

Inbox Influence:

A Curation of Proven Tactics, Data
and Insights to Supercharge Your Email
Marketing Strategy



Janice Dombrowski

Content Director



Why Is Email More Important Than Ever?

- Direct and personalized communication
- Unaffected by social media algorithms (or bans)
- You own the list
- Cost-effective
- Integration with AI for enhanced performance (writing and data)







Jessica Best

Email Strategist and
Owner of BetterAve



Matthew Mahabadi

Managing Partner at
DataStudio.Tech



Megan Boshuyzen

Award-Winning Senior
Email Developer



Andrew Bonar

Co-founder of Email Expert and
MarTech community builder



Jay Swedelson

Founder SubjectLine.com



Marilyn Gil

The Email Marketing
Unicorn



Tony Gnau

Video expert, #1 Bestselling
Author on Amazon



Yanna-Torry Aspraki

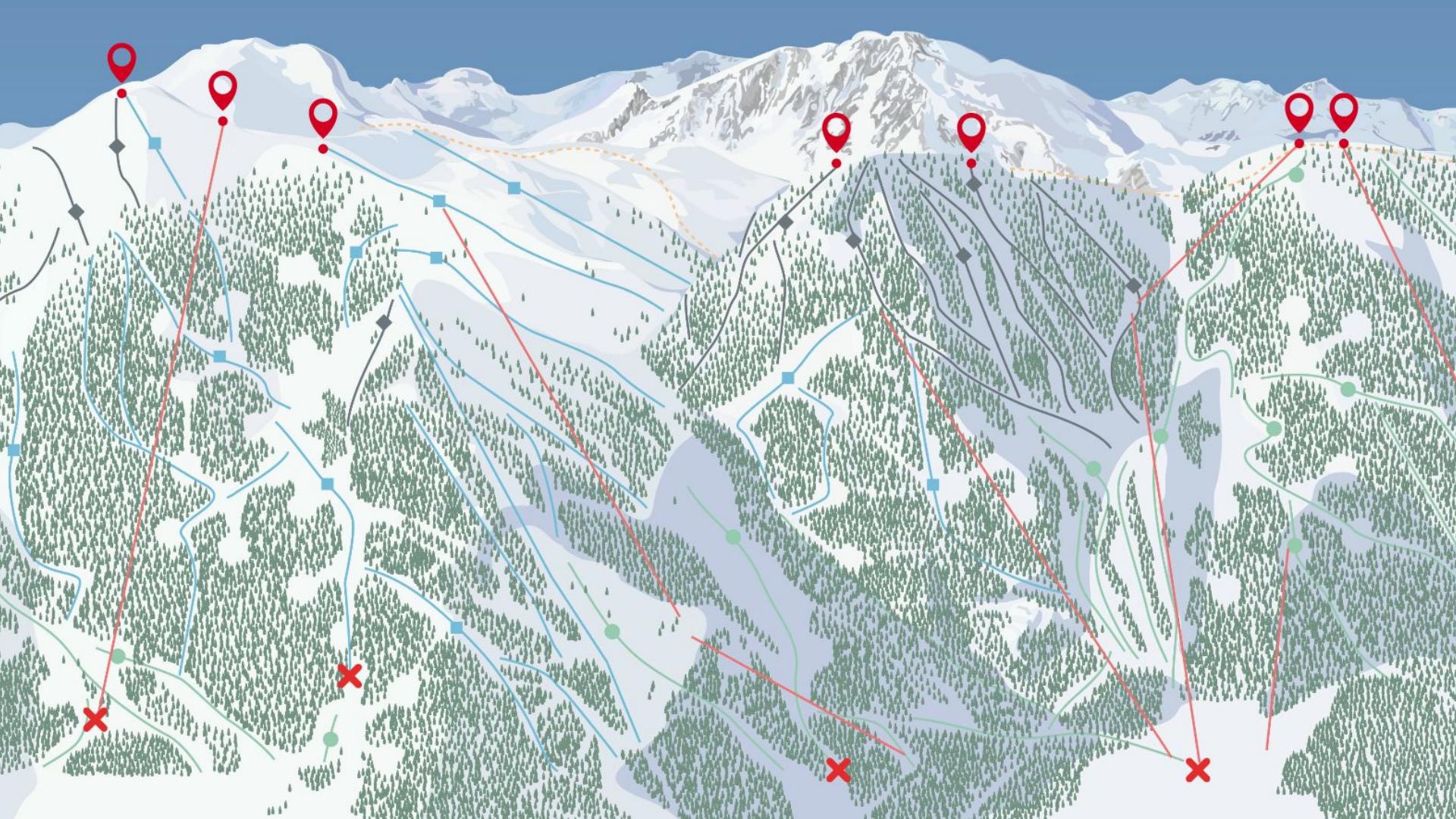
Deliverability
Specialist & CRO



Streamlined Podcast Network:

Mini Series Subscribe Here!







**“Email is the most
consistent, reliable
marketing channel
on the web”**

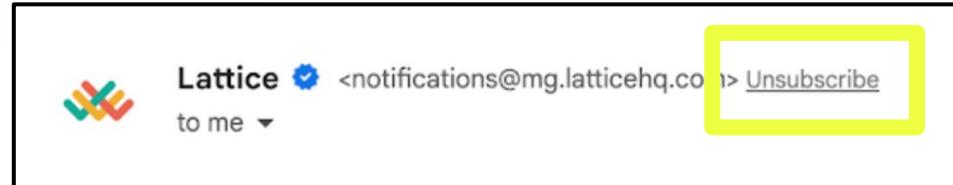
Source: [Rand Fishkin](#)



Email Lists

Email List Basics

- Opt In
- [One-click unsubscribe](#)
- Keep your list clean
 - Up to date information
 - Remove unengaged contacts regularly
 - Prioritize complete contact properties



**74% of consumers get frustrated
when content offers and
promotions are not aligned with
their interests.**

Source: [Campaign Monitor by Marigold](#)

List Segmentation

- Industry
- Job Title
- Purchase history
- Location
- Engagement level, etc.

