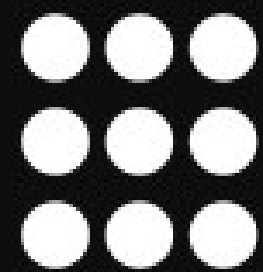
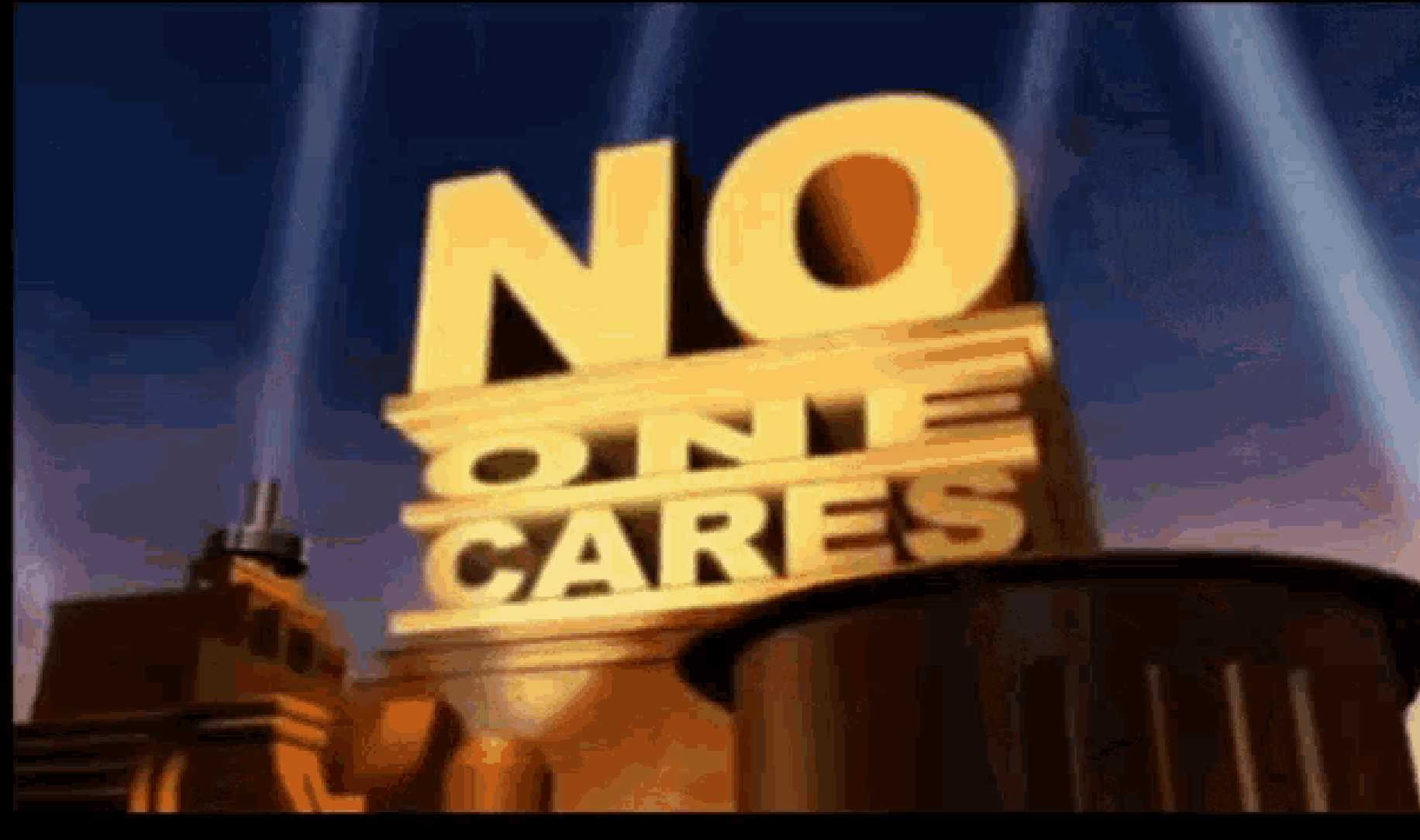


Multi-Channel Mini-Con 2023

EMAIL MARKETING

SPEAKER: Jay Schwedelson
Founder: SubjectLine.com
Guru Events
Outcome Media

WHERE DO MY TRENDS COME FROM



OUTCOMEMEDIA
a Worldata company

SubjectLine.com

GURU
EVENTS

JaySchwedelson.com

A SESSION ON EMAIL MARKETING



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"



LITTLE THINGS = HUGE IMPACT

EMAIL MARKETING
IS A SERIES OF
LIES AND **MYTHS!!!**

ME: CAN WE TEST THIS?

BOSS: NAH. HEARD THAT DOESN'T WORK.



YOU WILL GO TO
THE JUNK
FOLDER IF YOU
PUT THIS IN THE
SUBJECT LINE:

- CAPITALIZATION
- EMOJI
- BRACKETS
- FREE
- \$ - ! - ?
- NUMBER

YOU V
TH
FOLD
PUT T
SUB.

**EMAIL FILTERING BECAUSE OF WORDS
AND SYMBOLS WAS A PROBLEM WHEN
YOU USED ONE OF THESE...**



ATION

S


NONPROFIT/ FUNDRAISING SPECIFIC:




[BRACKETS] AT START OF
SUBJECT LINE:
OPEN RATES UP **17%**

[TODAY ONLY] 24-Hour Match Challenge Wednesday, March 22, 2023
@8:02 am

American Cancer Society GIVE NOW Please Donate Now Display images to show r

GIVE NOW

Every cancer. Every life.



Match Ends Soon HOURS MINUTES SECONDS
16 : 48 : 02

Nelda,


Imagine you and a family member have to travel far from home for cancer treatments.

What would be the hardest part? Expensive takeout food or room service? Being hours away from your support network? Paying hundreds of dollars a night for the room – on top of your treatment costs?

