the latest news and insights on corporate grants and partnerships.</p> <p>Join our speakers, including Unlocking Corporate Grants and Partnerships, to learn how to create a strong plan for 2025.</p> <p>Register Now</p> <p>Get expert guidance on:</p> <ul style="list-style-type: none">• How to get your institution involved in building a strong relationship with corporate partners.• How to create a strong plan for 2025.• How to create a strong plan for 2025. <p>Register now at chronicle.com/education</p>
 <p>The Chronicle of Higher Education Jan 8 2025 • 5:03 AM</p>	 <p>The Chronicle of Higher Education Jan 7 2025 • 1:07 PM</p>	 <p>The Chronicle of Higher Education Jan 7 2025 • 11:35 AM</p>	 <p>The Chronicle of Higher Education Jan 7 2025 • 9:37 AM</p>

DAILY...

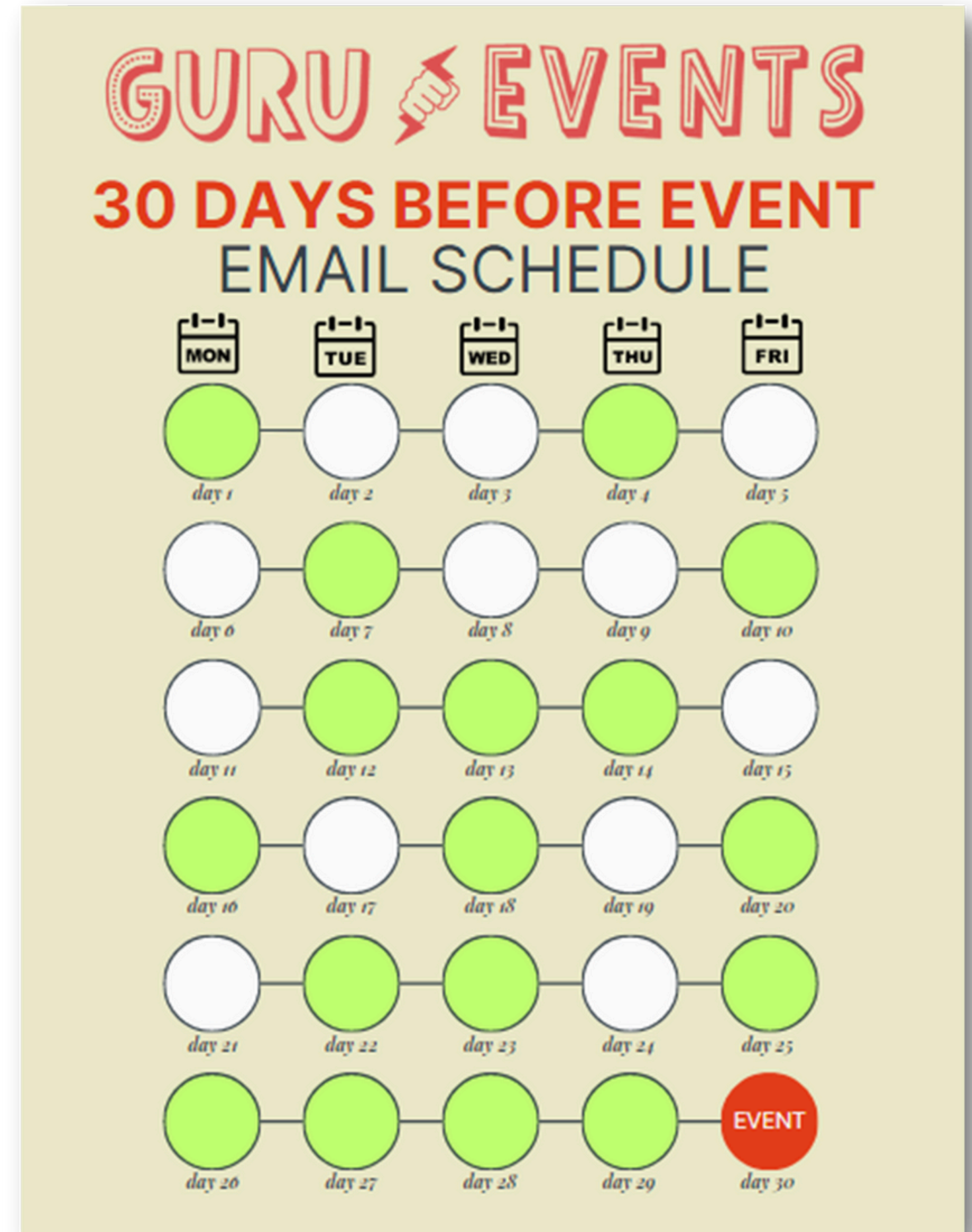
» Litmus Weekly	Inbox	Do you have a high-performing holiday email strategy? Plus, info o...	11/14/24
» Litmus	Inbox	Tomorrow: are you focusing too much on acquisition? - Join our exp...	11/13/24
» Litmus	Inbox	Unlock our best offer of the year - Save an extra 20%, for a limited ti...	11/12/24
» Litmus	Inbox	Acquisition is exciting and all... - But it's time to play the long game. D...	11/11/24

