

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.

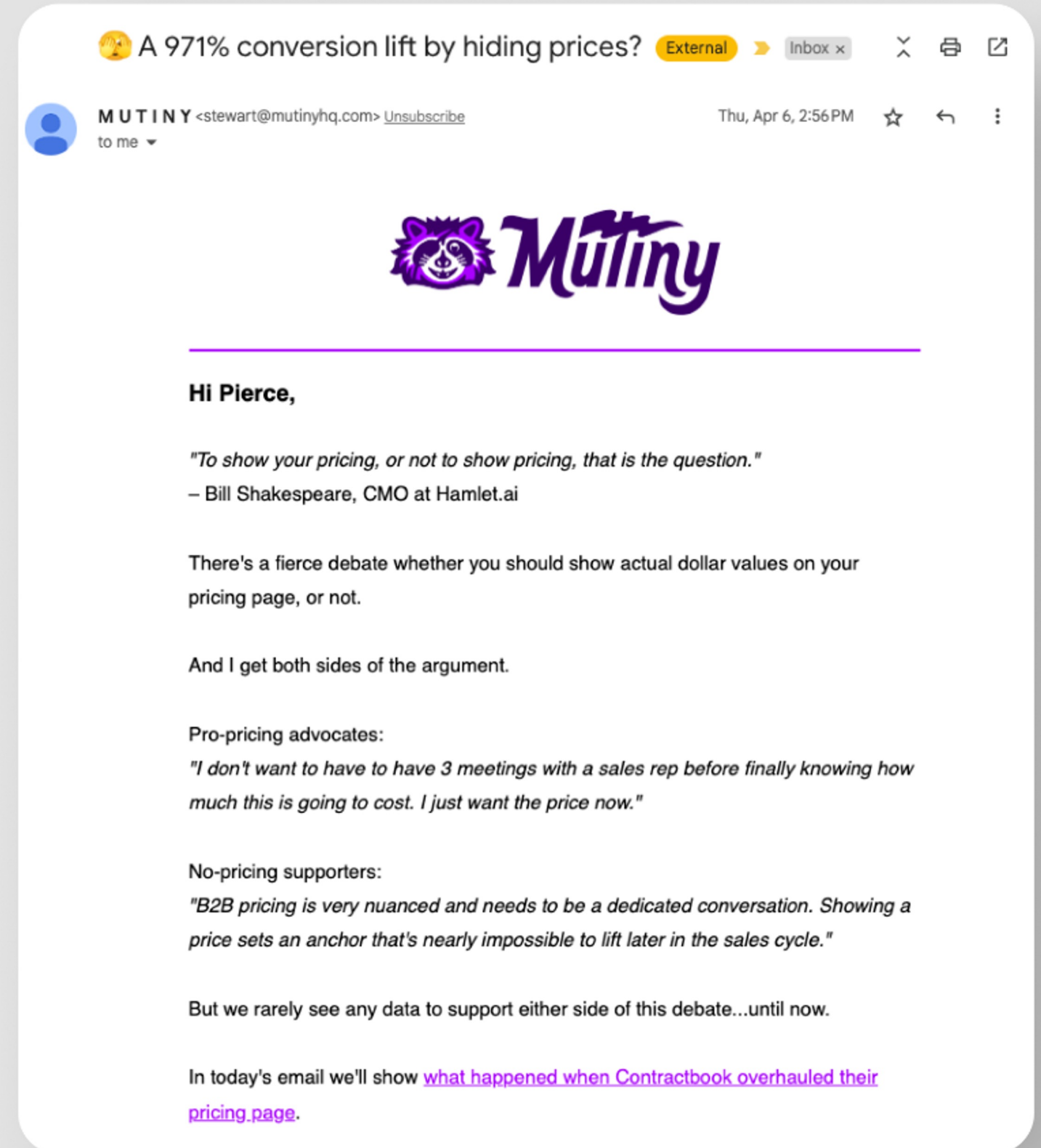
Top Tip

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!**



C

CAPTIVATE

H

HUMAN

E

ENTERTAIN

E

EASY

T

TRANSITIONS

A

ANIMATE

H

HARMONY

Your north stars!

The "CHEETAH" Framework



CAPTIVATE

You only get one shot, one opportunity...

