

# 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*



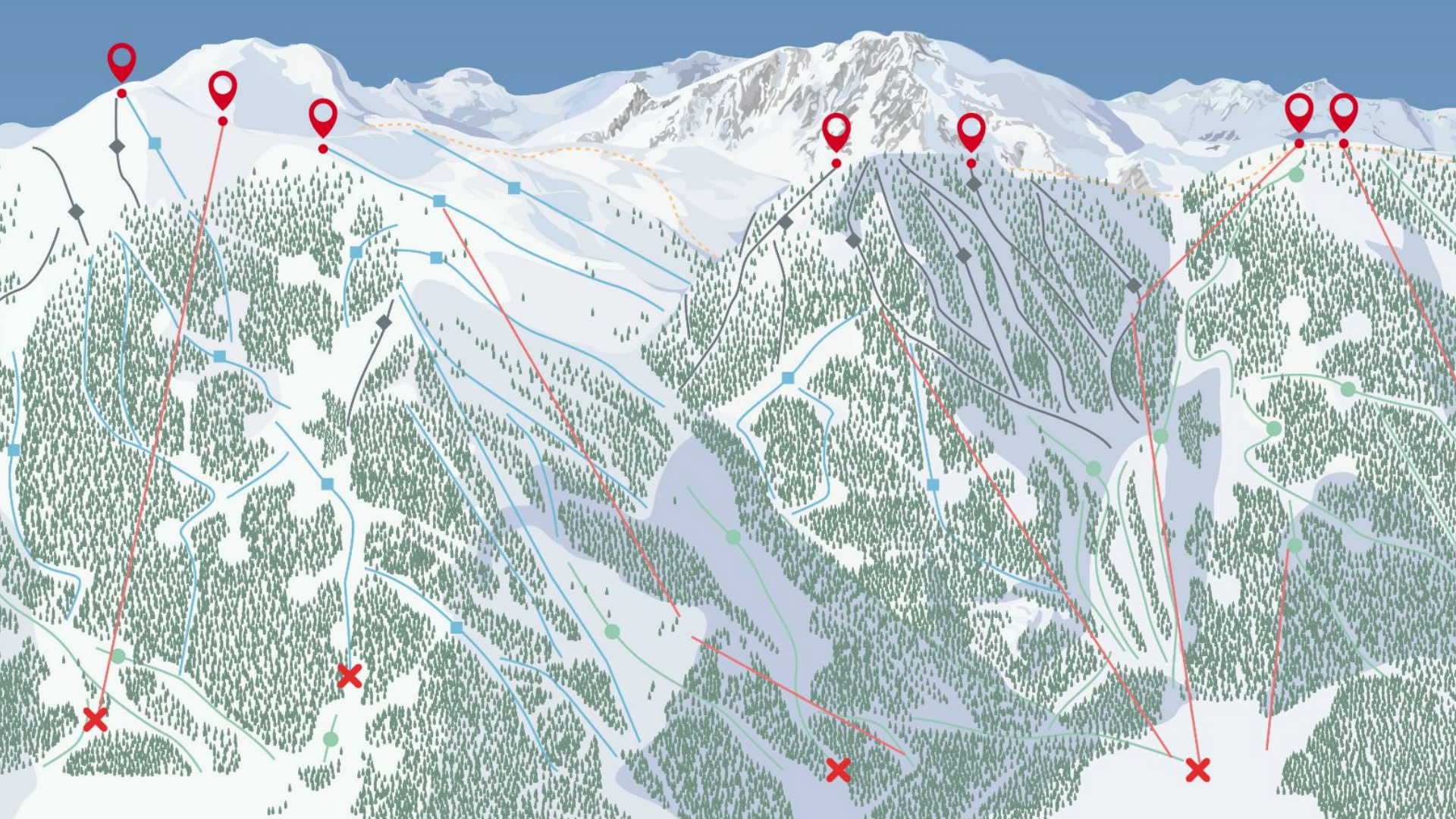
# Streamlined

**Streamlined Podcast Network:**

**Mini Series Subscribe Here!**











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

Source: [Rand Fishkin](#)

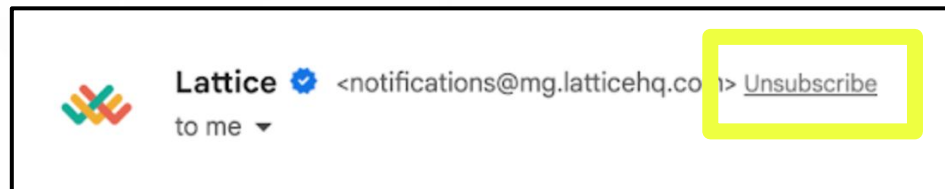


# Email Lists



# 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 of the image is a light gray topographic map with intricate contour lines. Overlaid on this map is a 3D, low-poly mountain range in a slightly darker gray tone. The mountains have sharp, angular peaks and valleys, creating a sense of depth and texture. The lighting appears to come from the upper left, casting soft shadows that emphasize the three-dimensional form of the terrain.