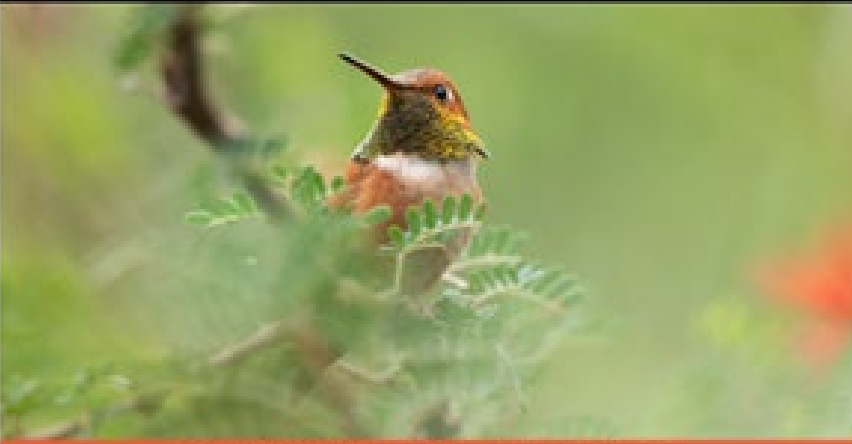

NONPROFIT/FUNDRAISING SPECIFIC:

[Giving Challenge] We must urgently do more to protect these "Tipping Point" Birds need our help to National Audubon Society Rufous Hummingbird. Rufous Hum


Thursday, September 28, 2023 @12:05 pm



Birds need our help



TOGETHER WE CAN PROTECT BIRDS





2X MATCH: ACTIVE

Donate


[MATCH] MSF staff have answered the call for support, will you? Tuesday, September 26, 2023 @10:00 am

Click [here](#) if you are having trouble viewing this message. Doctors Without

Click [here](#) if you are having trouble viewing this message.



ANSWER THE CALL



Doctors Without Borders/Médecins Sans Frontières (MSF) teams are answering the call and responding to emergencies around the globe.

Will you answer our call for support and double your impact? Your generous donation will be matched.

Hurry—this match expires at midnight tonight!

NONPROFIT/FUNDRAISING SPECIFIC:

**BUT OPEN RATES
AREN'T REAL AND
DON'T MATTER!!!
C'MON!!!**

[BRAC
SUBJE
OPEN

day, March 22, 2023
@8:02 am

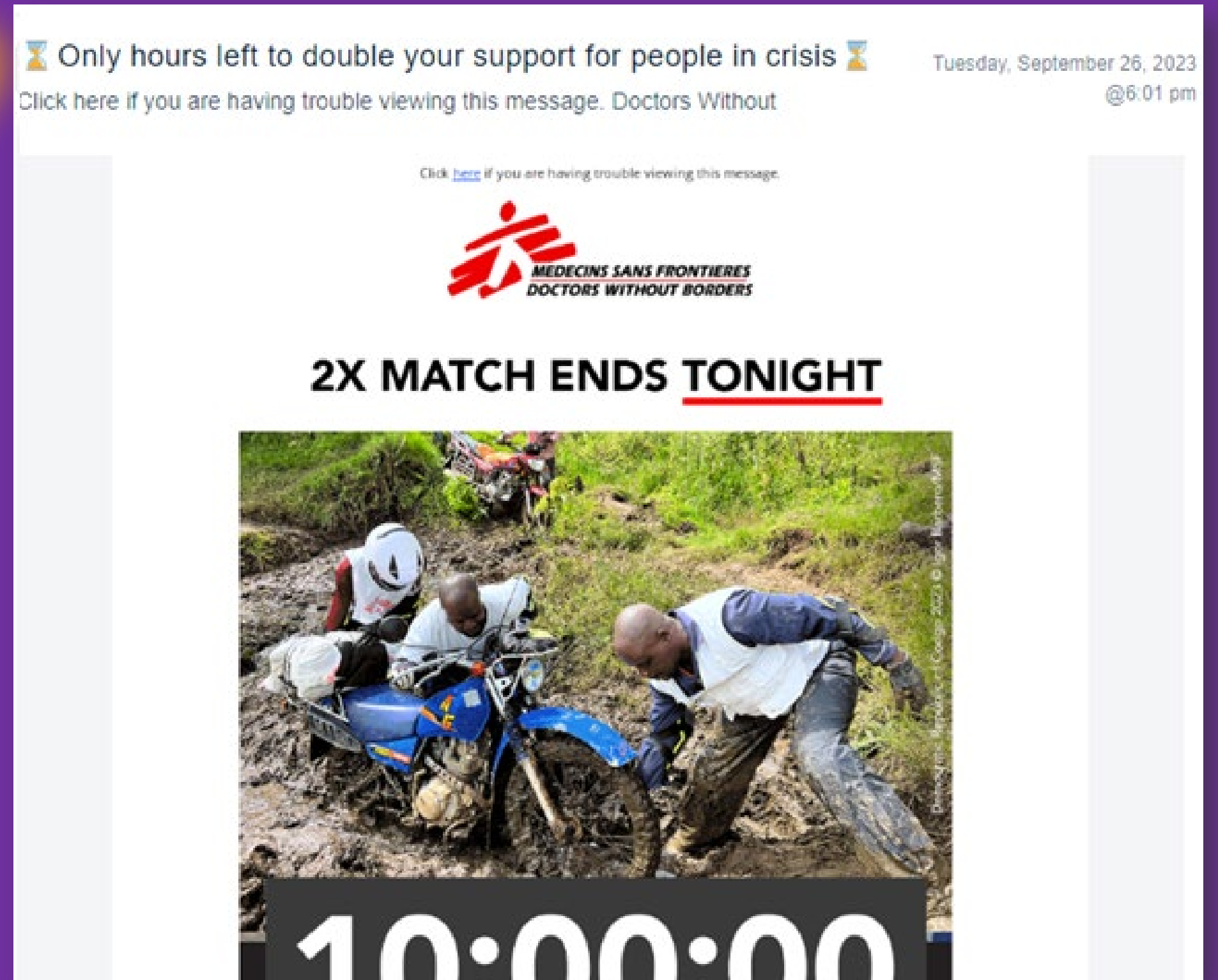
TREATMENTS:

What would be the hardest part? Expensive takeout food or room service? Being hours away from your support network? Paying hundreds of dollars a night for the room - on top of your treatment costs?

NONPROFIT/ FUNDRAISING SPECIFIC:



EMOJIS AT START OF
SUBJECT LINE:
OPEN RATES UP **21%**



NONPROFIT/FUNDRAISING SPECIFIC:

♥ Join the fight to END ALZ and double your impact today.
Your gift can go 2X as far when you give now. Alzheimer's Association DONAT

Your gift can go 2X as far when you give now.

alzheimer's association [DONATE NOW >](#)

May \$500,000 Matching Gift Challenge.

Donate now during our \$500,000 Matching Gift Challenge.

[MATCH MY GIFT. >](#)

Dear Friend,

There are 55 million people around the world living with Alzheimer's disease — and more than 6 million of them in the United States. More than 1 in 3 seniors dies with Alzheimer's or another dementia.