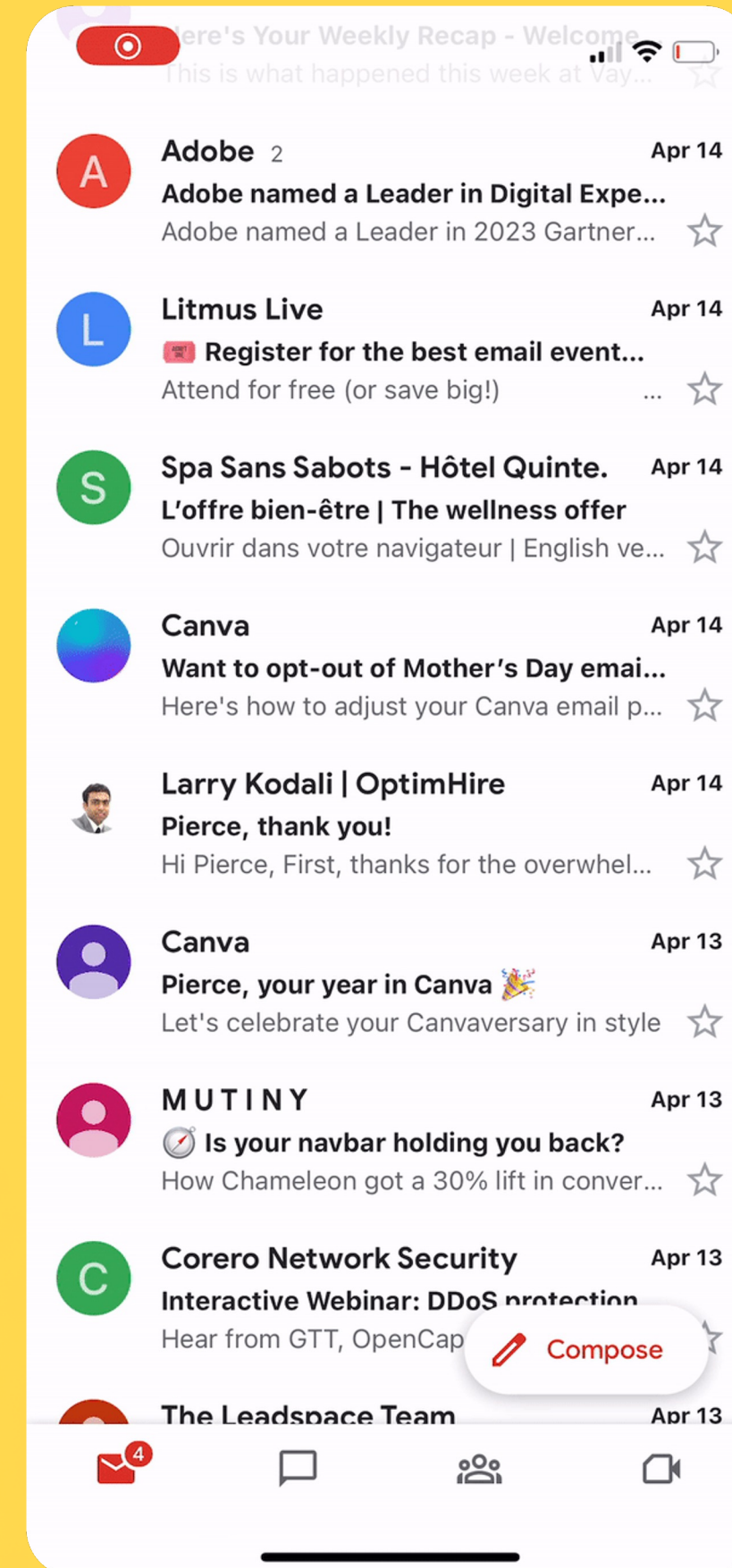
Are you dropping bombs with your sender display name, subject line & preview text?

🎤 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

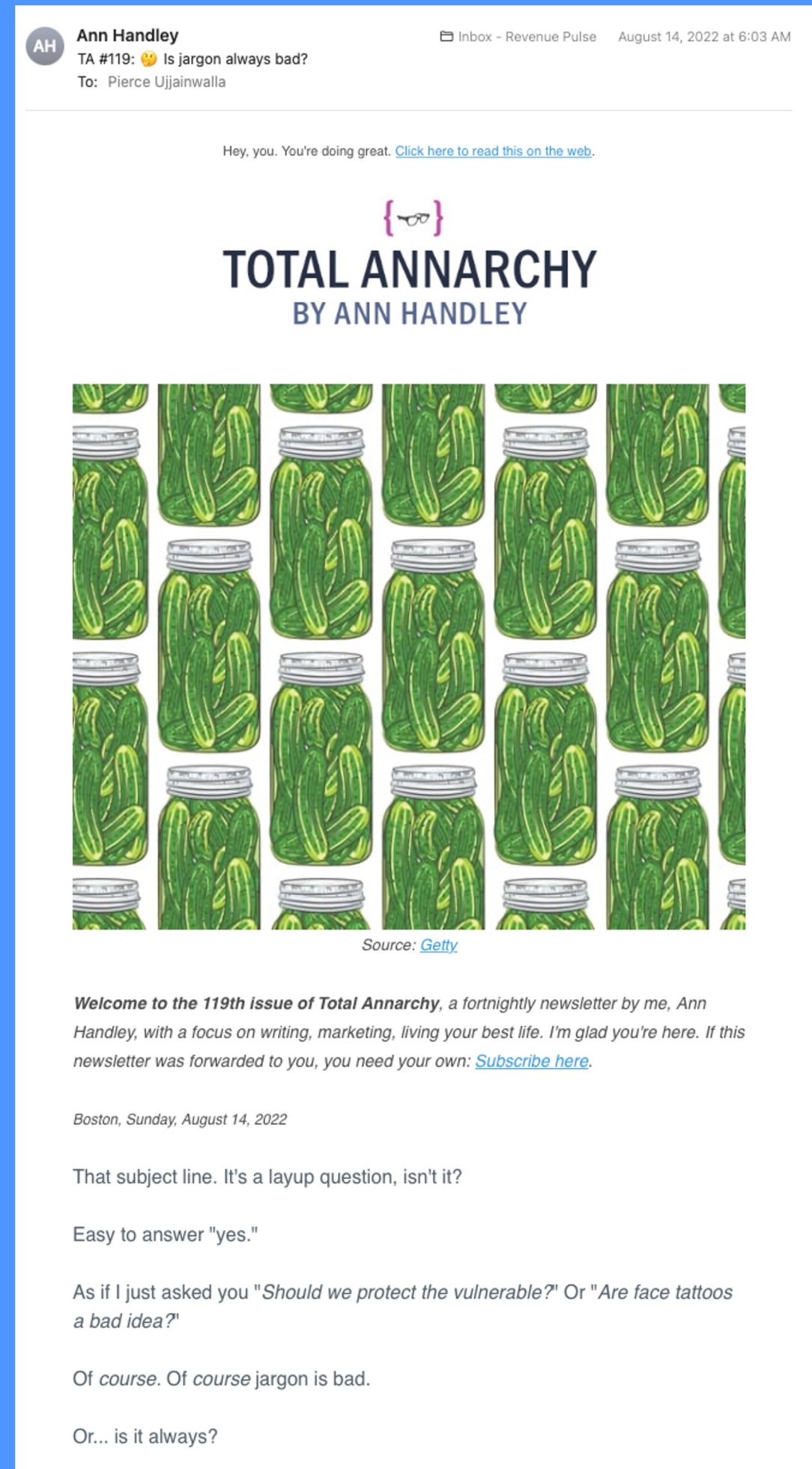
H

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

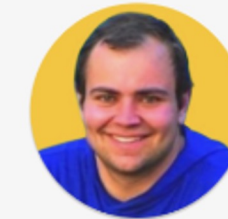


Can we change our Facebook status NOW?