**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 complex pattern of thin, light gray topographic contour lines. Overlaid on this are several large, semi-transparent, 3D geometric shapes, primarily cubes and rectangular prisms, which are rendered with soft shadows and highlights, giving them a sense of depth and volume. The overall color palette is monochromatic, consisting of various shades of gray.

**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](#)

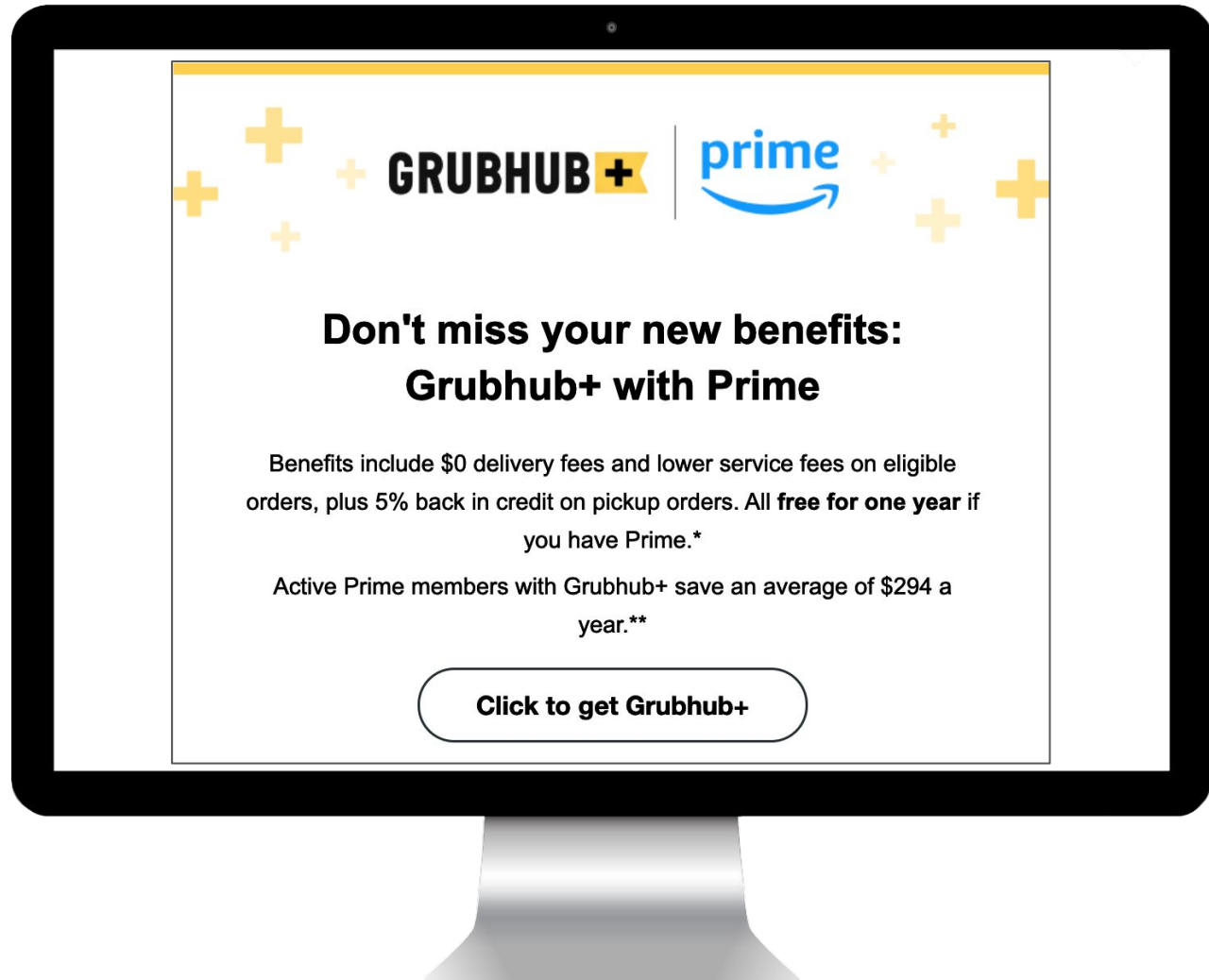
# Accessibility

- 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.”