So many people around the world are affected by this escalating health crisis. These numbers can feel staggering, even insurmountable. And yet, there's hope. **Because of caring people like you.**

Today is a great time to [join the fight against Alzheimer's with a generous gift during our May \\$500,000 Matching Gift Challenge](#). Thanks to the National Active and Retired Federal Employees

🕒 ENDING TODAY: Special gift offer.
LAST CHANCE: Receive your thank-you gift when you donate now. Alzheimer's Association

alzheimer's association [DONATE NOW >](#)

Midnight Deadline: Claim your signature purple journal today — with our thanks.

[SEND MY THANK-YOU GIFT. >](#)

Dear Friend,

Receiving a gift in the mail is always a welcomed surprise. It adds such joy to know that someone cares.

That's the very feeling I want you to have when you open your mailbox to see your [signature purple journal](#) waiting for you. We care about our entire Alzheimer's community and about showing our gratitude to truly dedicated supporters like you.

A Gift from Us to You! ❤️ 📦
View in browser FREE GIFT ON ORDERS

American Heart Association
[Add to Group](#)


Desktop [Add to Cart](#) [Download](#) [Share](#)

FREE wristbands with purchase! [View in browser](#)

ShopHeart.org

Pins Apparel Accessories Education

FREE GIFT ON ORDERS \$50+



Our skinny Go Red for Women® wristbands make going red every day effortless. Share this 5-pack with friends and family and be sure to keep one for yourself!

\$9.95 RETAIL VALUE

[Use Code: JELLYBAND](#)

[Shop Now](#)


Go Red for Women® Kit Basic Standard

NONPROFIT/ FUNDRAISING SPECIFIC:

NUMBERS AT
START OF
SUBJECT LINE:
OPEN RATES UP
22%

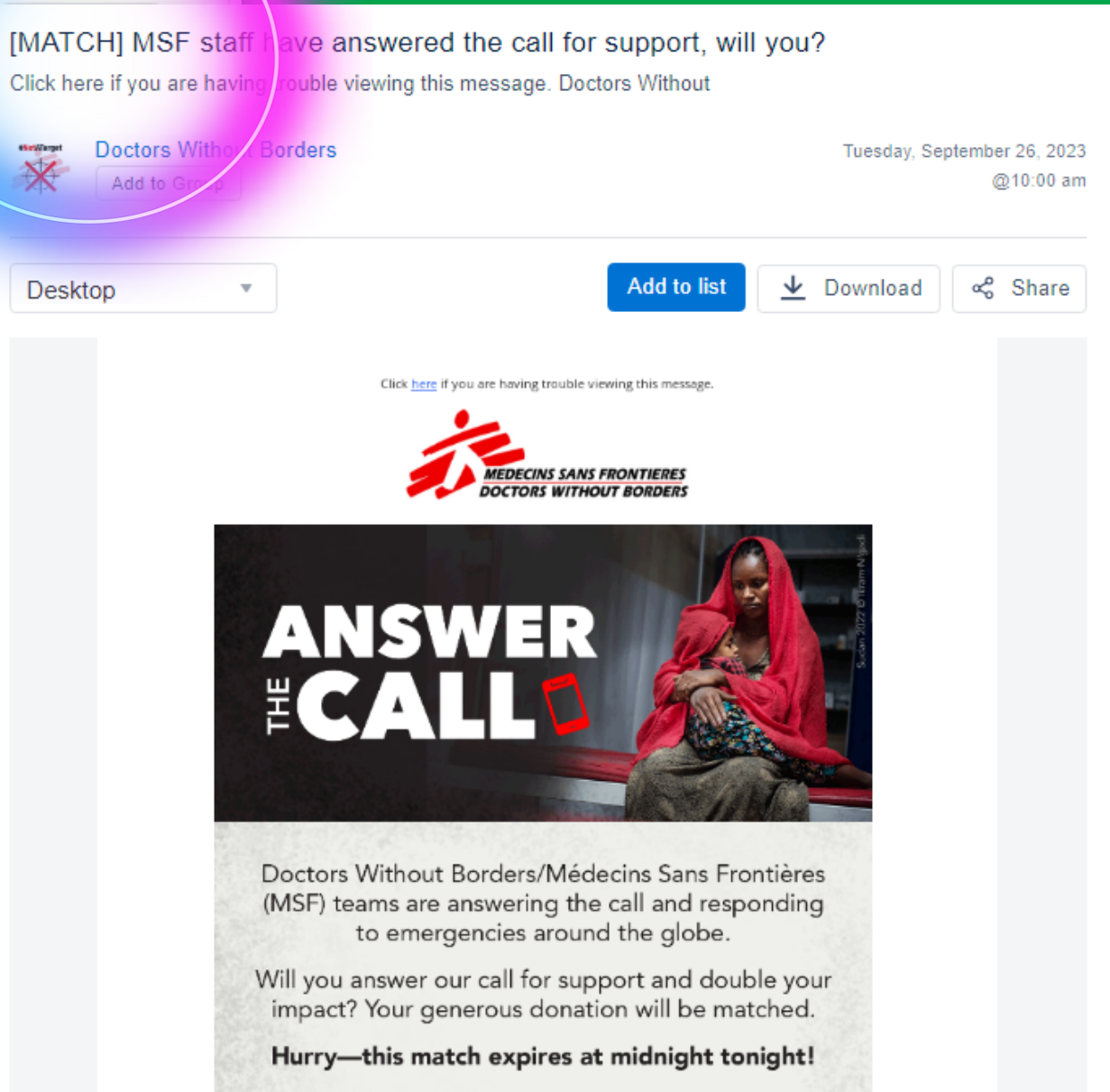
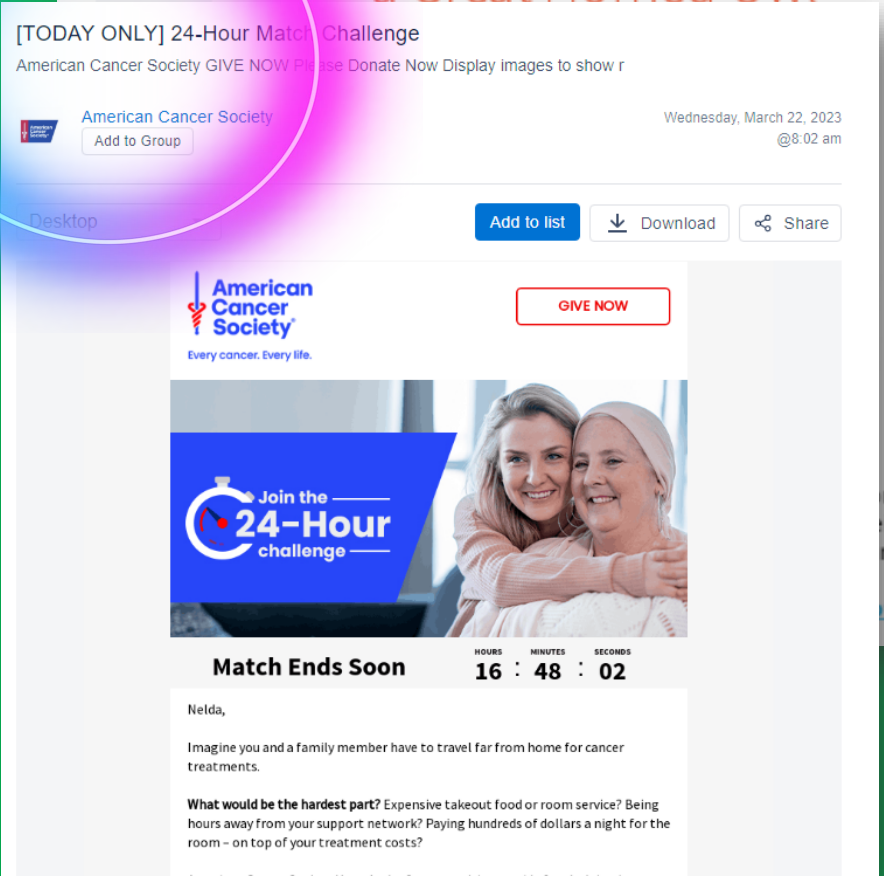
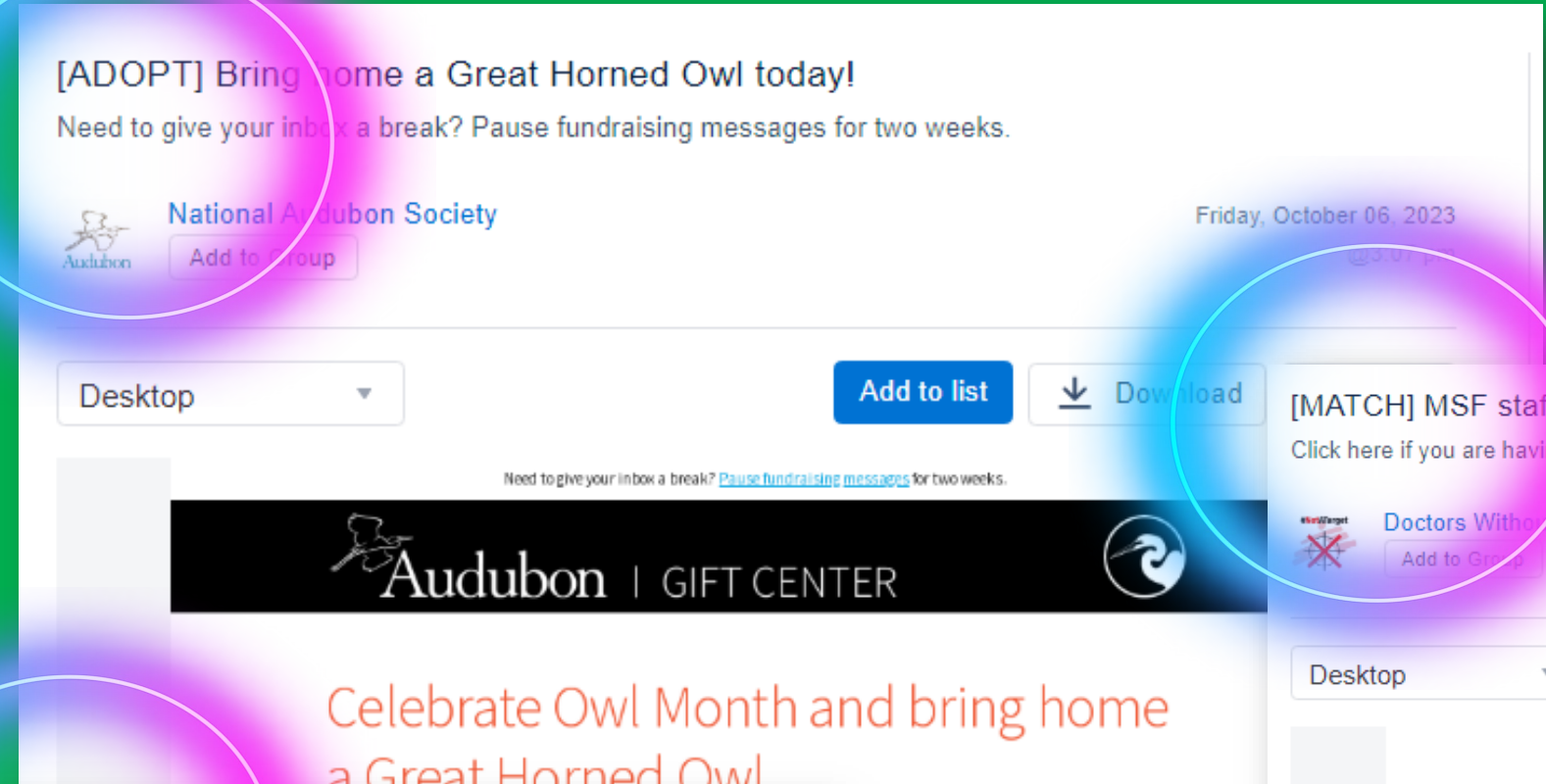
The image displays three overlapping email newsletters. The top-left newsletter is from the American Heart Association, titled "3 tips to tell your mind to rest" with the subject line "GET YOUR BRAIN READY FOR BED". The top-right newsletter is from Alzheimer's Today, titled "10 Ways to Support Your Caregiver Friends" with the subject line "Are you the friend of any of the 11 million Americans caring for someone un...". The bottom-center newsletter is from AARP Lifestyle, titled "6 Good Habits That Might Cause Premature Aging" with the subject line "AARP Logo Lifestyle Welcome, Christopher! See What's Happening in Your City". Each newsletter includes a header with the organization's logo, a main article preview with a photo, and a "Read Now" or "Add to Group" button. The subject lines are circled in blue to highlight their placement at the start of the email content.