17 SENDS...

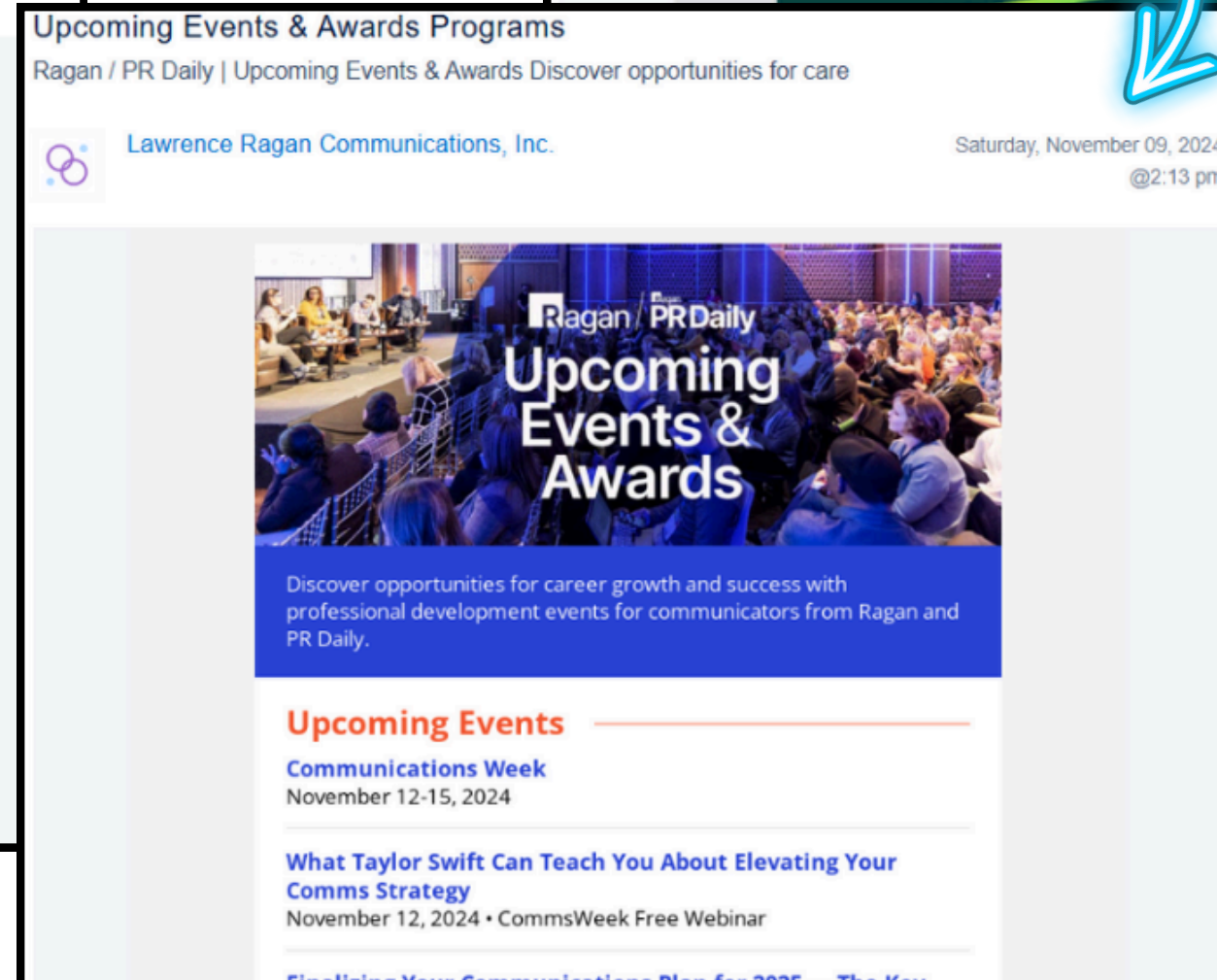
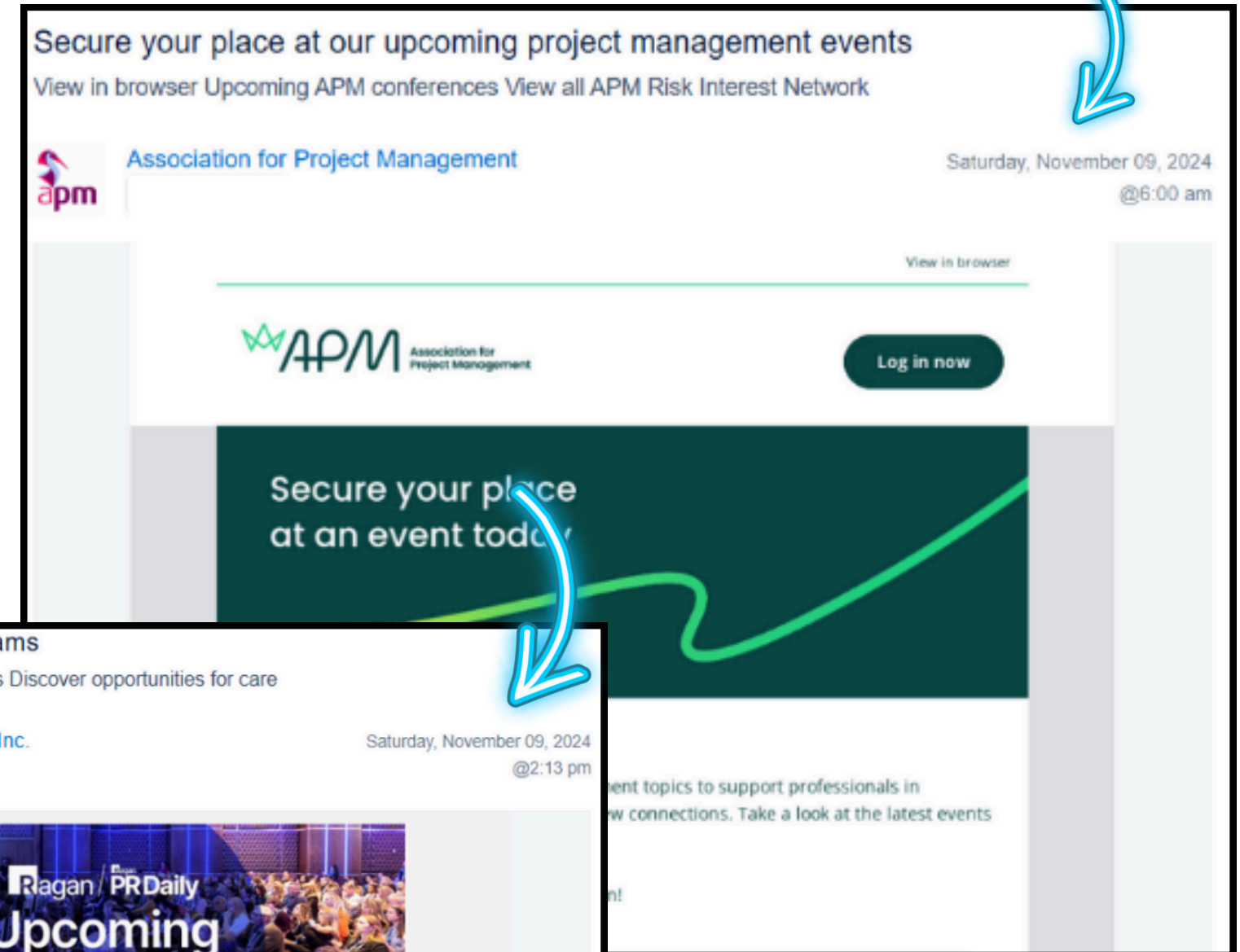
YOUR EMAIL PERFORMANCE WILL NOT GET BETTER BY YOU SENDING LESS.