Tailored messages = increase in relevance and engagement



The background features a light gray surface with a subtle, organic wavy texture. Overlaid on this are several large, soft-edged shadows in a darker shade of gray, creating a sense of depth and perspective. The shadows are positioned in a way that suggests a central focal point, with the text centered within the frame.

But my list has been neglected ...

Re-Engage Your List With Verification

B2B:

- Are you still with XYZ Company?
- Are you still focused on employee benefits?

B2C:

- Still want VIP discounts?
- Confirm - VIP Status ...
- Holiday Discount: confirmation needed ...



The background features a light gray surface with a dense pattern of thin, wavy lines that create a topographic map effect. Overlaid on this are several large, semi-transparent 3D blocks, rendered in a light gray color. These blocks are positioned in the upper half of the image, casting soft shadows and highlights that suggest depth and volume.

But my list is **small ...**

Grow Your Email List

- Add a pop-up on your blog
- Exit pop-up
- Scroll pop-up
- Based on a download
- Based on purchase history
- Referral program
- Ask for opt-in at checkout
- Use your other channels to build interest







Email Structure





Start with A Solid Foundation

- Why are you sending this email?
- Why does it matter to the reader?
- What is the best UX for this audience?



Limit the Click Options

- When you have three (3) or more offers in any email, the hero offer **will receive 50% less clicks overall**
- Limit the things a recipient has to consider everytime you send something out
 - No navigation bar
 - No social media links
 - No clickable logo





Hi Janice!

There are only **11 tickets left** for our upcoming in-depth workshop in Minneapolis, and we really want to see you there!

Today only, we're offering you 35% off your 2-day workshop tickets. Secure your spot for just \$162.50 by using code **ACTIVE!**

Don't miss out on the opportunity to meet your ActiveCampaign platform trainer in-person, learn more about the power of marketing automation, and take your customer experience to the next level.

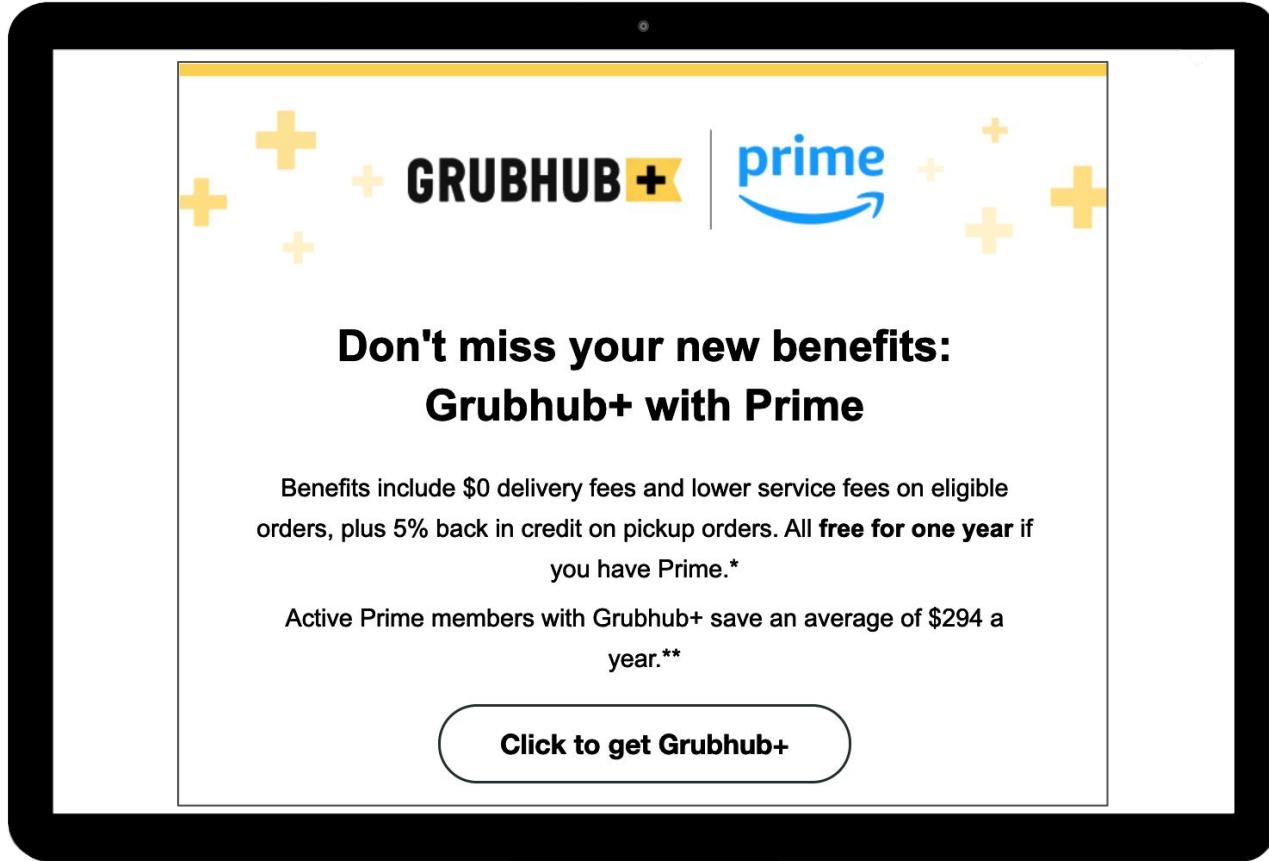
[Reserve your spot](#)

Accessibility

- Use headers (instead of text over an image)
- Use alt-text for images
- **Left align text** (centered causes cognitive fatigue)
- Font size
 - Desktop 16 pixels ; Mobile 18 pixels
- Older audience?
 - Bump up font size to 21 pixels



“When your text is centered, your eyes are not anchored.”