SUBJECT LINES THAT START WITH A # HAVE A 22% INCREASED OPEN RATE

- 
-  AARP
June 17, 2023 at 08:22 am
6 Medications That Can Harm Your Kidneys - Welcome, Christopher! | See What's Happening in Your City. AARP Webletter A
 -  AARP
June 03, 2023 at 07:54 am
5 Ways to Get Rid of Belly Fat - Welcome, Christopher! | See What's Happening in Your City. AARP Webletter A
 -  AARP
May 27, 2023 at 07:58 am
10 Early Warning Signs of Dementia You Shouldn't Ignore - Welcome, Christopher! | See What's Happening in Your City. AARP Webletter A
 -  AARP
May 20, 2023 at 07:53 am
7 Simple Ways to Lower Your Blood Sugar - Welcome, Christopher! | See What's Happening in Your City. AARP Webletter A
 -  AARP
May 17, 2023 at 15:44 pm
41 allergy season survival tips, delicious recipes and fun quizzes - Enjoy riveting documentaries and a Star Wars quiz | View online > Become an

NONPROFIT/FUNDRAISING SPECIFIC:

[BRACKETS] AT
START OF
SUBJECT LINE:
OPEN RATES UP
17%




NONPROFIT/ FUNDRAISING SPECIFIC:

‘QUESTION’ SUBJECT LINES:
OPEN RATES UP 24%



Did You Know? Saturday, June 24, 2023 @11:04 am



Did You Know? Family Members May Be Compensated for Caregiving If you are a



Did You Know?
Family Members May Be
Compensated for Caregiving

What's your Sun Safety IQ, Nelda? Friday, May 26, 2023 @12:10 pm

American Cancer Society DONATE Sun Safety Quiz - Woman on beach applying su



Nelda, did you know that skin cancer is by far the most common type of cancer? And a large majority of those diagnosed are basal and squamous cell skin cancers, which are often caused by sun and tanning bed (UV ray) exposure.

May is Skin Cancer Awareness Month, a great time to get prepared as we head into summer activities. Take our Sun Safety Quiz now to check your knowledge and brush up on tips to protect yourself and your loved ones.


[TAKE THE QUIZ](#)

[f](#) [t](#) [i](#) [v](#)

About Us | Legal & Privacy Information | State Fundraising Notices | View Online | Donate

Carol, did you know these facts about St. Jude? 🤖 Wednesday, August 02, 2023 @4:06 pm

Unable to view? Read this online. St. Jude Children's Research Hospital St



From a promise of "Help me find my way in life, and I will build you a shrine" to the fulfillment of his dream, St. Jude Children's Research Hospital founder Danny Thomas lived to see his hospital, which opened in 1962, become an international beacon of hope for catastrophically ill children of the world.


Know that your support is making history today. **St. Jude has**

WHEN YOUR
EMAILS GENERATE
UNSUBSCRIBES,
YOU ARE DOING
SOMETHING RIGHT



FREE???

YOU WANT ALL
MY EMAIL TO
GO TO JUNK
FOLDER!

Williams Sonoma	Inbox	Why you'll love cooking with cast iron + cookware ships free - Get it today...
SiriusXM	Inbox	FREE Upgrade and 79% Off for 1 year, Jay - Enjoy exclusive entertainment f...
CNBC Pro	Inbox	Start your free trial and see why thousands of investors go Pro! - CNBC P...
Zazzle Inc.	Inbox	LAST CHANCE to Redeem Your FREE Digital Card for Mom! - Mother's Day ...
Marketing Brew	Inbox	The Brief is going  virtual for FREE! - Catch the livestream sponsored by ...
Search Engine Journ.	Inbox	15 Free Keyword Research Tools For 2023 - Get the latest SEO, PPC, conten...
The NonProfit Times	Inbox	Last call for Free Webinar: From "Charity of Choice" to "Partner for Chan...
Amazon.com	Inbox	Jay Schwedelson, Stream movies and TV for free , on Freevee - New Movie...
YETI	Inbox	Last Chance for Free Mother's Day Shipping - It's now or never. ...
Hobby Lobby	Inbox	Sunday Savings & Free Shipping!  - 40% Off The Spring Shop®. Hobby Lo...
DigitalMarketer	Inbox	[Free Tool] Growth Marketing Scorecard - Get your marketing team on the ...
CVS Photo	Inbox	BOGO Free on Gifts for Mother's Day! Photo Books, Décor and More - Plu...
HP.com	Inbox	The quality of Original HP Ink. The convenience of free delivery. - Now's t...
CX Connect 2023	Inbox	Register Today for Free and Join Us Online This June! - Click here to view t...
Franchise Times	Inbox	Free Download: Streamlining Franchise Restaurant Operations - Downloa...
Validity Webinars	Inbox	Got 30 minutes? Learn top tips for error- free data import. - Expert hacks f...
AWeber Team	Inbox	Foundations of Email Copywriting [Free Guide] - Master the art of email co...
Apple Fitness+	Inbox	Get 1 month free . Start your fitness journey here. - Summer is just around t...

Free New Publication: AARP Bike Audit Tool Kit

October 11, 2023 [View online >](#) [AARP - Livable Communities Newsletter Visit](#)

Wednesday, October 11, 2023

@2:01 pm

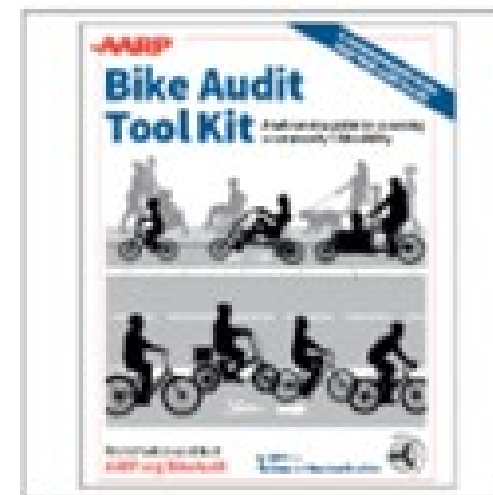
October 11, 2023

[View online >](#)



Livable Communities Newsletter | [AARP.org/Livable](https://www.aarp.org/Livable)

[Visit Us](#) | [About Us](#) | [Publications and Resources](#) | [A-Z Archives](#)



Get Our Newest Free Publication!

Created with the League of American Bicyclists, the *AARP Bike Audit Tool Kit* can be used by local leaders, cycling advocates, groups and individuals to assess and report on the safety and bikeability of a street, intersection or neighborhood — and inspire needed change.