IT WILL GET BETTER BY SENDING MORE RELEVANT STUFF.

THE MOST SUCCESSFUL MARKETERS HAPPEN TO ALSO BE THE MOST FREQUENT SENDERS.



DO YOU READ EMAIL ON THE WEEKENDS?



THERE HAS BEEN A 23% SURGE IN WEEKEND WEB TRAFFIC FROM CEOs, CFOS, CIOS, CMOS AND VPS OF SALES

SOURCE: DESIGN RUSH B2B WEEKEND STUDY

THE STUDY STATES THAT CONTENT CONSUMPTION IS DEEPER AND MORE INTENT-DRIVEN ON WEEKENDS, LEADING TO LONGER SESSIONS AND HIGHER CONVERSION RATES

WEEKDAYS STILL DOMINATE, BUT WEEKEND CONNECTIONS HAVE BEEN GROWING LEADING INTO THE SUMMER OF 2024 AND CONTINUE TO GROW HEADING INTO Q4.

MediaPost News Events Awards Members More

BRAND INSIDER SUMMIT CPG

Welcome to NOVEMBER 17-20, 2024

Email INSIDER

COMMENTARY

Better On Weekends: B2B Leaders Often Consume Content On Their Days Off

by Ray Schultz, Columnist, September 12, 2024



B2B marketers trying to reach high-level decision-makers should do so when they are available: on weekends.

There has been a 23% surge in weekend web traffic from CEOs. CFOs. CIOS.

ales, DesignRush reports.