GRUBHUB+ | prime

**Don't miss your new benefits:
Grubhub+ with Prime**

Benefits include \$0 delivery fees and lower service fees on eligible orders, plus 5% back in credit on pickup orders. All **free for one year** if you have Prime.*

Active Prime members with Grubhub+ save an average of \$294 a year.**

Click to get Grubhub+

Who Is the Email From?

- More important than you think!
- Nurture the relationship with the subscriber
- Should be a real person
- Consider using a 'Friendly From'



Grubhub

You're eligible to get Grubhub+ w...

Digital Marketing D.

Turn annoyed visitors into engag...

Buyology

Breaking the Analytics Maze -  ...

Nugget

We've only got a few left... - Shop...

OpenTable

How to opt-out of Mother's Day ...

Dairy Foods

Visit ADS Cheese Expo - Metal D...

Michele at AMA Milw.	Boring Stories Kill Brands. Are Yo...
Cathy at MAICON	MAICON 2024 speakers announc...
Lauren @ Search Mar.	👀 Open for your sneak peek at t...
ActiveCampaign	Protect your brand with DMARC ...
Julie from Yuka	The Critical Role of Fiber - Hello J...
Tav from Drift	Bridge the gap to revenue orche...
Liz from ActiveCamp.	Just a few spots left for this Acti...

**“Friendly From” addresses with a format of
'Person from Brand' increase open rate. (B2B = 29% ; B2C = 24%)**

Stat Source: Jay Swedelson

Subject Line Best Practices

- Nobody reads the whole subject line
- Most important information to the left
- Try different starts:
 - Use an emoji as the first character
 - Use a number (14 trends in email marketing)
 - First word capitalization (TODAY is the day to save!)
 - Use brackets ([NEW] Maintenance checklist)

Source: [Jay Swedelson](#)



Emoji?

- Yes!
- Only 35% of brands use emojis
- First character is best

AllTrails	Help plant trees by recording an activity this weekend  - Here
Schlitz Audubon Nat.	Spring into Membership! 15% Off All Memberships - View this emoji
goodr	Why Wear Sunnies That AREN'T Fun? - Four reasons why you're go
Tilley	Just In: Our Latest T3 Styles - New Classics for New Adventures.
Milwaukee Athletics	Milwaukee Panthers Soccer - Join us for the Spring Season! - Enj
L.L.Bean	15% OFF Your Order Is Inside! - Come see what's new! Save wh... 
Snapfish	 Swish your way to savings! - It's game on with 80% OFF 4x6 prin
Costco Wholesale	NEW & Exciting Items, Just a Click Away! - \$7 OFF Girllactik Eyeline
Schlitz Audubon Nat.	Spring into Membership! 15% Off All Memberships - View this emoji



Title Case or sentence case

- Title case is the traditional approach to SLs
 -  How 'Cleanable' Are Your Interior Surfaces?
- Sentence case is a more personal approach
 -  Can your fish get cold? Get the facts on winter health



Subject Line Formulas

“Secret” Subject Lines

- Secrets of marathon runners
- Secrets of top CFOs
- Secrets of most successful ...

From a Colleague

- Your thoughts?
- Next steps
- Just following up
- Introduction



Subject Line Formulas

Ask a question

- Without fleet tracking, what opportunities are you missing?
- Is lack of data hurting your profitability?
- How do you choose the right aquarium for your fish?

Testimonial

- Can increase open rate by nearly 25%
- “More jobs, more money” with GPS fleet tracking software
- “Saves everybody money and time,” with email management



Subject Line Formulas

Curiosity

- See How One Company Boosted Profits with GPS Fleet Tracking
- Think You Know Betta? Take Our Quiz to Find Out!

Preventive Subject Lines

- Increase open rates by 26% in Q4
- 7 Mistakes to Avoid in 2025
- Most CFO's Aren't Prepared for This In Q1
- Major Pitfalls to Avoid in 2025

Source: Jay Swedelson



Subject Line Formulas

Problem-focused

- How 'Cleanable' Are Your Interior Surfaces?
- Getting Chilly? Your Fish Is Too! Get the Facts on Winter Health

Solution-focused

- The results speak for themselves with GPS Fleet Tracking
- Do You Know the Best Way to Clean Surfaces? Hint: We Do
- Cut Surface Cleaning Time and Cost? Here's How



Subject Line Formulas

FOMO Subject Lines

Increase open rate by 32% in Q4

- Back In-Stock (better hurry!)
- These Bestsellers are ALMOST GONE!
- Leveraging # of spots left increases webinar registrations by 47%
- Only 78 spots left for HR Pitfalls webinar

Fake Mistake Subject Line

38% increase in open rate

- Use with caution
 - Oops, we sent the wrong date!
 - Oops, ignore the last email ...

Source: Jay Swedelson



Be In the Moment As A Marketer

- One week before the SuperBowl, put “MVP” in your subject line to increase open rate by 30%
 - Also could use: Kick Off, Touchdown, Score
 - Big Discount for MVPs
 - The MVP of centrifuge repair
 - Score the biggest sale of the year

Source: Jay Swedelson



Janice Dombrowski Content Director



INBOX INFLUENCE

One Kings Lane	Inbox	Spring Refresh: Going Green 🍀 - + get lucky with limited time steals up to...	11:08 AM
Spreadshirt	Inbox	Only TODAY: Get 15% off everything 🍀 - Get your green on and get rea...	11:00 AM
Just Salad	Inbox	Looking for some green? 🍀 - View this email in your browser. Instagram ...	10:32 AM
Lucky Brand	Inbox	Lucky You! 🍀 Extra 20% Off Your Order - Get Extra Savings On Top Of ...	9:55 AM
Walmart	Inbox	It's your lucky day to save 🍀 - Don't miss these low prices.	9:10 AM
Pottery Barn	Inbox	You're in luck 🍀 - Green is in	8:32 AM
AllPosters.com	Inbox	🍀 Lucky you! - Best-selling music, sports, and movie posters start at just ...	8:04 AM
Pottery Barn Kids	Inbox	Especially for today... 🍀 - See how this "new neutral" (sham)rocks th...	7:43 AM
Zazzle Inc.	Inbox	Raise the Bar with Personalized Barware! 🍀 - Shop beer glasses, flask...	7:03 AM
JOANN Stores	Inbox	It's Your LUCKY Day 🍀 60% off ALL Easter decor, floral & more! - 50...	5:50 AM