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?

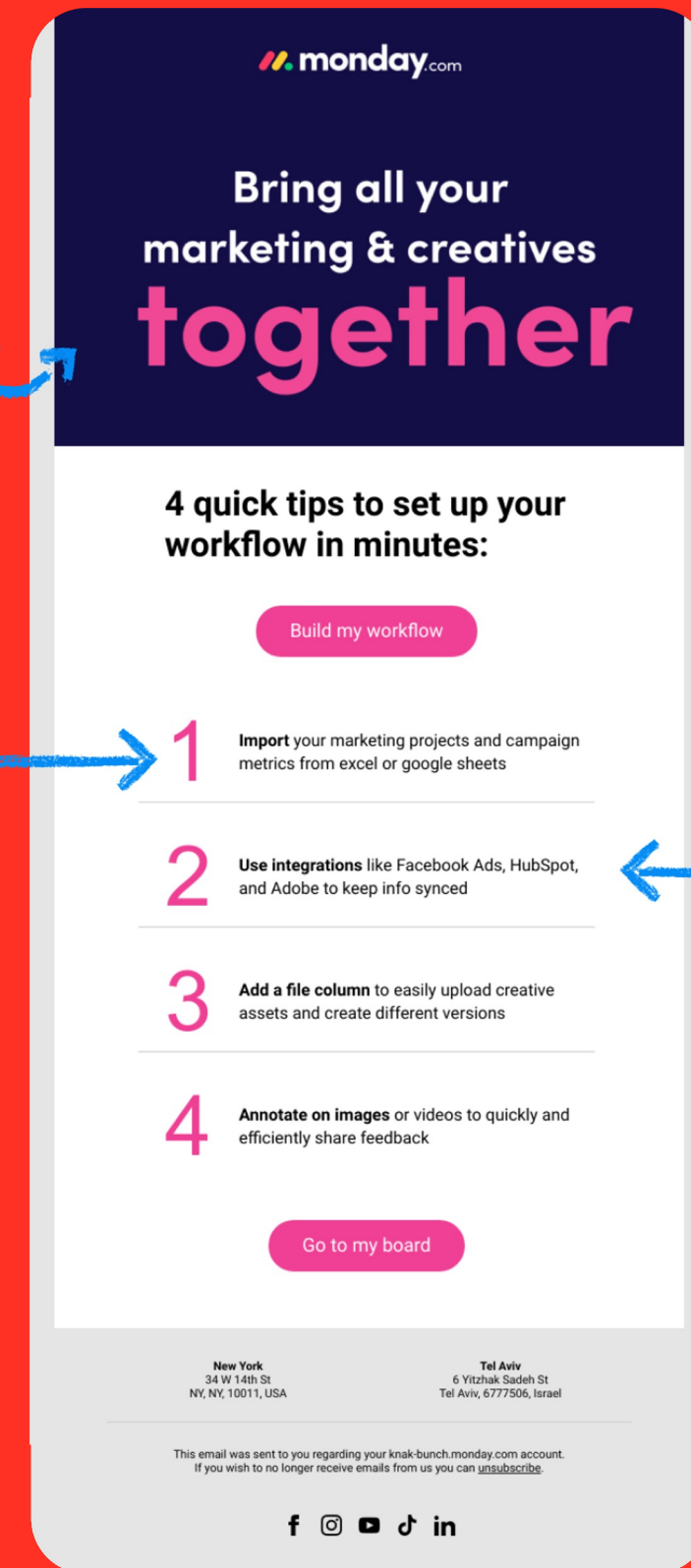
Choose a single Call-to-Action (CTA) and focus on it

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!



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!

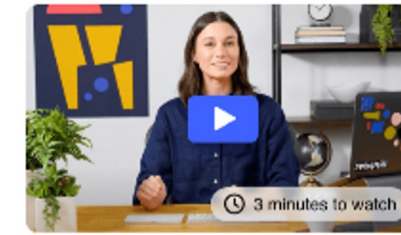
Hi there,

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

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)



Meta 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.


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?




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



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

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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



**Link Tracking
Protection in iOS 17
& macOS Sonoma**

**IMPORTANT CHANGES
FOR MARKETERS**



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



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.

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

Rihanna, check out the latest



TELL THEM WHO THEY ARE

INDUSTRY: INCREASES OPEN RATE BY 25%

Trends in Construction Industry...

FUNCTION: INCREASES OPEN RATE BY 31%

Just for Sales Professionals...

INTEREST: INCREASES OPEN RATE BY 27%

Just for DIYers...

TELL THEM WHO THEY ARE

INDUSTRY: INCREASES OPEN RATE BY 25%

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

INTEREST: INCREASES OPEN RATE BY 27%

Just for DIYers...

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

ASPIRATIONAL:

Subject Line That Mentions Aspirational Elements Increases Open Rates:

BUSINESS: 28%

CONSUMER: 24%

ClickZ Daily	Inbox	How CMOs can market to CFOs - A blueprint by
South Florida Busin.	Inbox	The CFOs Guide to Automation - 6 signs your bu
Demand Gen Report	Inbox	CMO Outlook Guide: Top Priorities & Challenge
CMSWire Breakfast B.	Inbox	CMO's 30-60-90-Day Agenda 📅 - Crafting suc
South Florida Busin.	Inbox	CFO Guide: 4 Inflation Metrics to Watch Now -
Campaign Brand Acti.	Inbox	CMO Outlook: The metaverse - fad or here to s
ClickZ Daily	Inbox	Five skills a CMO needs to demonstrate to bec
Marketing Dive	Inbox	CFO Guide: 4 Inflation Metrics to Watch Now -
birddogs	Inbox	Our CFO Threw Up On An Intern - And YOU can