[ORDER OR DOWNLOAD THE GUIDE](#)


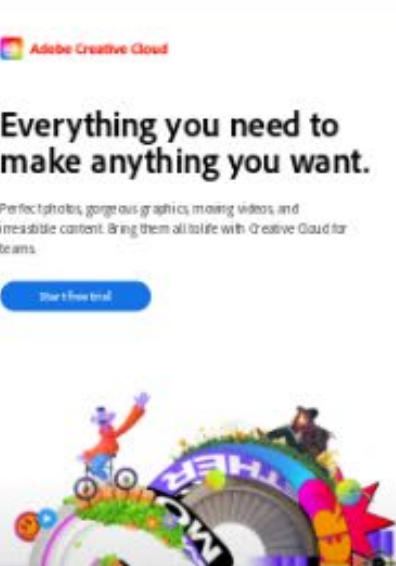


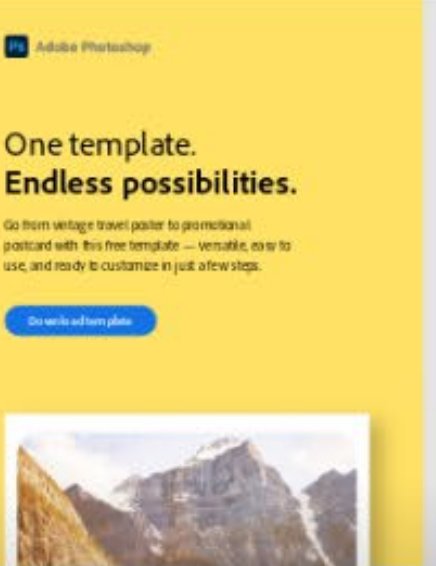


Select the Worksheets

Choose from nine worksheets for use during the bike audit — or download the complete collection.

[VIEW THE WORKSHEET COLLECTION](#)

ADOBE

 <p>Adobe Express</p> <p>Adobe Express is here to spark ideas.</p> <p>With thousands of assets to customize, you don't have to start from scratch — make social media posts, stories, flyers, and more.</p> <p>Start for free</p>	 <p>Adobe Creative Cloud</p> <p>Everything you need to make anything you want.</p> <p>Perfect photos, gorgeous graphics, moving videos, and readable content. Bring them all to life with Creative Cloud for teams.</p> <p>Start free trial</p>	 <p>Adobe Creative Cloud</p> <p>Build your brand and business.</p> <p>Creative Cloud for teams puts 20+ integrated apps for photography, design, video, UX, and more at everyone's fingertips. Try it free for 14 days.</p> <p>Start free trial</p>	 <p>Adobe Creative Cloud</p> <p>GO FOR THE BOLD</p>	 <p>Adobe Photoshop</p> <p>One template. Endless possibilities.</p> <p>Go from vintage travel poster to promotional postcard with this free template — versatile, easy to use, and ready to customize in just a few steps.</p> <p>Go with custom photo</p>
<p>Make a free project with Adobe Express.</p>	<p>A free 14-day trial of Creative Cloud for teams</p>	<p>Your team's 14-day free trial awaits</p>	<p>A free font just for you</p>	<p>Free photoshop templates for posters and postcards</p>



**HOW DO I STAY
OUT OF THE GMAIL
PROMOTIONS TAB?**

GMAIL PROMOTIONS TAB

The image shows a screenshot of the Gmail web interface. At the top, the Gmail logo and a search bar are visible. Below the search bar, there are navigation tabs for 'Compose', 'Inbox' (with 3,297 items), 'Primary', 'Social' (with 1 new item), and 'Promotions'. The 'Promotions' tab is highlighted with a red oval. Below the tabs, there are several promotional emails. The first email is from 'Free Cloud Service Credit' with the subject 'Test out the most developer-friendly cloud...'. The second is from 'Watch your business grow with YouTube' with the subject 'Video Ads'. Below these are several other promotional emails, each with a 'Promotions' label and a subject line. On the left side, there is a preview of an email with the text 'I totally agree. We need to waste more time on this.' and an illustration of a man in a suit pointing at a screen while two other people look on. The logo 'your e cards someecards.com' is visible at the bottom of the preview.

Search mail

Compose

Inbox 3,297

Primary

Social 1 new Quora Digest

Promotions

Free Cloud Service Credit - Test out the most developer-friendly cloud...

Watch your business grow with YouTube - Video Ads

Promotions No Exceptions - Go BURST MODE With BBQ BURST Pizza 🍕 - Copyright © 2019 Domi...

Promotions Supercharge your skills with our top courses, Oluwaseun! - Learn a new language, gain ...

Promotions Get 55% Off During Our Best Sale of the Summer - Upgrade today and start writing com...

Promotions Penetration Tester career program starts TOMORROW - The Penetration Tester Career ...

Promotions Find Out 2019's Top Marketing Trends - Keep your business and marketing ahead of the...

Promotions Open up your personalized design toolbox - Make design easier than ever with Brand Kit...

Promotions Explore standards-aligned lessons and UX design principles - Discover Common Core a...

I totally agree. We need to waste more time on this.

your e cards someecards.com

Adobe Education Exc.

STOP!!! **TOTAL WASTE OF TIME!**

55% of emails are read on devices that do not offer tabs.

Only 15% of Gmail users have a tabs view enabled.

50% of tabs users are reading the promotions tab daily – and when they're there, they're in the right mindset to purchase.
This leads to higher conversion rates.

TIME TO GET
OUT SOME
SUPER FAST
TIPS...

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



LOOK AWAY!

TIMING:



OVER 80% OF ALL EMAIL
CAMPAIGNS ARE SENT OUT
ON THE HOUR.

70% OF ALL EMAIL TRAFFIC
OCCURS WITHIN FIRST 10
MINS OF EVERY HOUR.

TIMING:

EMAIL CAMPAIGNS
NOT SENT OUT ON
THE HOUR HAVE AN
INCREASED OPEN
RATE:

CONSUMER = UP 17%
BUSINESS = UP 15%

CMSWire Breakfast B.	Inbox	Understanding Key Principles of ...	7:05 AM
Departures	Inbox	The Tesla of espresso machines - f	7:05 AM
Pottery Barn	Inbox	Lighter layers for warmer days. - A	7:05 AM
Marketing Insider G.			7:04 AM
Williams Sonoma			7:04 AM
JetBlue Vacations			7:04 AM
Bloomberg Technology	Inbox	The GOP vs. Zuck - Hi there, it's ...	7:04 AM
Zillow	Inbox	10 Results for beachfront - Daily ...	7:04 AM
Bronco Off-Road	Inbox	This is how Bronco does epic su...	7:03 AM
STACKED MARKETER	Inbox	Message testing. - Instagram ...	7:02 AM
Neiman Marcus	Inbox	Your double gift card offer ends ...	7:02 AM

YOU ARE GETTING LOST IN THE CROWD!!

1ST PERSON

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

1ST PERSON

DONATE



YES, I WANT TO HELP!

- "Count Me In!"
- "Yes, I Want to Help!"
- "I'm Ready to Make a Difference!"
- "I'll Support the Cause!"
- "I'm Passionate, Donate Now!"
- "I Volunteer!"
- "I Care, Take My Action!":
- "I'm Inspired, Get Involved!"
- "I Want to Be Part of Change!"
- "I'm In, Tell Me More!"
- "I Choose to Donate!"

🕒 ENDING TODAY: Special gift offer.