Source: Jay Swedelson



Source: [Experian](#)

Personalization is More Than { First Name }

- Geography (24%)
- Life event (29%)
- Company size
(29% ex. For SMB owners)
- Spend Habits
(31% ex. For Budget Conscious)
- Interest
(27% ex. For Golfers)
- Company Name
(31% ex. Is ACME at risk?)
- Past Purchase
(25% ex. For Your New Kitchen)
- Job Function
(32% ex. For CFO's Only)
- Generation
(25% ex. For Grandparents)

Source: Jay Swedelson



Preheader Text

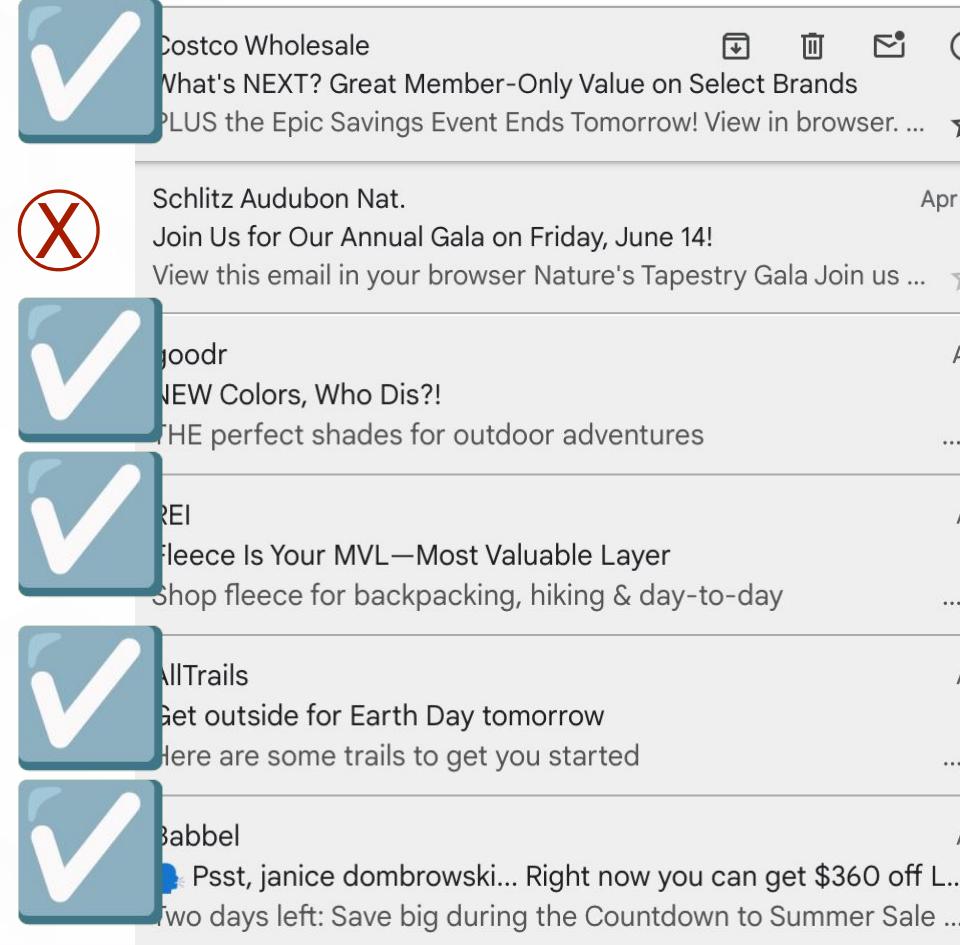
A small line of text that appears after the subject line in an email inbox.

- Increase open rate
- Improve accessibility
- Ensure relevance



Preheader Text

- Tease an offer
- Build curiosity
- Create FOMO
- Add personalization
- Use the word “PLUS...” or “And ...” to continue the SL



The image shows a vertical list of five successful preheader examples (marked with a blue checkmark) and one failed example (marked with a red X). Each example includes the sender's name, a brief description, and a truncated preview of the full email content.

- Costco Wholesale**
What's NEXT? Great Member-Only Value on Select Brands
PLUS the Epic Savings Event Ends Tomorrow! View in browser. ...
- Schlitz Audubon Nat.**
Join Us for Our Annual Gala on Friday, June 14!
View this email in your browser Nature's Tapestry Gala Join us ...
- goodr**
NEW Colors, Who Dis?!
THE perfect shades for outdoor adventures
- REI**
Fleece Is Your MVL—Most Valuable Layer
Shop fleece for backpacking, hiking & day-to-day
- AllTrails**
Get outside for Earth Day tomorrow
Here are some trails to get you started
- Babbel**
Psst, janice dombrowski... Right now you can get \$360 off L...
Two days left: Save big during the Countdown to Summer Sale ...



Plain Text vs. Images in Emails

- Benefits of plain text emails
 - Simplicity
 - Deliverability
 - Accessibility
 - Loading times

Hi Janice,

When people think AI, they often think content creation, but it's actually so much more than that. When used the right way, AI can streamline demand gen workflows, provide valuable insights on buyer behavior, and even predict future behavior. Caitlin Seeler, Sr. Director of Revenue Marketing, wants to show you how.

Join her at her MarketingProfs' webinar, [Personalization Perfected: Convincing Your Boss to Invest in AI](#) on April 24 at 12 PM ET to get the inside scoop on how AI can help you generate leads and revenue. Caitlin leverages AI for better website conversions and more revenue at DemandGen.

[Register here.](#)

Hope to see you there!