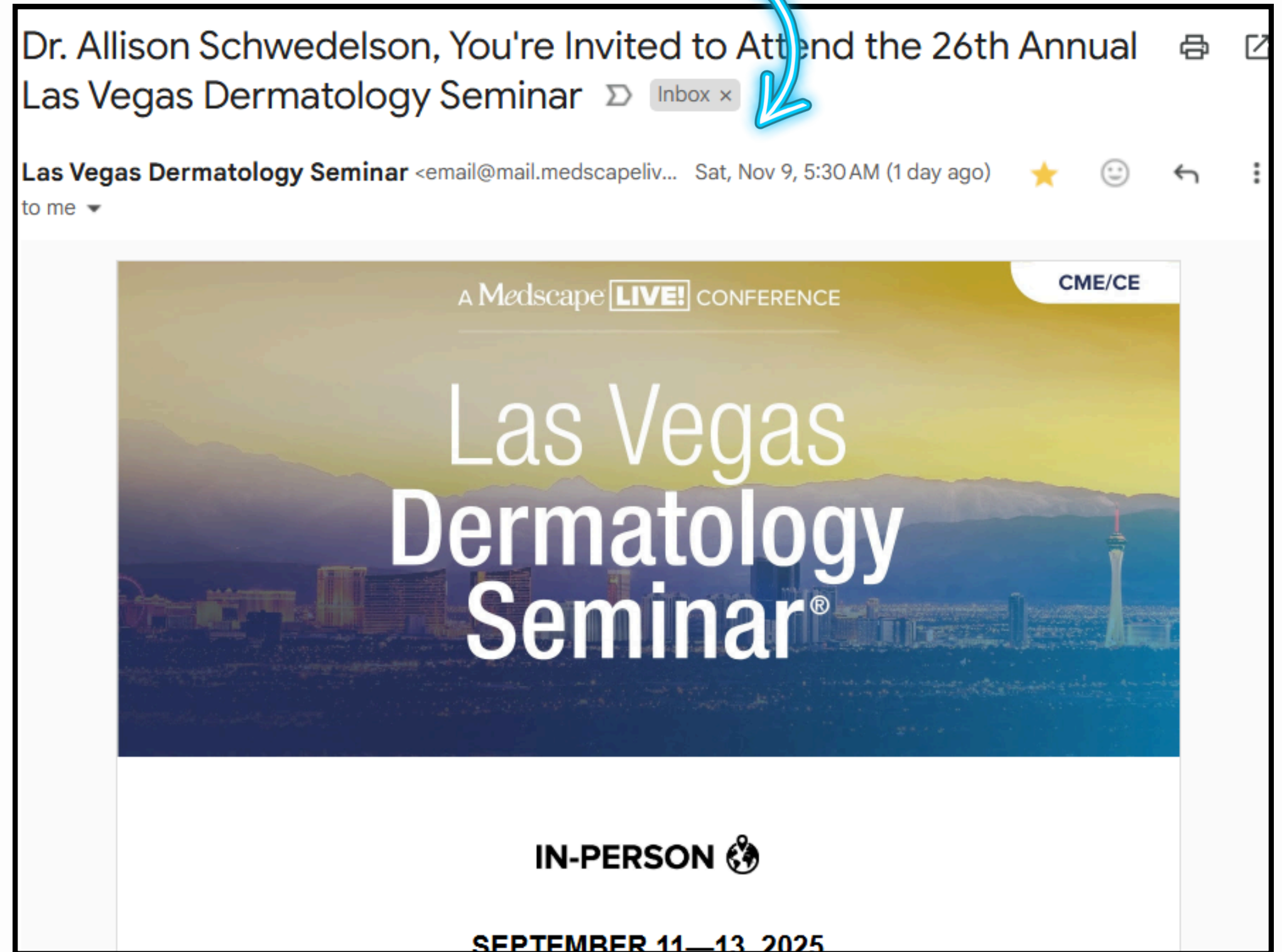
Twitter Facebook LinkedIn

SOURCE: WORLDATA RESEARCH 2024 PERFORMANCE REPORT

**B2B WEEKEND EMAIL
CLICK-THROUGH RATES
HAVE GONE UP 62% FROM
OCTOBER 2023 TO
OCTOBER 2024**

**B2B WEEKEND EMAIL
SENDING VOLUME IS
88% LOWER ON
WEEKENDS VS. WEEKDAYS**

**DO NOT COMPARE
WEEKEND TO
WEEKDAYS!**



Overview

All Emails

Key Pages

SaaStr

Share

Homepage

Email Facts

3.75

Average emails per week

Tuesday

Sends most often on

Afternoon

Favorite send time

SaaStr@

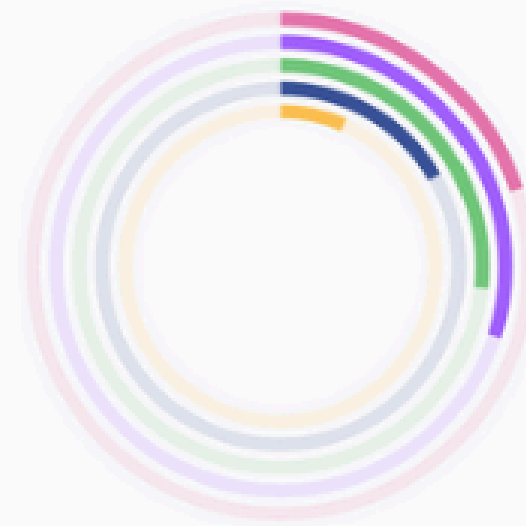
Sends From Name

42

Avg subject line characters

Company Information

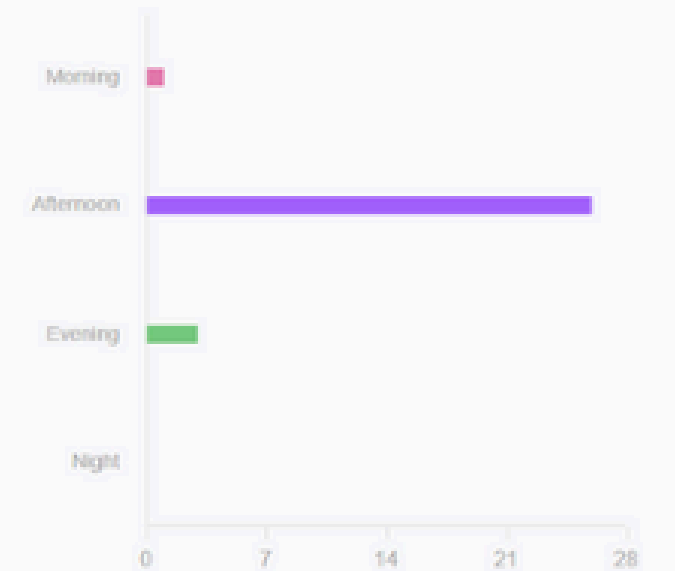
Most Common Send Days



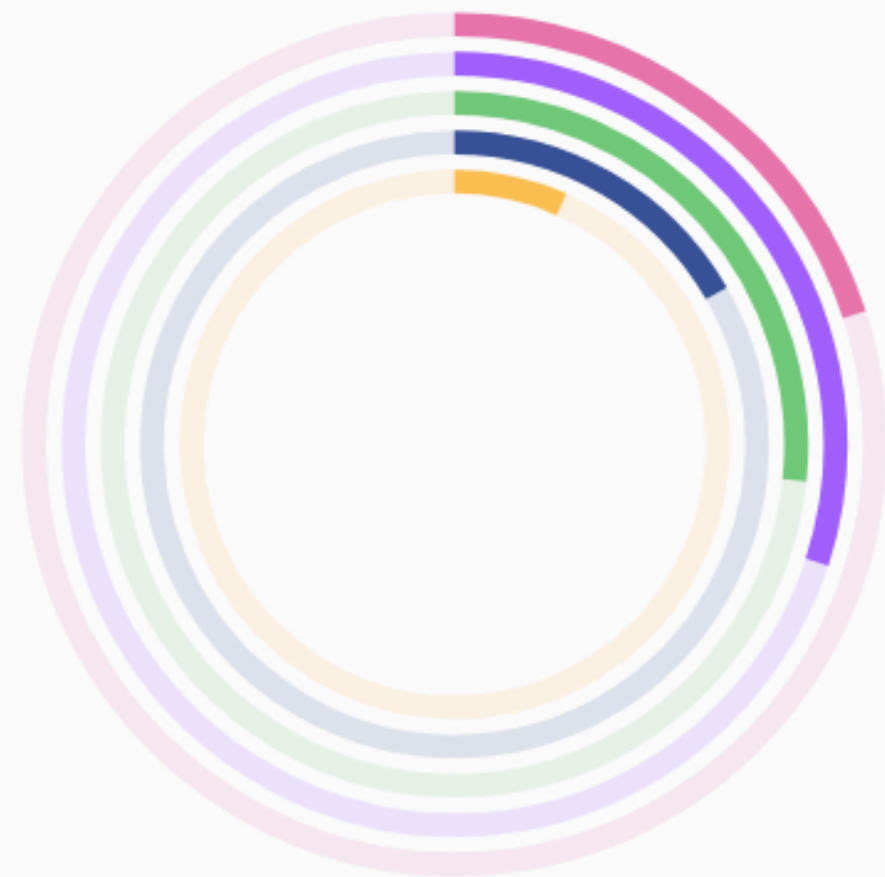
20.00% Saturday
30.00% Tuesday
26.67% Thursday
16.67% Sunday
6.67% Wednesday