# 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 em
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 pri
Costco Wholesale	NEW & Exciting Items, Just a Click Away! - \$7 OFF Girlactik Eyeline
Schlitz Audubon Nat.	Spring into Membership!   15% Off All Memberships - View this em





# 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 Better? 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

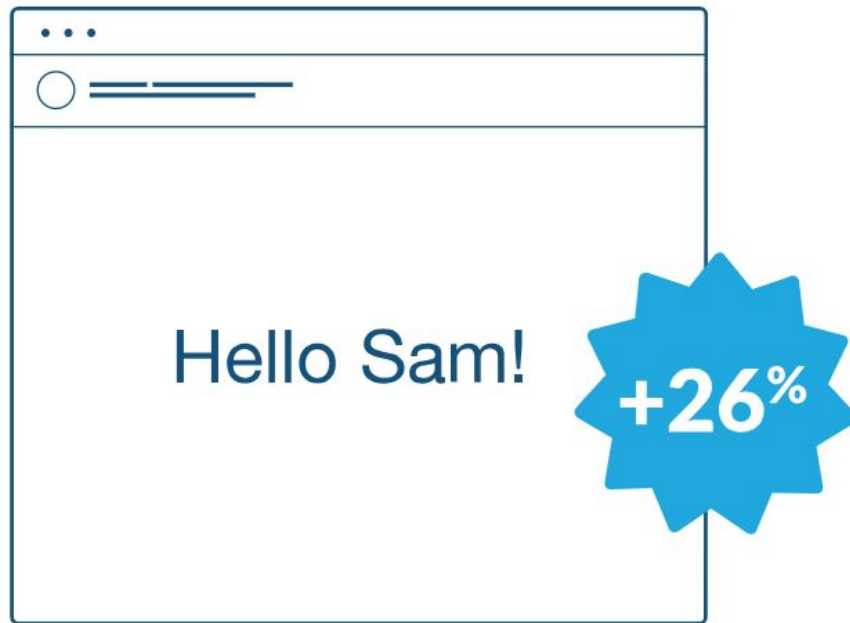
Source: Jay Swedelson





One Kings Lane	Inbox	Spring Refresh: Going Green 🍀 - + get lucky with limited time steals up t...	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



# 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.

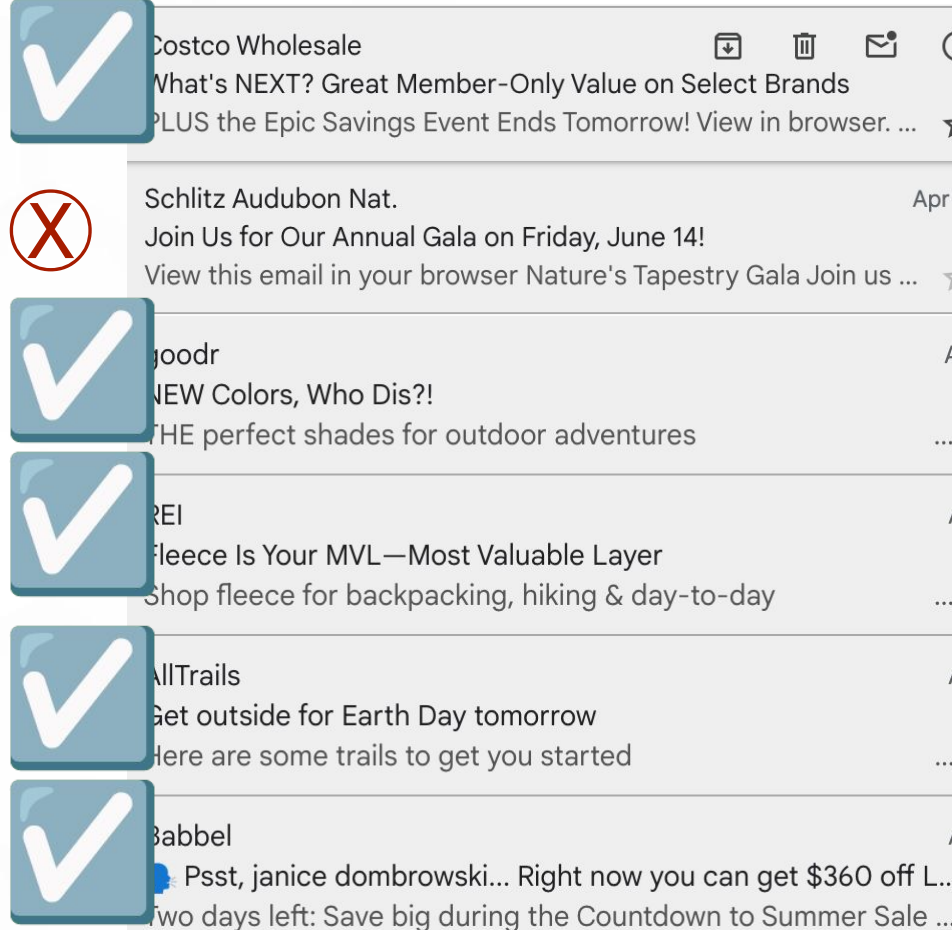
- Increase open rate
- Improve accessibility
- Ensure relevance