'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

**ARE YOU A/B TESTING YOUR
CONTENT TITLE???**
(SILENT CAMPAIGN KILLER)

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

8 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%**

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!**

LAST 90 DAYS:

‘STEPS’ MENTIONED IN
SUBJECT LINE
BOOSTING OPEN RATES:

BUSINESS: 24%
CONSUMER: 19%

» McKinsey Shortlist	Inbox	Nine steps for implementing generative AI - Four new
» Litmus Weekly	Inbox	5 steps to a better email workflow, design tools that'l
» Chase Dimond	Inbox	The 9- step process to write impossible-to-ignore hea
» CRM eWeekly	Inbox	Beyond the Quota: 5 Steps for Building an Effective C
» Human Resources	Inbox	The six key steps to start a workplace investigation -
» NRF SmartBrief	Inbox	3 steps to a strong digital foundation - Learn about the
» Dormify	Inbox	6 steps to the perfect dorm bed - our best basics that
» MarTech	Inbox	👁️ 5 steps for building a recession proof ABM program
» HubSpot Blog, Sales	Inbox	4 Steps to Getting Emotions to Seep into Sales Conve
» Crate & Kids	Inbox	The coziest bed in 4 simple steps - + save up to 50% d
» eMarketer Webinars	Inbox	3 Steps to Achieve Personalization and Drive Revenue
» HP.com	Inbox	Step 1: Open this email. Step 2: Save big! - We'll handle
» Domino's Pizza	Inbox	One more step to earn your FREE Pizza 🍕✅ - You enr
» SAP Flash	Inbox	Three steps to profitable and sustainable energy mar
» Dior	Inbox	Your 3- Step Sauvage Skin Routine - Clean. Hydrate. Sc
» West Elm	Inbox	Update your space in 1 step ✅ - Easy decor swaps mal



» 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



» Think with Google US
"There's no silver bullet for the end of the cookie"
 But here's your explainer for how to prepare



» Think with Google US
3 ways to get more from your video ads
 But they're often overlooked

**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.

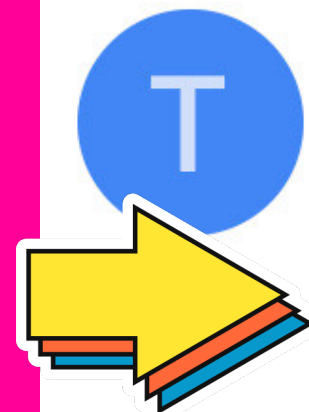
Learn how to optimize email deliverability and drive greater email



» **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:



» **Dermatology Advisor**

Atopic Dermatitis in Adulthood & Increased Risk for VTE: Is There a Link?

Plus: Are staffing, safety concerns tied to burnout in hospital clinicians?



» **Really Good Emails**

"I'll be watching you" is a creepy lyric

Plus: Unlocking the power of email marketing, best practices for domain warm up,



» **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



» **Think with Google US**

"There's no silver bullet for the end of the cookie ... "

But here's your explainer for how to prepare



» **Think with Google US**

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:

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

BUSINESS: UP 29%
CONSUMER: UP 22%

» Poppin	Inbox	Is Your Office Hybrid Happy? - Strike a balance between different work mo
» Validity, Inc.	Inbox	Is your email program protected from deliverability threats? - The essen
» Planet Fitness	Inbox	Feeling the FOMO yet? Join in the fun! - Exclusive offer available for High S
» Search Engine Journ.	Inbox	Tired of losing online leads? Show up higher in search. - Get a free trial &
» Lisa at FreshBooks	Inbox	Is your business running you ragged? - How to balance entrepreneurship a
» Daymond John	Inbox	sos Feeling Overwhelmed? - Hey jay, If you're running (or thinking about run
» Molekule	Inbox	Feeling tired? Our Certified Sleep Consultant is here to help 😴 - Inside,
» Search Engine Land	Inbox	Is your business struggling online? We have something that can help! -
» Kim's Great Stuff	Inbox	Struggling with high-priced groceries? This app can help - Tips to stay sa
» Indiegogo	Inbox	🔥 Tired of high electricity bills? Take control of them today - And don't
» Domino's Pizza	Inbox	Too tired to cook? Let Domino's do the work! - Your local Domino's has the

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 <input type="text"/>
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**



Join thousands of businesses using Quick Base.

Quick Base delivers tremendous value for the money. We estimate that our cost savings are in the \$100,000-200,000 range - Erik Jonte

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](#)



Join thousands of businesses using Quick Base.

- Work smarter, not harder:** Automate mundane tasks and activities.
- Uncover insights:** Easy access to your important information in one place.
- Safe and secure:** Trusted by thousands of businesses - big and small.

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](#)

AWESOME FOR NEWSLETTER SUBSCRIPTIONS!!!!

1

FINTECH





FINTECH TAKES

Fintech Takes is a twice-weekly newsletter by Alex Johnson, a former credit expert who quit his job to document the future of Fintech.

Subscribe for breakdowns of the latest product launches, funding, acquisitions, and crypto news in the Fintech space.

Your work email...

[Terms & Conditions](#)

2

THANKS FOR SUBSCRIBING

WE'RE BUILDING A COMMUNITY OF PEOPLE LIKE YOU

Would you mind answering a few questions?

What's your job function? (Required)

Select...

What's your job level / seniority? (Required)

Select...

Are you looking to automate more of your security and compliance processes? (Required)

Are you looking to drive leads and revenue using social media? (Required)

What's your company's name?

Would you like to get early access and discounts to Fintech Takes courses or community?

Which city do you live in or closest to? We're planning events, too.

Select...

Last one. What size company are you at?

Select...