Popular Send Times

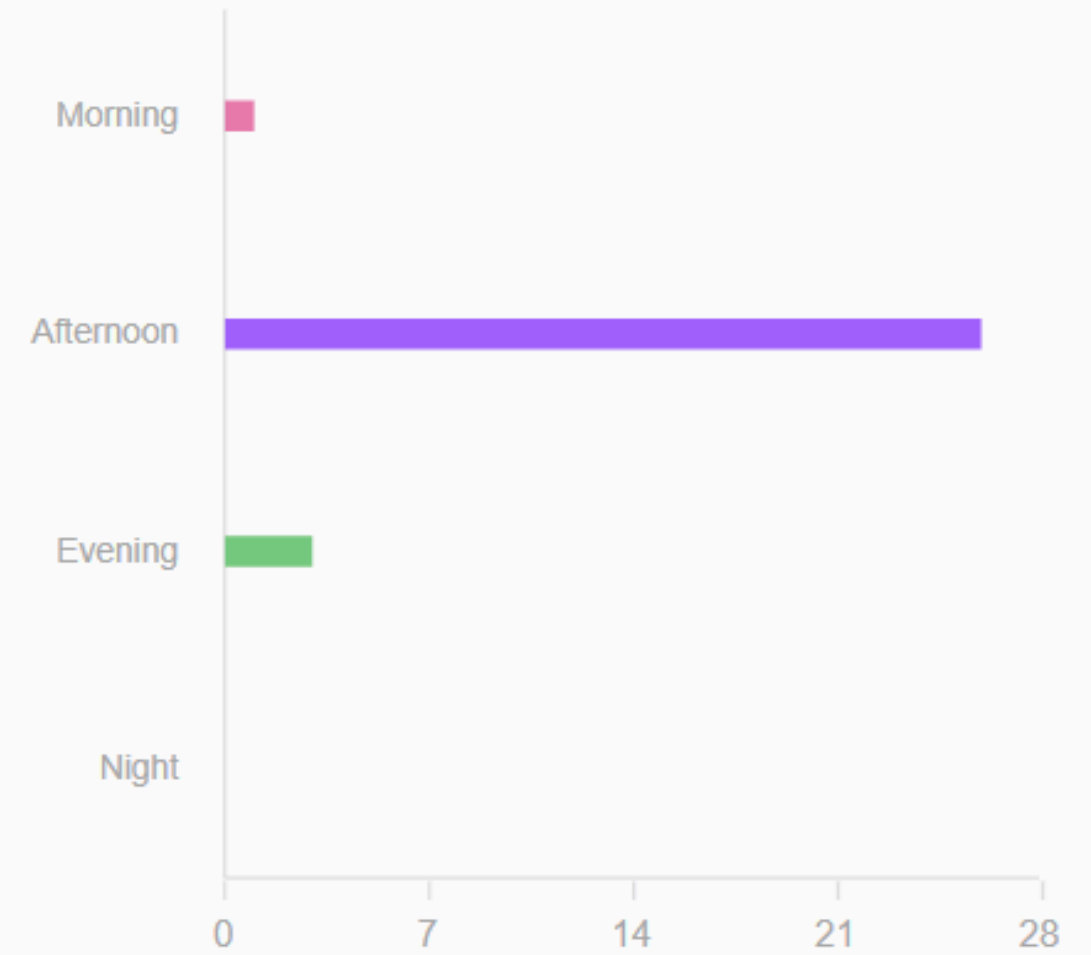


Most Common Send Days



- 20.00% Saturday
- 30.00% Tuesday
- 26.67% Thursday
- 16.67% Sunday
- 6.67% Wednesday

Popular Send Times



I THOUGHT WE WERE TALKING EMAIL?

(SORRY - GOT RANDOM STUFF TO SHARE...)

SPEAKERS ARE:

- **MICRO-INFLUENCERS**
- **FREE MARKETING**
- **THEY OWE YOU!**

SPEAKER KITS AND AGREEMENT:

- **POST 3X'S ON LINKEDIN**
- **INCLUDE IN COMPANY NEWSLETTER**
- **'LIKE' AND 'COMMENT' ON EVENT POSTS**



YOU ARE

ALLOWED

TO HAVE FUN!

WHY NOT HAVE A THEME?



Conference

Marketing Superpowers

knak.

TOTALLY RAD

Email Design

Pierce Ujjainwalla
Co-founder & CEO, Knak

A screenshot of a virtual conference slide. The slide has a blue and purple grid background. At the top, it says "knak." followed by "TOTALLY RAD" in large, colorful, 3D-style letters. Below that, "Email Design" is written in a pink cursive font. At the bottom, the name "Pierce Ujjainwalla" and title "Co-founder & CEO, Knak" are displayed in a pink cursive font. On the left side, there is a small video feed of Pierce Ujjainwalla wearing a blonde wig and sunglasses.

BIG ANNOUNCEMENT!

A video thumbnail showing two people in 80s-themed costumes. On the left is Jay Schwedelson with a blonde wig and sunglasses. On the right is Stania Antoine with pink sunglasses and a pink headband. A play button is in the center. Text above them says "YOU'LL WANT TO HEAR THIS EXCITING NEWS!".

Jay Schwedelson

Stania Antoine

THE BIGGEST VIRTUAL 80s COSTUME CONTEST!!!

EVERYONE CAN PARTICIPATE TO WIN PRIZES!!!

Rockstar Sessions

Networking Rooms

Super Marketing Sweep

A vertical sidebar for a virtual conference. It features three icons: a crown for "Rockstar Sessions", a speech bubble for "Networking Rooms", and a magnifying glass for "Super Marketing Sweep". Below the icons is a video feed of Pierce Ujjainwalla wearing a blonde wig and sunglasses.

GURU 2024

THE CONFERENCE

OCTOBER 16-17 | GURUCONFERENCE.COM

#GURUCONFERENCE

A banner for the "GURU 2024" conference. The word "GURU" is in a large, stylized font with a lightning bolt icon. "2024" is in a large, outlined font. Below it says "THE CONFERENCE". At the bottom, it says "OCTOBER 16-17 | GURUCONFERENCE.COM" and "#GURUCONFERENCE". In the bottom right corner, there is a small "BACK TO THE 80s" logo.

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

**SWAG IS
POWERFUL!**



GURU ⚡ 2024

THE CONFERENCE



GET FREE SWAG!!!

**SHARE YOUR 80s
AI-GENERATED PHOTO
AND WIN FREE SWAG!!!***

[SEE DETAILS BELOW!]

CREATE YOUR PHOTO NOW!

**POST YOUR PHOTO ON LINKEDIN
AND GET FREE SWAG!**

GURU ⚡ 2024
THE CONFERENCE

Create Your FREE AI 80's Portrait

Upload 4 photos now! Share your AI photo on LinkedIn to receive EPIC SWAG!



Back To The Future

SELECT



Roller Skating

Takes 40 mins to generate

SELECT



Boombox

SELECT

← SWIPE TO SELECT STYLE →



Ann Handley [in](#) • 1st

Digital marketing & content expert. Wall Street Journal bestselling a...

[View my newsletter](#)

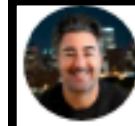
1mo • 🌐

Me, about 10 minutes ago: "NO WAY! A.I. WILL NEVER CONVINC ME TO UPLOAD MY PHO--...." ...more



You and 759 others

231 comments • 4 reposts



Jay Schwedelson • You

Founder SubjectLine.com & President and CEO Outcome Media [Wo...