# Preheader Text

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



# 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 Seelinger, Revenue Marketing, wants to show you how.

Join her at her MarketingProfs' webinar, [Personalization Perfected: Conversion Impact on Demand Generation](#) on April 24 at 12 PM ET to get the inside scoop. Caitlin leverages AI for better website conversions and more revenue at D.

[Register here.](#)

Hope to see you there!

Tav

Sr. Global Demand Generation Marketer



# 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.**

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!



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

## 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](#)





# Email Content



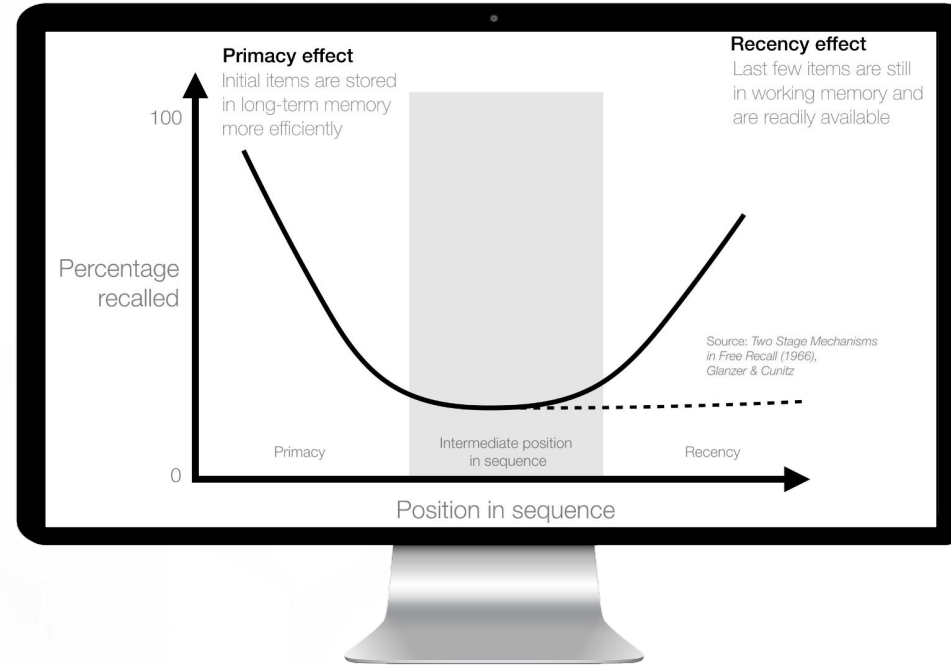
The background of the image is a light gray topographic map with intricate contour lines. Overlaid on this map are several large, three-dimensional, light gray mountain peaks or hills, creating a sense of depth and elevation. The text is centered in the middle of the image.

**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.





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@





How is this determined?