Tav

Sr. Global Demand Generation Marketer



Janice Dombrowski Content Director



INBOX INFLUENCE

Plain Text vs. Images in Emails

- Sometimes images tell a better story
- Find the right balance for your brand



Use Data to Improve Personalization

- Use dynamic content based on contact properties in your CRM
 - Adapt content for different audiences
- Or use segmented lists with hyper personalization
- Create a 'custom' email feel





Free Training For Your ABC Processor Lite

I'm sure you wish we had that equipment in your favorite color, Orange! -- hopefully, sooner than later. :)

[Read more](#)

Displaying smart rule for selected lifecycle stages



Discounted Training For Your

 Sample Product

I'm sure you wish we had that equipment in your favorite color,  Favorite Color -- hopefully, sooner than later. :)

Writing Effective Email CTAs

- Focus on the benefit rather than the commitment
- “Ugh, I have to DO something...”
- “Yay! I GET something...”



**Button-based CTAs increase
click-through rates by up to
28% over text-based CTAs.**

Source: [Campaign Monitor](#)

Janice,

The 2024 [AI for B2B Marketers Summit](#), presented by Intercept, is coming up on June 6th! This event is designed for B2B Marketers who are eager to unlock the power of AI in their marketing strategies. A free registration option is available, thanks to our presenting sponsor, Intercept!

You will:

- Learn how to use AI to enhance customer experiences and strengthen relationships with your audience.
- Discover how AI can create engaging content, find gaps, and improve your strategy to boost conversions.
- Understand how AI can connect sales and marketing teams for better alignment and teamwork.
- Explore different team models, roles, and skill sets needed to integrate AI into your marketing operations effectively.
- Examine the ethical issues and challenges of using AI in B2B marketing, including maintaining transparency, privacy, and data security.

[REGISTER TODAY!](#)

Coming off of an exciting AI for Writers Summit in March, we are thrilled to add the AI for B2B Marketers Summit to our 2024 lineup! This event will equip you with cutting-edge AI tools and insights, transforming your approach and setting you apart as a next-gen leader in the marketing industry.

Register today to secure your spot, and bring your team so you can all learn together. Looking forward to seeing you at the Summit!

Hi Janice,

Join us as industry experts delve into the crucial elements of building and optimizing an effective SEO dream team. From defining roles and responsibilities to fostering collaboration and alignment across departments, this [webinar](#) will provide actionable insights to elevate your SEO strategy and drive tangible results.

In this webinar, you'll learn:

- Strategies for structuring and organizing your SEO team for maximum efficiency and effectiveness
- Key considerations for integrating SEO into broader marketing initiatives and aligning with organizational goals
- Best practices for fostering communication, collaboration, and knowledge sharing within your SEO team and across departments
- Real-world examples and case studies of successful SEO team structures and implementations

[Register](#) now and join us for this game-changing webinar!

Thank you,
The Search Engine Land webinar team

P.S. If you can't make the webinar, [register](#) anyway and we'll send you the video recording of the webinar later in the day!

Sign up	<ul style="list-style-type: none"> ● Get started today ● Join the fun ● Dive in 	Contact us	<ul style="list-style-type: none"> ● Let's chat ● Drop us a line ● We're here to help
Learn more	<ul style="list-style-type: none"> ○ Discover the secrets ○ Dive deeper ○ Explore further 	Get a quote	<ul style="list-style-type: none"> ○ See what you could save ○ Get your personalized offer ○ Unlock your quote
Buy now	<ul style="list-style-type: none"> ● Grab yours today ● Secure your deal ● Get it first 	Shop now	<ul style="list-style-type: none"> ● Explore the collection ● Treat yourself ● Discover deals
Subscribe	<ul style="list-style-type: none"> ○ Stay in the loop ○ Join the club ○ Be the first to know 	Read more	<ul style="list-style-type: none"> ○ Uncover the full story ○ See what happens next ○ Continue reading
Download	<ul style="list-style-type: none"> ● Get instant access ● Snag your copy ● Unlock now 	Join now	<ul style="list-style-type: none"> ● Become a member ● Hop on board ● Start your journey

Source: [Zapier](#)

B2C Email Campaigns:

- "I want 25% Off!"
- "BOGO? Count me in!"
- "Claim my exclusive discount!"
- "Count me in for savings!"
- "Unlock my special offer!"

B2B Email Campaigns:

- "Save my seat!"
- "Count me in!"
- "I want to try it now!"
- "Yes, I want exclusive access!"
- "Let me in on the TIPS!"

Source: Jay Swedelson



A/B Testing

- Subject Line
- Email length
- Images vs plain text
- Positivity
- Button vs text



How Do You Know What to A/B Test?

- ICE score is a way to grade your different A/B test ideas and prioritize which ones to run first.
 - Impact
 - Confidence
 - Ease

Source: [Sean Ellis, GrowthHackers](#)