[Visit my website](#)

1mo • Edited • 🌐

Don't post that Jay! - (said everyone I know) Our 80's AI Photobooth for GURU Conference is live 📸! (and free). My teenage kids are not happy with me posting this – hahahaha! You gotta try it here ...more



You and 439 others

178 comments • 8 reposts

Ann Handley [in](#) • 1st
Digital marketing & content expert. Wall Street Journal bestselling a...
[View my newsletter](#)
1mo • 🌐

Me, about 10 minutes ago: "NO WAY! A.I. WILL NEVER CONVINC ME TO UPLOAD MY PHO--...." ...more



Jay Schwedelson • You
Founder SubjectLine.com & President and CEO Outcome Media [Wo...
[Visit my website](#)
1mo • Edited • 🌐

Don't post that Jay! - (said everyone I know) Our 80's AI Photobooth for GURU Conference is live 📸! (and free). My teenage kids are not happy with me posting this – hahahaha! You gotta try it here ...more



**RESULT: 641 LINKEDIN SHARES
3,000,000+ ORGANIC IMPRESSIONS**



[👤](#) You and 759 others
231 comments • 4 reposts



[👤](#) You and 439 others
178 comments • 8 reposts

**HAVING ONE WINNER IS A
LOSER MOVE!**

1 WINNER VS. 5 WINNERS: ENTRIES UP 210%
1 WINNER VS. 25 WINNERS: ENTRIES UP 650%


KAHOOT WORKS ON SO MANY PLATFORMS!

GURU Conference 2022 GURU Events Schedule

⚡ PRE-PARTY ⚡

Recording 2 / 10 677 Share Audio and Video

Game PIN: **673 7940**



www.kahoot.it
the Kahoot! app

LIVE TRIVIA CONTEST

Kahoot!
at work

Start

AA tney Delanie Leah Ryan H CaseyC Sharon M

Joel CQ Amber W. Megan Maddie LizzieD Nicole B. Donna


Maggie Mer Andy Nia NW Abs Amy ElizaBeth

bluemaider Natatat Malaia Von Caylea Riss X val Tay

Stania Antoine [Screenshare]

33

What is the name of the text that comes after the subject line when an email is viewed in your inbox?



2 417 Answers

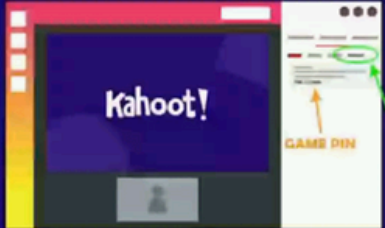
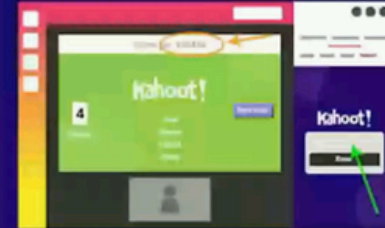
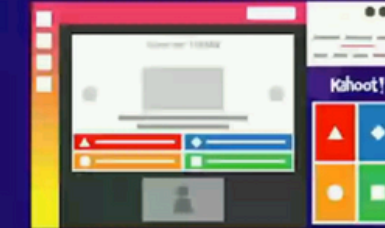
From Address Landing Page

Signature Pre-Header

kahoot.it Game PIN: 3733468

Sari Gallagher - 10:33
Coffee coffee

HOW TO PLAY Kahoot!

- 1 
CLICK ON KAHOOT! TAB
- 2 
ENTER GAME PIN
- 3 
ANSWER QUESTIONS!

GURU CONFERENCE 2024

World's #1 Competitive Eater Joey Chestnut vs. Marketers!!

0:30

GURU CONFERENCE

Joey

Matt (King of Spam)

Jay Schwedelson

Chat Polls Q&A

GURU Media Hub Organizer · 11:44
 DOWNLOAD HERE: bit.ly/3UBJKSM KNAK'S FREE Content for EMAIL MARKETERS! The Definitive Guide to Creating Kick-Ass Emails
 14, 1000000 (1000000) (1000000)

Elizabeth H · 14:40
 Matt is crushing it!

Nicole Lyles · 14:40
 Ooooo, this is so awful, lol

Russell Fletcher · 14:40
 Next year- scrapple!

Courtney Yule · 14:40
 Salt of the ocean!

Kia Lambert · 14:40
 MATT MATT MATT MATT

Rachael Wyatt · 14:40
 Why is Joey so wet?

Rebecca Youalf · 14:40
 Joey - You are a beast!

Laura Carry · 14:40
 It's like a car wreck... wanna keep driving but can't stop looking

Janelle Mochnatz · 14:40
 My stomach is turning

Thomas Jackson · 14:40
 Can't wait for the At Home game of this

GURU 2024

THE CONFERENCE

WORLD'S #1 COMPETITIVE EATER...

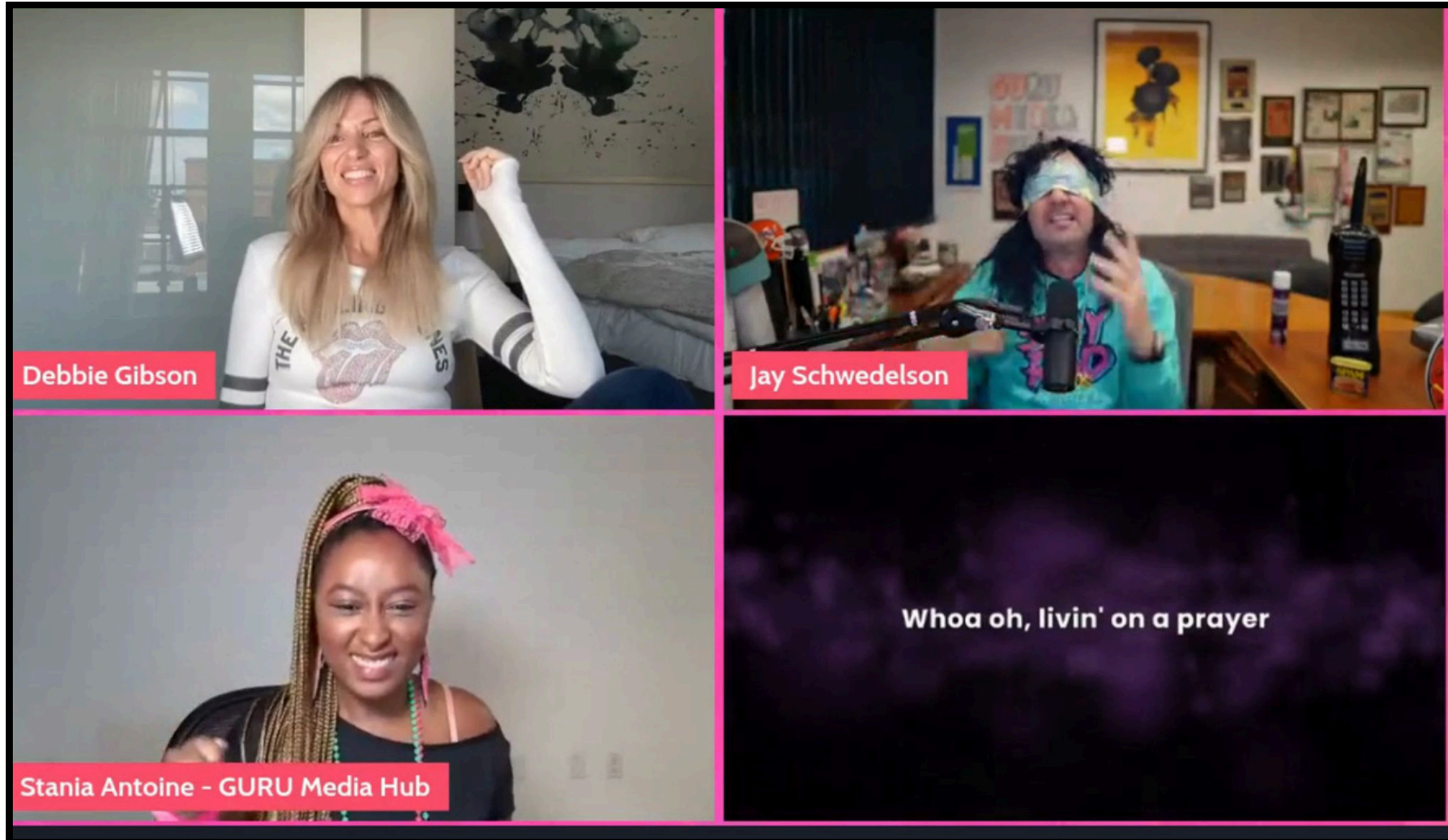
JOEY CHESTNUT VS MARKETERS!!!