**Score**

96%

**Domain**

streamcreative.com

## 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

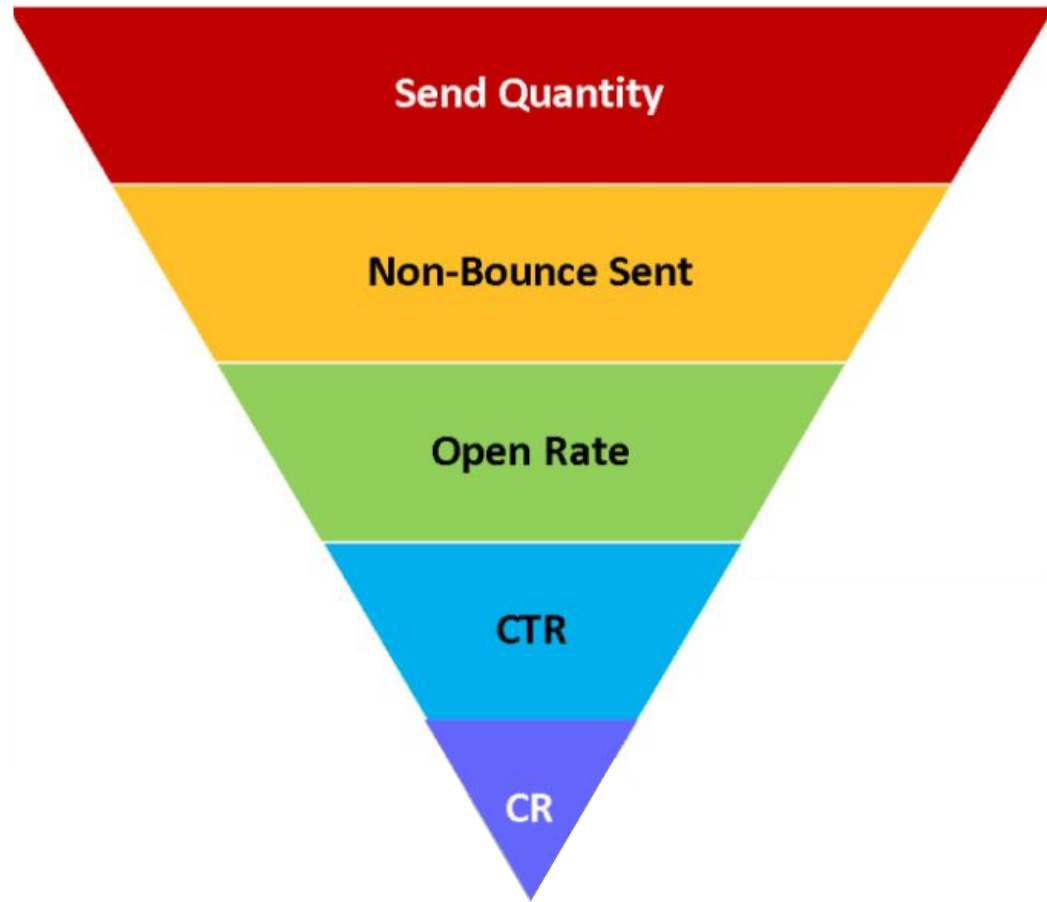




# Key Email Metrics

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



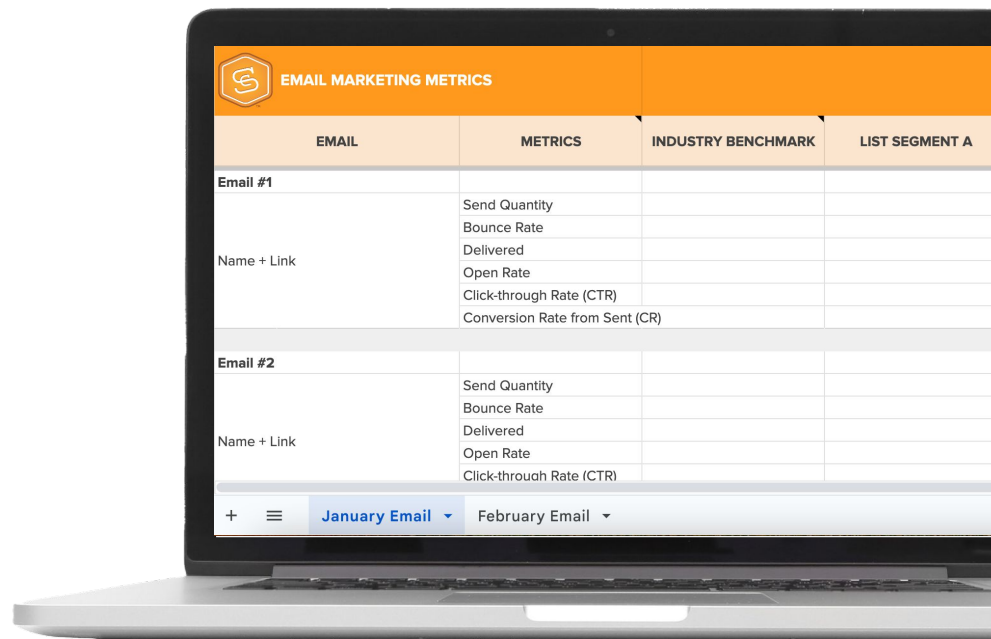


	Non-Profit Benchmark	List Segment A	List Segment B	Full List
Send Quantity	100%	100%	100%	100%
Non-Bounce Sent	99.2%	98.3%	72.4%	95.4%
Open Rate	25.2%	16.1%	7.1%	11.9%
Click-through Rate (CTR)	2.8%	3.9%	0.5%	2.3%
Conversion Rate from Sent (CR)	2.0%	2.1%	0.1%	1.2%

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!**



*Yay Email!*

**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.”**

# 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).”**