EASY

First Name *

Last Name *

Company

Email Address *



ANNOYING

First Name *

Last Name *

Company

Email Address *

Address *

City *

State *



EASY

First Name *

Last Name *

Company

Email Address *

ANNOYING

First Name *

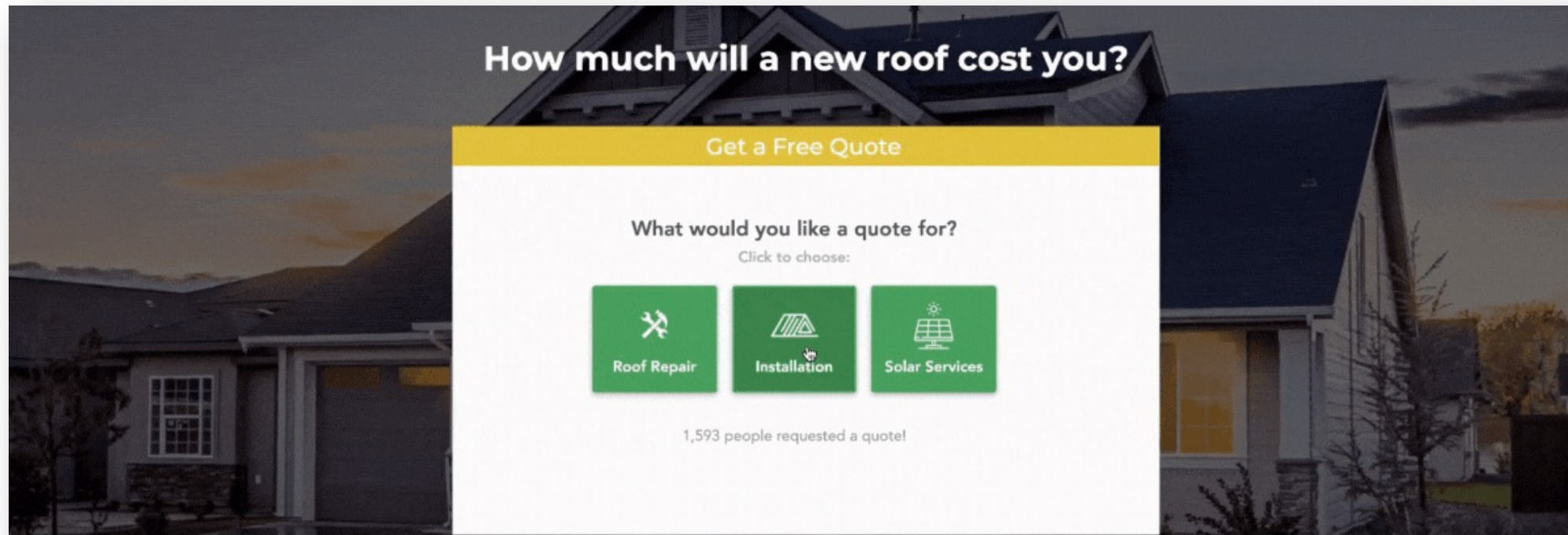
Last Name *

Address *

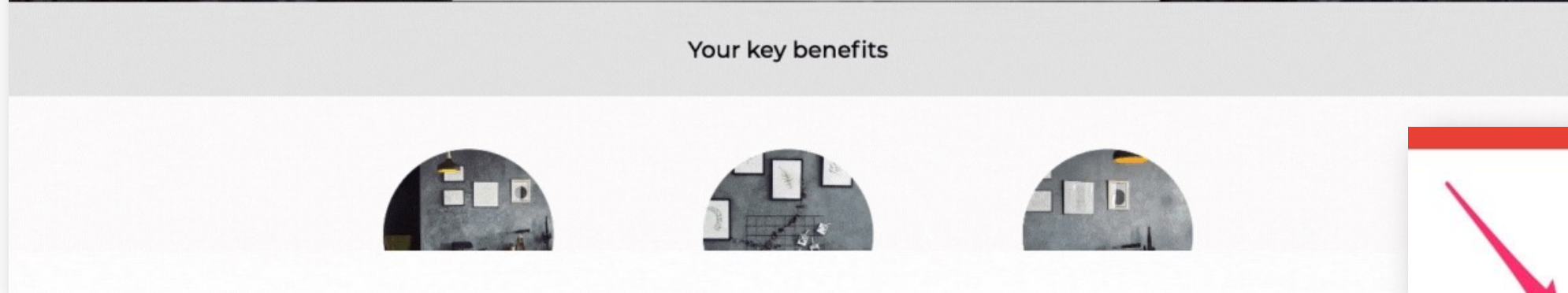
City *

State *

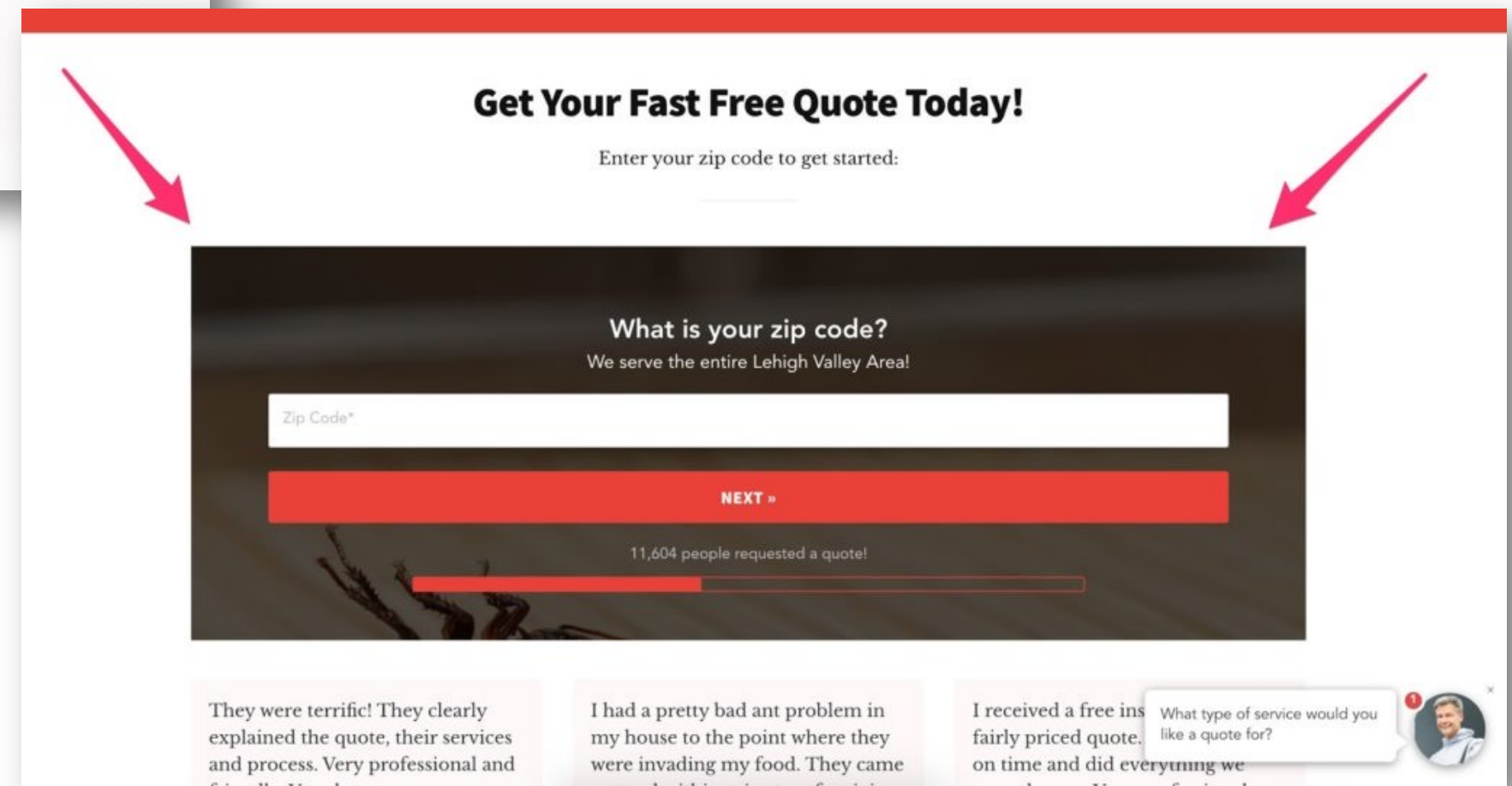
Single-Column Forms Have a 21% Higher Overall Conversion Rate Than Zigzag forms.



GET THEM STARTED!!!



**QUESTION START:
Forms That Start With Single
Question Field Have 38%
Higher Overall Completion Rate**



Destination Pages That Have Client Testimonials Have Increased Conversion Rates:

Consumer = UP 22%
Business = UP 27%

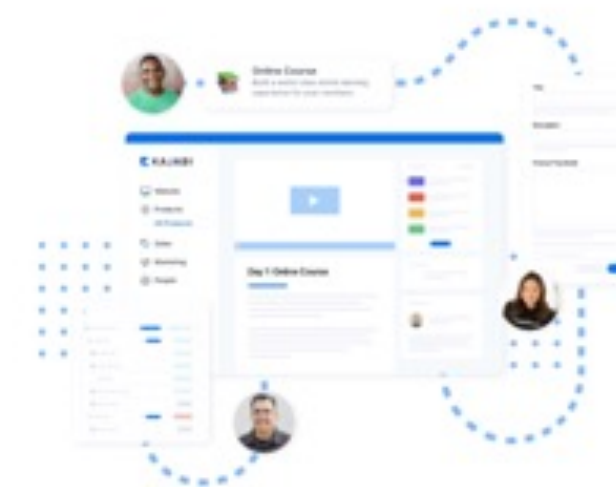
Turn your knowledge into an online course — no tech skills required.

Kajabi's powerful all-in-one platform gives you everything you need to create, market, and sell your online course.

Start your 14-day free trial or [watch the demo](#) to see how simple building a knowledge business can be.

[Start free trial](#)

[Watch demo](#)



40,000+

Entrepreneurs use Kajabi

41,000,000+

Students served

\$2,000,000,000+

Earned by our customers

10+ Years

As the industry leader

"easy to use"



"incredibly powerful tool"



"ideal for growth"



Finally, the platform you've always needed to build and scale your

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

Partners: Fedatier, MODERNA, MERCER, OPTIMUM, sports experts, CGI, etc.

GET 3 QUOTES NOW!
START FREE TRIAL
GET MY FREE DEMO

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]