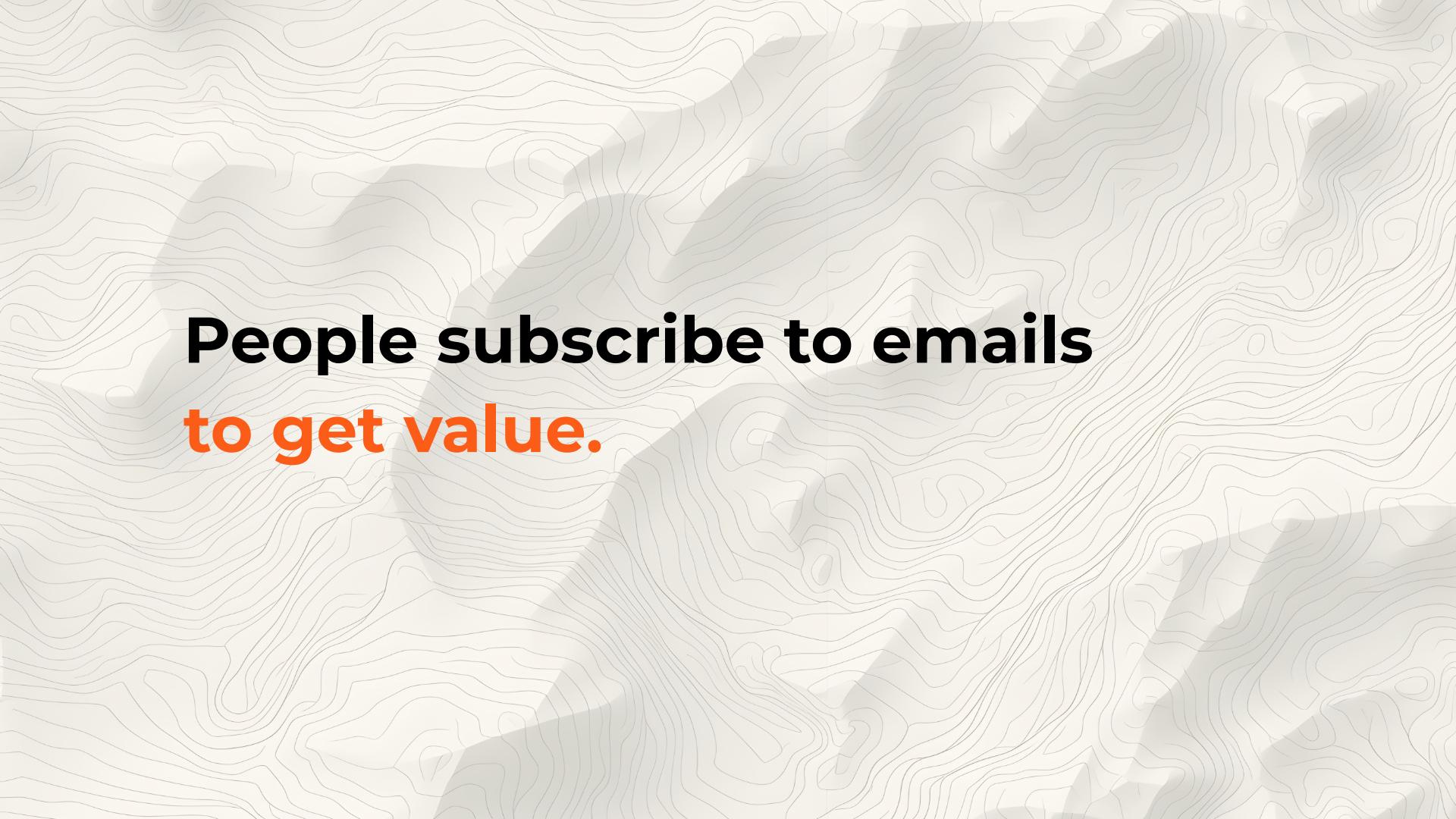
Janice Dombrowski Content Director



INBOX INFLUENCE



Email Content

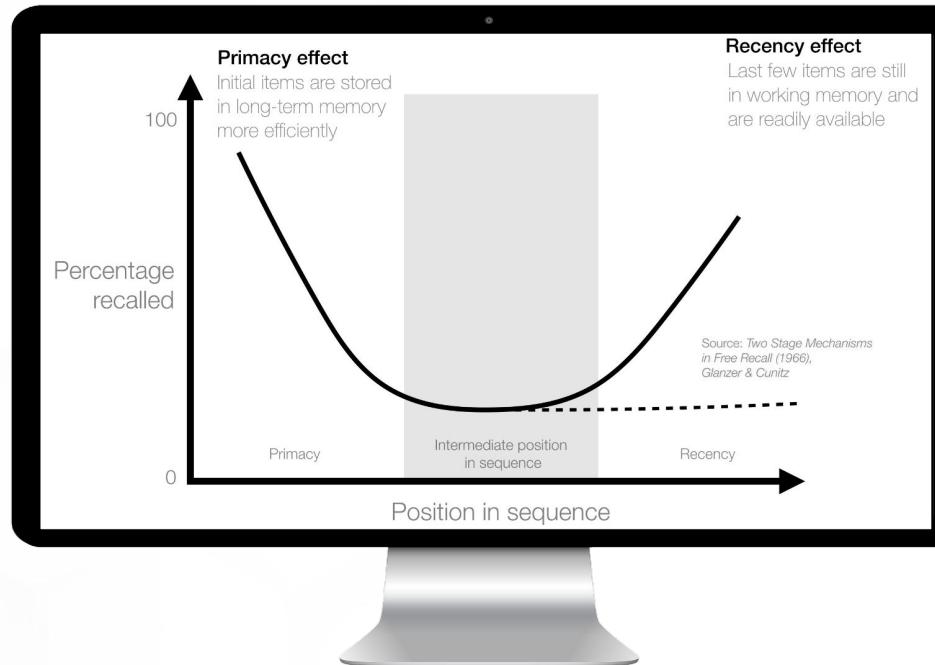
The background features a light gray, abstract pattern of wavy, organic lines that create a sense of depth and movement. Overlaid on this pattern are several large, semi-transparent, light gray rectangular shadows that overlap each other, suggesting a 3D perspective.

**People subscribe to emails
to get value.**



Email Content Blueprint

- Hook
- Text-based CTA above the fold
- Bulleted list
- Button CTA
- Short closing
- Sender name
- P.S.



Body Copy

- Paragraphs should be 2-3 lines
- Don't use weird fonts, too much bold or ALL CAPS
- Keep it simple



Which would you rather read?

This looks simple and clean. With only 3 lines, it captures attention and is easy to read; readers will not feel overwhelmed.

Five lines of copy is a visual overload, it feels like to work. A big block of text makes you want to skip down to the next section, fingers crossed it's shorter! Short and concise is better.

The Power of the Postscript (P.S.)

Increase CTR by 15%

- Use a quote
 - P.S. Never eat ingredients you can't pronounce. Except for quinoa. You should eat quinoa.
 - P.S. Nothing is impossible. The word itself says 'I'm possible.' - Audrey Hepburn
- Share resources
 - P.S Here's a quick link to our refinishing video library!
 - P.S You'll love our free calculator to find the right garden size!
- Repeat CTA with text-based CTA





John Bonini • 1st

Consultant helping B2B SaaS companies establish and grow their C...