LAST CHANCE: Receive your thank-you gift when you donate now. Alzheimer's A

LAST CHANCE: Receive your thank-you gift when you donate now.

alzheimer's
association

DONATE NOW >

Midnight Deadline:
Claim your signature
purple journal today
— with our thanks.



SEND MY THANK-YOU GIFT. >

Friend,
Receiving a gift in the mail is always a welcomed surprise. It adds such joy
to know that someone cares.

That's the very feeling I want you to have when you open your mailbox
to see your **signature purple journal** waiting for you. We care about our
entire Alzheimer's community and about showing our gratitude to truly
dedicated supporters like you.



[View in browser](#)

DONATE

LIBYA FLOOD EMERGENCY: Donate now to rush lifesaving food >> >>

cynthia—

On Sunday night in Libya, massive rains from Storm Daniel triggered
floods that overwhelmed dams, causing them to collapse. Floodwaters
swept entire towns away. Thousands of people are dead and over 10,000
people are missing. *These numbers are only expected to rise as rescue
missions are ongoing.*

Within 48 hours, the United Nations World Food Programme (WFP)
launched an emergency response operation in Libya. We have already
delivered thousands of food baskets to people impacted by the floods.

We need your help right away to continue our emergency response.

Please rush emergency food and support to families in Libya.

RUSH MY EMERGENCY GIFT NOW



HELP SAVE LIVES IN LIBYA

When Destination Page Submission Button Describes Offer Click-Through Rate Rises 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: Fondation TELUS, BIODERMA, MERCER, OPTIMUM, sports experts, CGI, etc.



GET 3 QUOTES NOW!

START FREE TRIAL

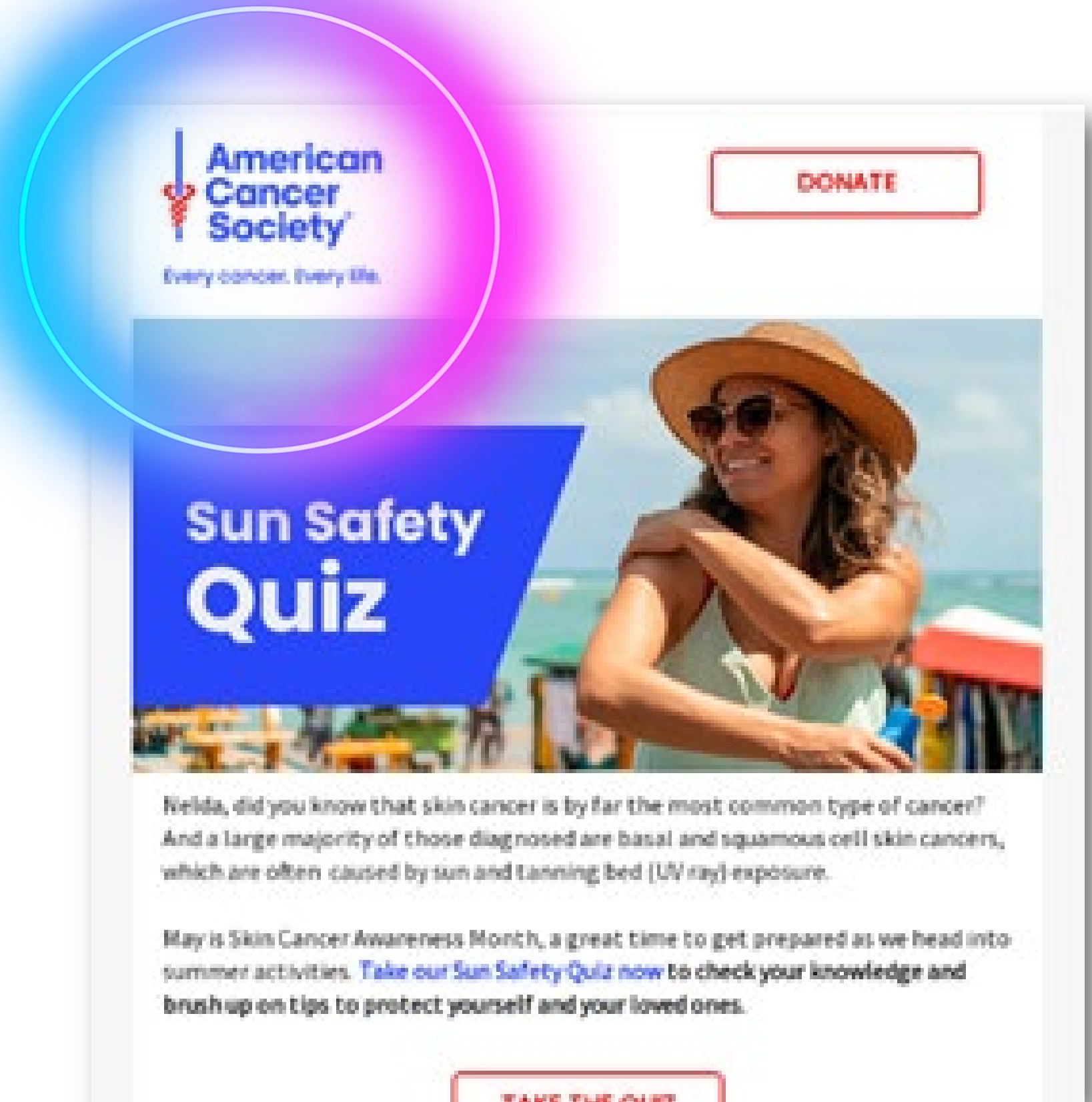
GET MY FREE DEMO

LOGO:

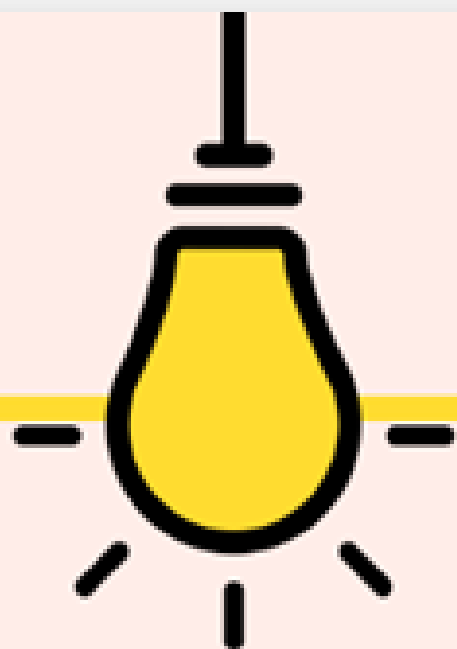
WHERE ARE YOU SENDING YOUR LOGO TRAFFIC???