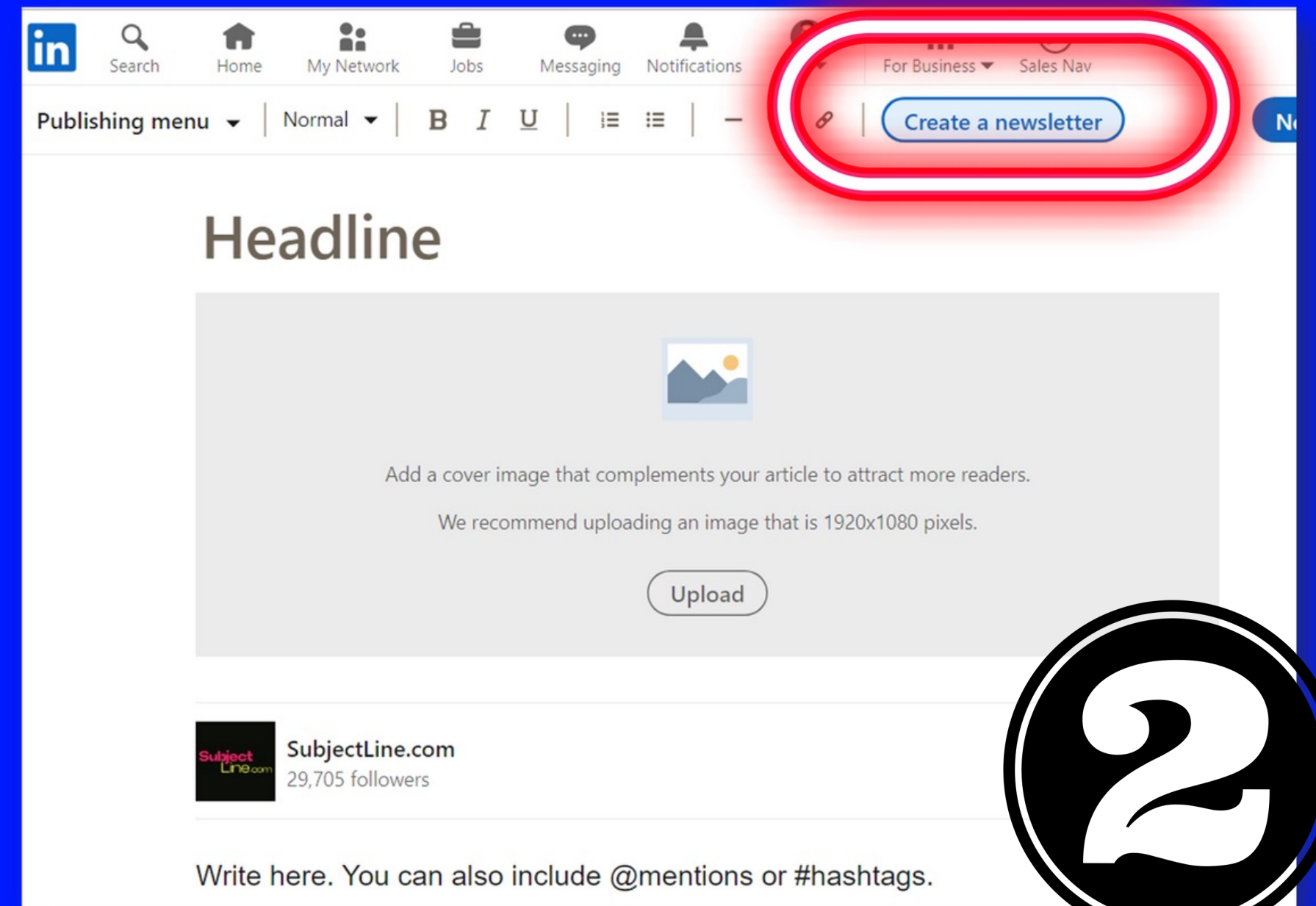
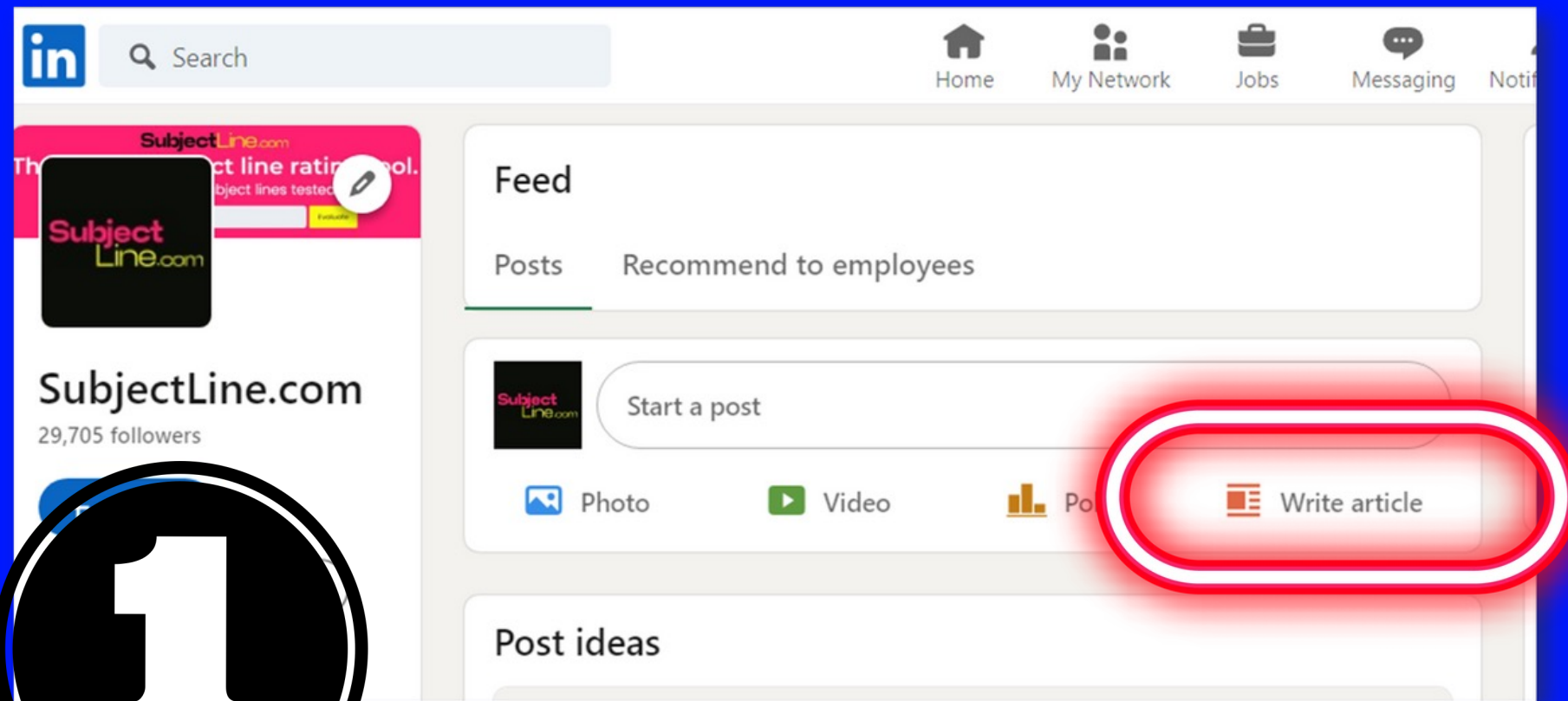
My Email Tips and Trends Newsletter - For Business and Consumer Marketers



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

Published biweekly
13,686 subscribers

2 STEPS...30 SECONDS (FREE)



**LINKEDIN EMAIL
NEWSLETTER**

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

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

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!**

QUICK WINS:

EASY THINGS TO BOOST PERFORMANCE

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!