LIVE!!!

OCTOBER 16-17

WORLD'S #1 COMPETITIVE EATER!

WATCH AS MARKETERS TAKE ON THE CHAMP IN A LIVE FOOD EATING COMPETITION!!



POP ICON

DEBBIE GIBSON

LIVE AT GURU CONFERENCE 2024!!!

GET THE FULL
DETAILS HERE!

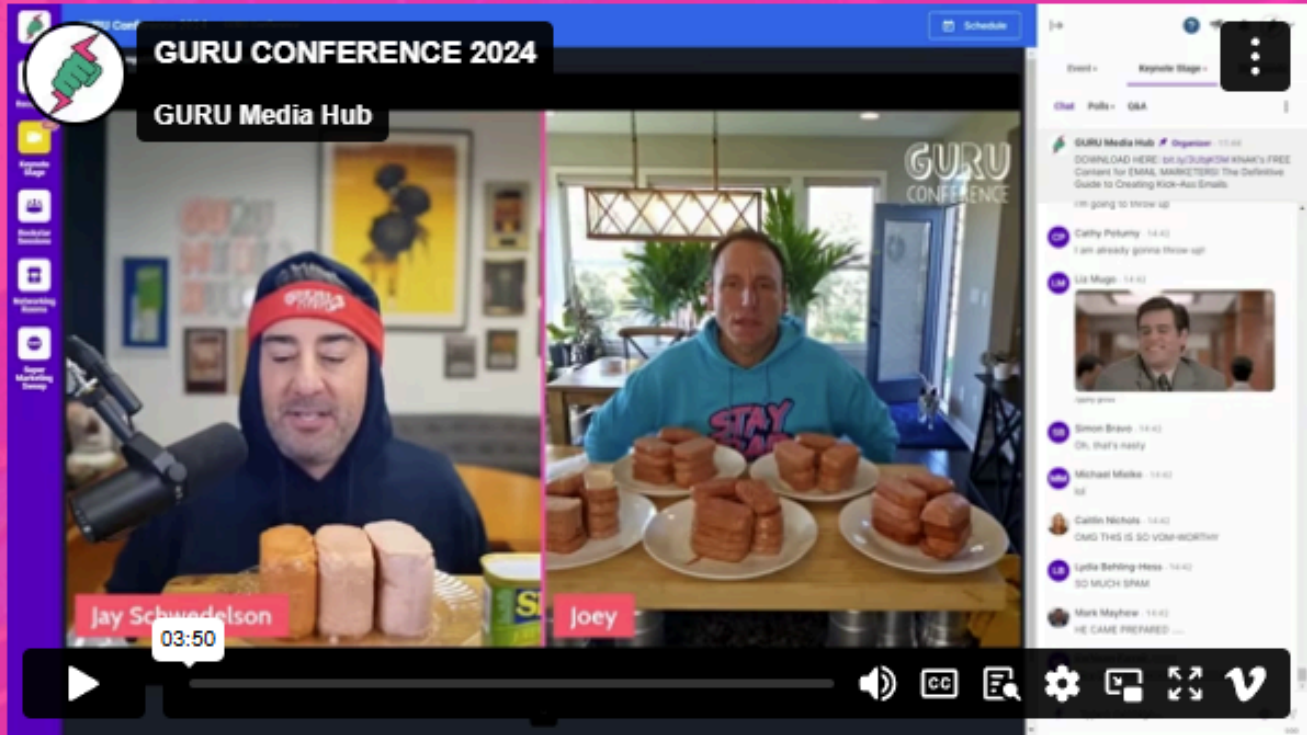
NO WAY!!! TELL ME MORE!

**DEBBIE GIBSON LIVE AT THE WORLD'S
LARGEST VIRTUAL EMAIL MARKETING
CONFERENCE!**

Wait, what? GURU Conference is all about 2 things...Email

Make Your Sizzle Reel Awesome!

ABOUT GURU SPEAKERS TRACKS WHO IS ATTENDING? SPONSORS



ENTER A MARKETER ⚡ LEAVE A GURU.