4h •

B2B leaders: Let's launch a newsletter!

The newsletter...

Link

Link

Link

Link

Company event promotion

Company hiring news

Company funding announcement



eNewsletter Structure

- Curation of expertise
- Variety of content types (blog, case study, Q+A, industry news)
- Consistent, reliable send date and time
- Consistent subject line (Brand emoji // Newsletter name: Highlights)

For each article linked, say how long it will take to read (Ex. 3-min read)



Send eNewsletters Twice

- Send it at a different time, within 72 hours
- Increases the unique open rate
- The subject line on the 2nd send should focus on readers missing the first send
 - Oops! You missed it!
 - Wait, you forgot something...
 - This week was a good one!





AI + Email

Use AI for Email Optimization

- Scale email writing
- Brainstorm subject lines, preview text, etc.
- Analyze data to determine the best times to send emails
- Predict customer behavior and optimize buyer journey
- Segment audiences more effectively by interest, click, behavior, etc.



How To Write Emails at Scale

- Upload email samples into Knowledge Base
- Select brand voice

“Following the structure of the sample emails in the Knowledge Base, write an email to [AUDIENCE] promoting an upcoming event [LINK TO LANDING PAGE] and include these key benefits as a reason to attend [LIST].



How to Use AI to Increase Conversions

- Example: HubSpot
 - People who are interested in learning about a topic related to software
- 1st conversion nurturing paths
 - Personalization by segmented groups
 - “Group guessing”

Hypothesis = AI can ‘guess’ the best content for a 2nd conversion



AI + Conversion Optimization

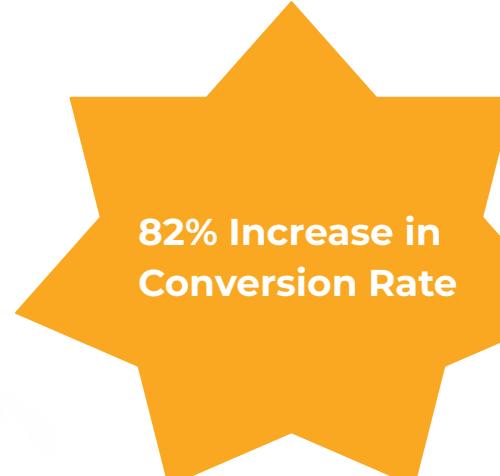
- User fills out form for educational offer
 - Name, email, business URL
- AI is set up to scrap the URL to get an understanding of:
 - What the company does
 - Size of company
 - Analyzes users web behaviour (pages visited, downloads, etc.)



AI + Conversion Optimization

- LLM was trained to determine the best resources to help the user continue their buyers journey (aka 2nd conversion)
- LLM drops this information into new email
 - Persona-focused messaging
 - Designed to move users along their journey

Result: Using AI to 'guess' the next step in the journey improved 2nd conversions



82% Increase in Conversion Rate





Deliverability

Factors Affecting Deliverability

- Sender reputation and domain health
- Consistent email cadence
- Email content relevance and engagement levels
- List hygiene and management practices



DMARC

- Domain-based Message Authentication, Reporting, and Conformance
- Builds on SPF (Sender Policy Framework) and DKIM (DomainKeys Identified Mail)
- Protects your brand from email fraud and phishing attacks
- Improves email deliverability by verifying sender authenticity
- Increases trust in your email communications among recipients



SPF + DKIM

- **Sender Policy Framework, or SPF:** Allows bulk email senders to authorize legitimate senders. SPF allows only permitted domains and IPs to send emails on behalf of their domain – thereby reducing spam complaints.
- **DomainKeys Identified Mail (DKIM):** Protects your email's content from being altered. It adds digital signatures to message headers as a verification mark.



Threat Map



Top Threats/unknown/Unaligned sources by Country

	United States	167
	Brazil	9
	Argentina	5
	Netherlands	3
	Philippines	3
	Russia	3
	South Korea	3
	Dominican Republic	2
	Pakistan	2
	Portugal	2

6 Steps to Authenticate Your Email Domain

- 1. Email service selection.** Select an email service that supports the standard email authentication standards. [[HubSpot Guide](#)]
- 2. Create an SPF record.** Add a TXT record to the domain's DNS settings. The TXT record lists all the mail servers authorized to send email on behalf of the domain.
- 3. Generate a DKIM record.** A TXT record added to the domain's DNS settings. It differs in function from an SPF record by adding a digital signature to the email headers, verifying that the email was not tampered with during transit.



Steps to Authenticate Your Email Domain

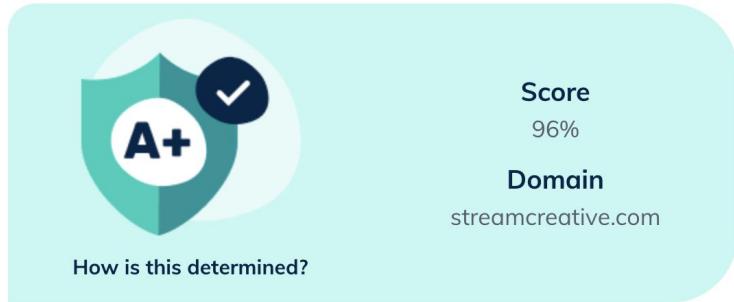
4. **Implement a DMARC policy.** This builds on the foundations of SPF and DKIM and adds an extra layer of security by specifying how to handle emails that fail SPF or DKIM checks.
5. **Ongoing monitoring, modifications, and reports.** DMARC reports provide insights into who is sending emails on behalf of the domain, whether those emails match SPF and DKIM records, and how receiving servers handle emails that fail the checks.
6. **Test and verify the email authentication setup once complete.** Various online tools are available to check if the SPF, DKIM, and DMARC records are set up correctly.