LAST 90 DAYS: EXCLUSIVE

**'EXCLUSIVE XXXXX' AT
START OF SUBJECT LINE
INCREASES OPEN RATES:**

**BUSINESS: 22%
CONSUMER: 24%**

- **Exclusive Invite**
- **Exclusive Access**
- **Exclusive Sneak Peek**
- **Exclusive Offer**
- **Exclusive Preview**
- **Exclusive Benefits**

WAIITTTT!!! SLIIIDEEESSS!!!

AND AM DOING ANOTHER SESSION!

AND FREE STUFF!

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



LOOK AWAY!

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!!

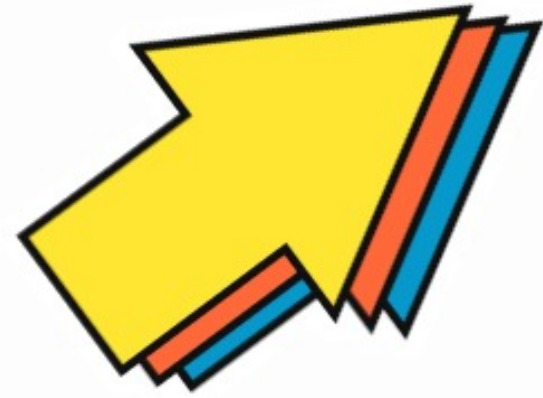
Meetup: GURU Events Email Marketing Community
[SHOW FLOOR]

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

"I want everything"

Just email me at:

JayS@CorpWD.com



- Slides
- Conferences Free Reg
- Best Days Email Calendar
- Jay's Scoop Newsletter

And send me LINKEDIN connection!

SOME EXTRA FREE STUFF!

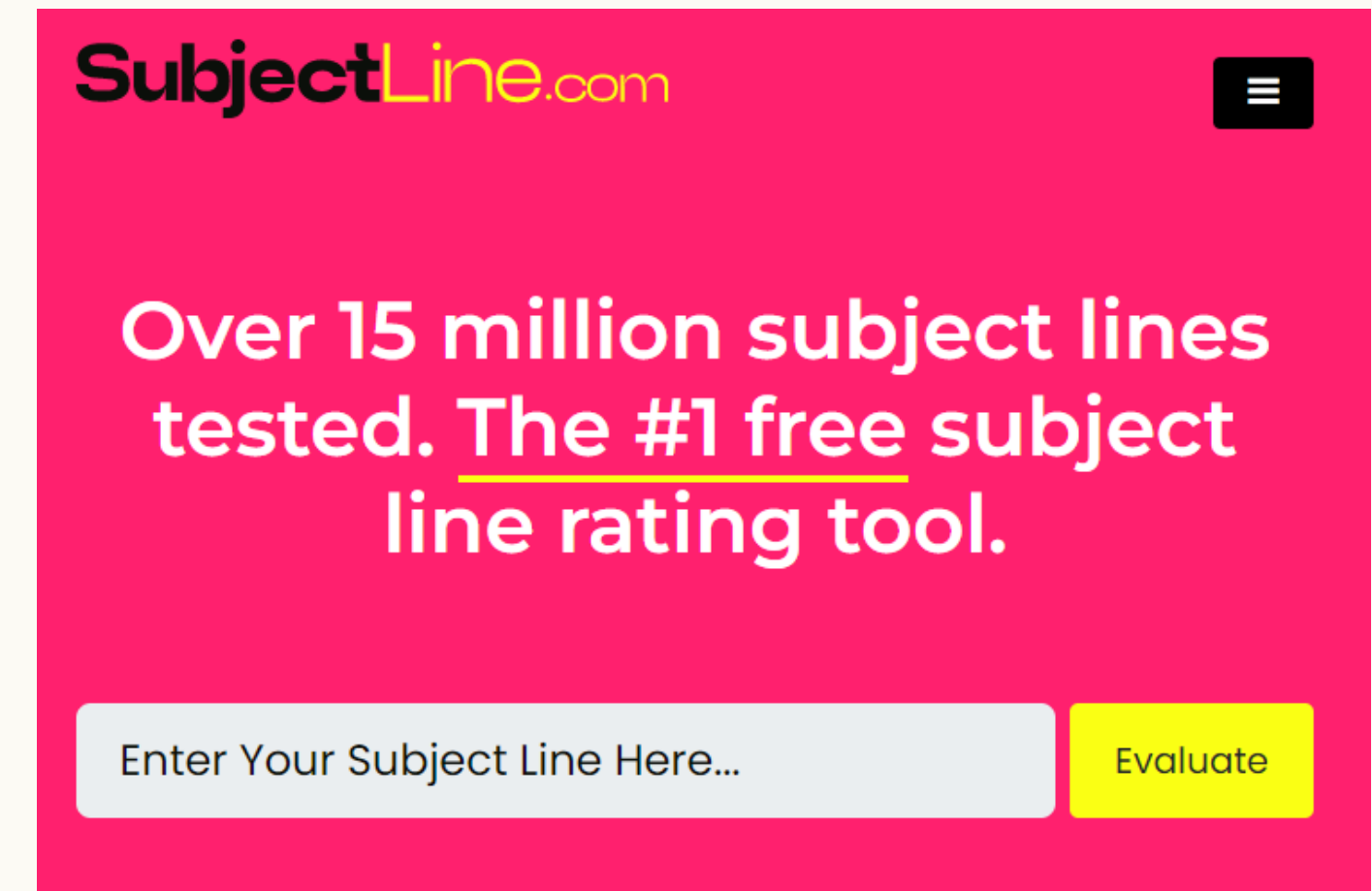



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