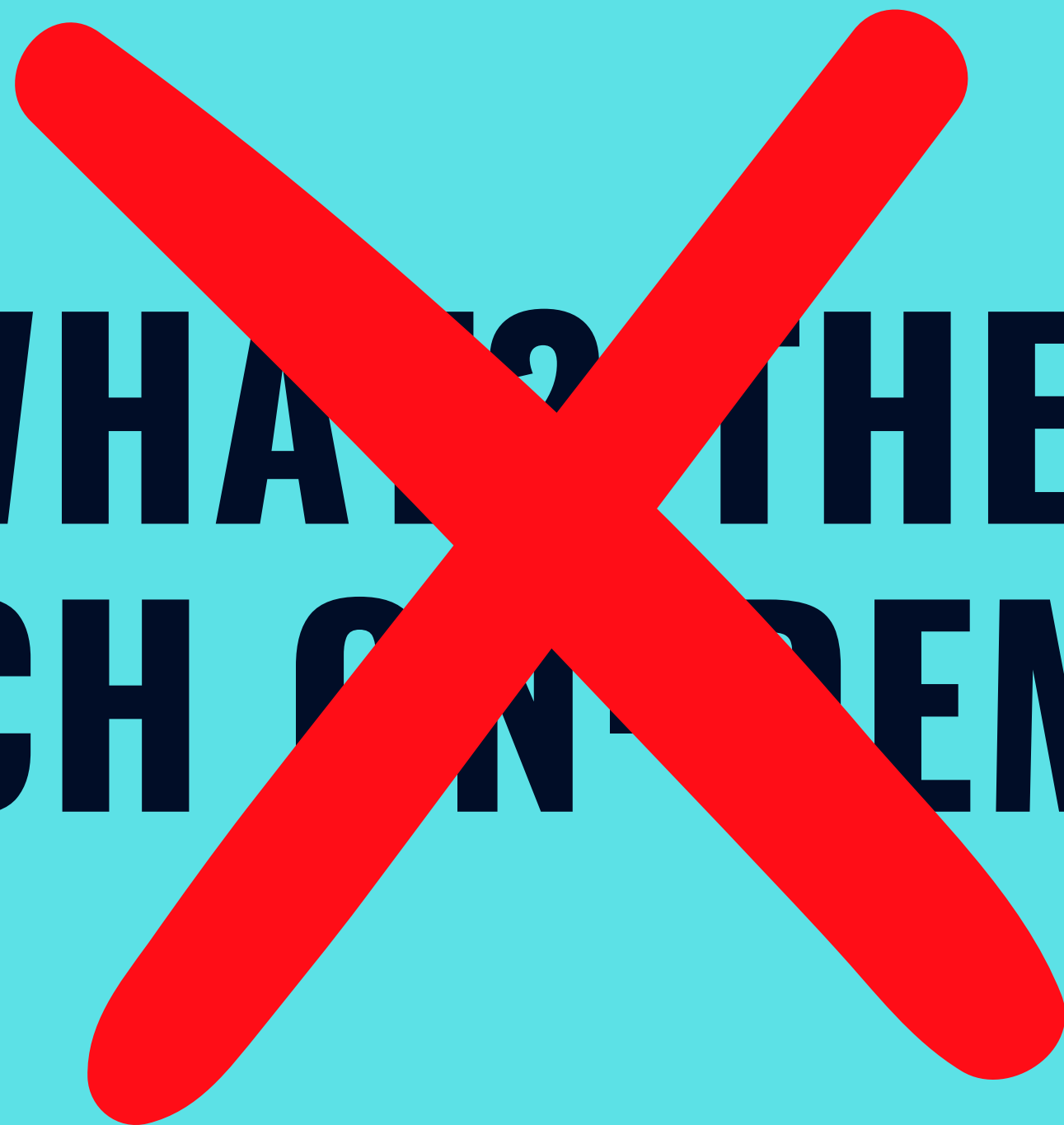
Welcome to an email marketing conference designed to help exceed actionable advice you can deploy same-day, informed by a deep pool of industry experts. This Conference is designed to share the very latest digital trends, email marketing insights, and strategies you'll need to step up your email marketing performance TODAY. Join sessions from industry experts that will take your email marketing performance to the next level.

[Explore the Tracks](#) [Become a sponsor](#)

www.GuruConference.com

**“SO WHAT? THEY WILL
WATCH ON-DEMAND”**

**“SO WHAT? THEY WILL
WATCH FOR DEMAND”**



STAT:

PEOPLE WHO WATCH

'ON-DEMAND' ONLY



ARE 61% LESS LIKELY

TO REGISTER FOR

THE FOLLOWING YEAR'S EVENT.

WE JUST PUT ON THE WORLD'S LARGEST EMAIL MARKETING EVENT...



GURU
CONFERENCE

 **Jay Schwedelson** • You
Founder SubjectLine.com & President and CEO Outcome Media [Wo...
[Visit my website](#)
1mo • Edited • 

On-demand is where energy goes to die. Here is why we do not have ON-DEMAND at GURU Conference (unless you do this one thing...) ...more

**22,381
REGISTERED**

NO ON-DEMAND

  You and 277 others 131 comments • 7 reposts

THE WORLD'S LARGEST VIRTUAL EMAIL MARKETING CONFERENCE!

GURU  **2024**

THE CONFERENCE

★ KEYNOTE ★



OCTOBER 16-17



⚡ SARAH JESSICA PARKER ⚡

THE WORLD'S LARGEST VIRTUAL EMAIL MARKETING CONFERENCE!

2022

14,011 REGISTERED

FULL ON-DEMAND AVAILABLE

SHOW-UP RATE: 51%

2023

20,024 REGISTERED

NO ON-DEMAND AT ALL

SHOW-UP RATE: 62%

2024

24,118 REGISTERED

**'EARNED ON-DEMAND' YOU MUST
ATTEND 60 MINS TO GET LINK**

SHOW-UP RATE: 71%

FREE STUFF!!!



ONE MORE THING BEFORE THE FREE STUFF...

**IF WE ARE NOT CONNECTED
ON **LINKEDIN** PLEASE SEND
ME A CONNECTION REQUEST!**

I AM ON **INSTAGRAM:
@JAYSCHWEDELSON**

OH WAIT...PODCAST REAL QUICK

10 MINUTE
EPISODES!!



DO THIS,
NOT THAT!

FOR MARKETERS ONLY!

Presented by:  MARIGOLD™

with *Jay Schwedelson* 

GURU  PODCAST NETWORK



EVENTASTIC



BY GURU MEDIA HUB

THE WORLD'S LARGEST EVENT **ABOUT EVENTS!** • JUNE 2025

VIRTUAL + **100% FREE** to ATTEND!!!

WE WANT YOU!!

WWW.EVENTASTIC.COM - JAYS@CORPWD.COM

EMAIL: JayS@CorpWD.com

“I WANT EVERYTHING”

- MY NEWSLETTER
- NEW! BEST/WORST DAYS '25 EMAIL CALENDAR
- LINK TO MY PODCAST
- THESE SLIDES!!!!



'SEND EVERYTHING'
JAYS@CORPWD.COM