Set Up A Subdomain

- Mixed bag of recipients?
(PR list, email groups, sales blast to net-new prospects, etc.)
- Your Domain might get dinged
- Set up an email subdomain / dedicated IP address
- A subdomain is treated as a its own organization
 - Example we use Meltwater to send PRs to people we don't know
 - pr.andrea@
 - sales.paul@





Overview

Outgoing mail

SPF	Valid	
DKIM	Valid	
DMARC	Valid	
BIMI	Valid	

Incoming mail

MTA-STS	Valid	
TLS-RPT	Valid	

Free Domain Review Tools

- [PowerDMARC](#)
- [Dmarcian](#)
- [Postmark](#)
- [EasyDMARC](#)
- [Validity](#)
- [MX Toolbox](#)





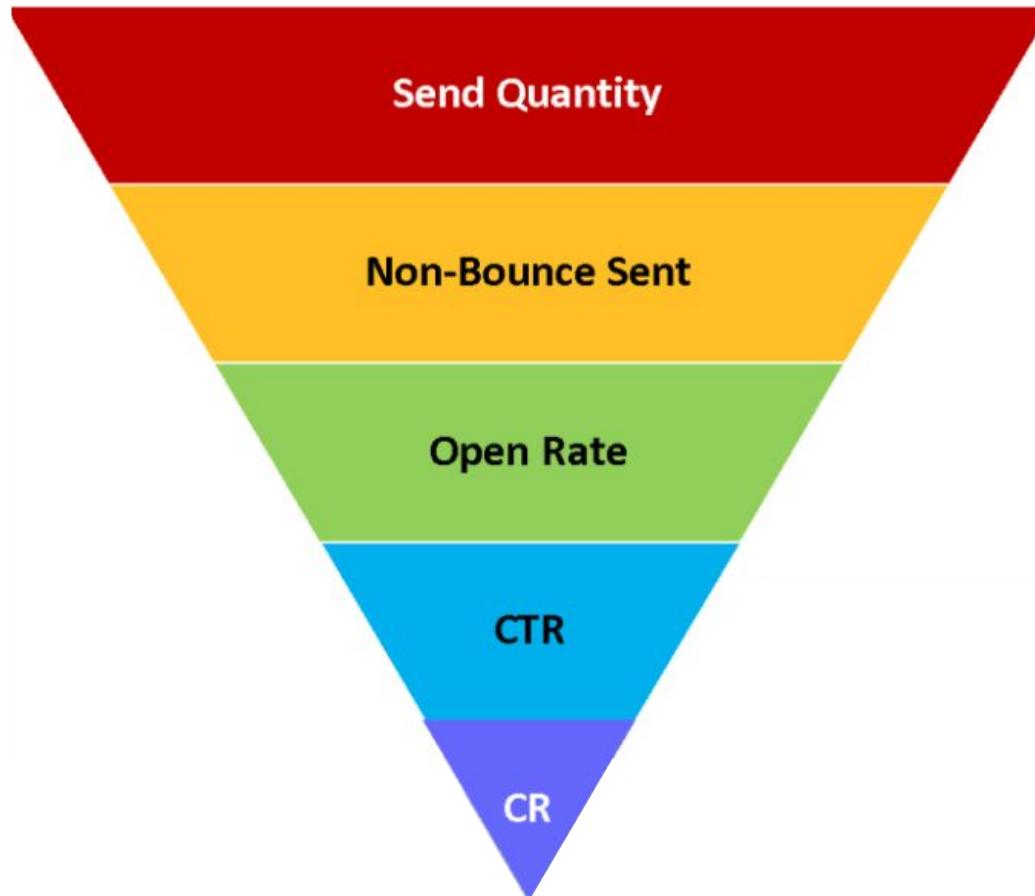
Analyzing Email Performance



Key Email Metrics

- Open rate*
 - *Track trends rather than focus on specific number*
- Click-through rate (CTR)
- Conversion rate (CR)
- Spam rate





Source: [Jeanne Jennings](#)

	Non-Profit Benchmark	List Segment A	List Segment B	Full List
Send Quantity	100%	100%	100%	100%
Non-Bounce Sent	99.2%	98.3%	72.4%	95.4%
Open Rate	25.2%	16.1%	7.1%	11.9%
Click-through Rate (CTR)	2.8%	3.9%	0.5%	2.3%
Conversion Rate from Sent (CR)	2.0%	2.1%	0.1%	1.2%

Source: [Jeanne Jennings](#)

Get your free:
Email Metrics Spreadsheet

EMAIL MARKETING METRICS			
EMAIL	METRICS	INDUSTRY BENCHMARK	LIST SEGMENT A
Email #1			
Name + Link	Send Quantity Bounce Rate Delivered Open Rate Click-through Rate (CTR) Conversion Rate from Sent (CR)		
Email #2			
Name + Link	Send Quantity Bounce Rate Delivered Open Rate Click-through Rate (CTR)		
+		January Email	February Email



Bonus Tips!



**Thank you!
Any questions?**



**“Should you use video in email?
If you want to increase email opens
and engagement, yes!”**

Video In Email

- “Video” in SL improves open rate
- Add video thumbnail image and link to video, don’t embed the actual video
- Use it to enhance CTR and deliver value to reader





“Prioritize building and nurturing genuine relationships with your subscribers.

Yes, metrics and optimization techniques are important, but never lose sight of the human behind the email address.”

Source: [Marilyn Gill, The Email Unicorn](#)

Use A Multi-Channel Approach

- Email should never stand alone
- Messaging should align with other channels
- The UX should be consistent and branded
- Consistency = brand trust and reliability



Sustainability in Email Marketing

Fact: Email requires data centers to store and process the data, and data centers use a lot of energy, which can cause digital pollution.

How can you make a difference?

- Delete your emails regularly
- Limit image sizes and attachments
- Unsubscribe from emails you don't ever read
- Be a responsible email sender





“Sending sustainable emails is just better for your user.

Your emails will be less likely to clip, will load faster, and will be less likely to annoy your users by taking up too much space or appearing too frequently in their inboxes.”



“Act like one team.

Sales data makes marketing emails better.

Marketing automation saves sales teams manual labor and costly errors (or omissions).”