PERCENTAGE OF CLICKS ON LOGO:
SPECIFIC FOR
NONPROFIT/FUNDRAISING

19% OF CLICKS



The image shows a screenshot of the American Cancer Society website. At the top left is the American Cancer Society logo with the tagline "Every cancer. Every life." To the right of the logo is a red "DONATE" button. Below the logo is a large blue banner with the text "Sun Safety Quiz" in white. To the right of the banner is a photograph of a smiling woman wearing a straw hat and sunglasses, sitting at a beachside table. Below the banner and photo is a paragraph of text: "Nelda, did you know that skin cancer is by far the most common type of cancer? And a large majority of those diagnosed are basal and squamous cell skin cancers, which are often caused by sun and tanning bed (UV ray) exposure." Below this text is another paragraph: "May is Skin Cancer Awareness Month, a great time to get prepared as we head into summer activities. [Take our Sun Safety Quiz now](#) to check your knowledge and brush up on tips to protect yourself and your loved ones." At the bottom right of the page is a red "TAKE THE QUIZ" button.



P.S. = CLICK-THROUGHS

"P.S." at the End of Letter Format Emails
Increase Overall Click-Through Rates by 14%

[Sign me up](#)

Join Podium's Sr. Director of Revenue Marketing, Marc Hansen, and Kelley Knott, Co-Founder of Intrepy Healthcare Marketing, as they demonstrate how to upgrade your customer journey to meet the modern consumer's expectations.

We'll be taking questions following the presentation.

Hope you can make it!



Loren Baker

Founder, Search Engine Journal


P.S. [Register now](#) and we'll send you the on-demand version later in the day if you can't attend the webinar live.

‘FROM THE...’



A message from the CEO of the American Diabetes Association
A Victory for millions of Americans affected by diabetes! View in browser A


A Victory for millions of Americans affected by diabetes! [View in browser](#)



Help us build on this momentum. Donate Today.

A significant victory for millions of Americans impacted by diabetes.

[Donate Now](#)



Eli Lilly Limits Cost-Sharing – Caps Insulin at \$35

Friend

Eli Lilly announced yesterday that, effective immediately, the company will limit cost-sharing for its insulin products to \$35. This is great news! As the leading

RANDOM: SPECIFIC FOR NON-PROFIT/FUNDRAISING

'FROM THE...' in November and December:

Response Rates UP 27%

And chill...unsubscribe rates highest then too!

THINGS WORKING IN THE
OUTSIDE WORLD...

GET YOUR EMAIL
NEWSLETTER IN
FRONT OF MORE
PEOPLE!

INSTANTLY!

FINDING CONTENT
FOR 1ST NEWSLETTER

FINDING CONTENT
FOR 28TH NEWSLETTER



LINKEDIN NEWSLETTERS

EMAIL!!!



NEWSLETTER



The Scoop [Email Marketing]

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

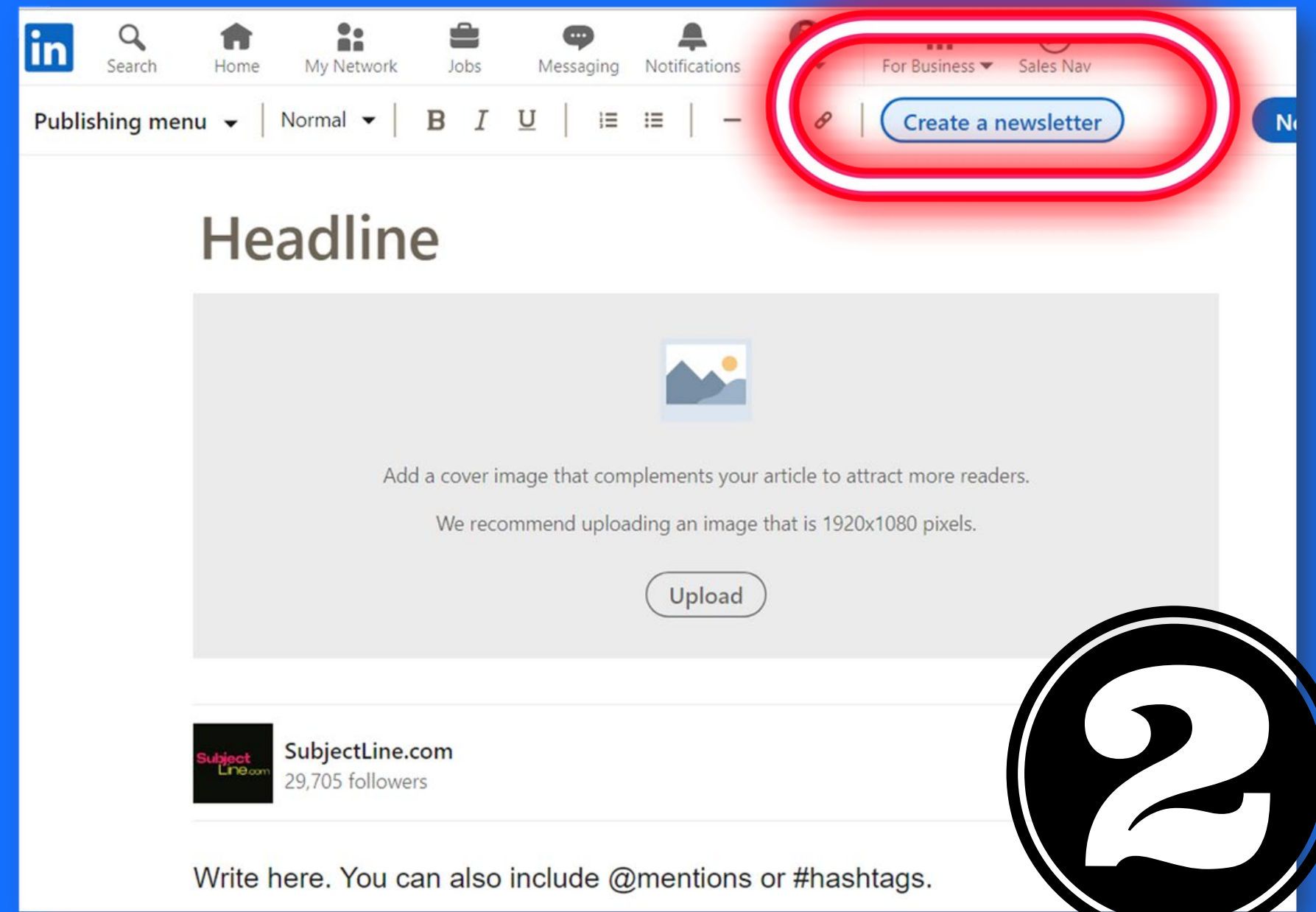
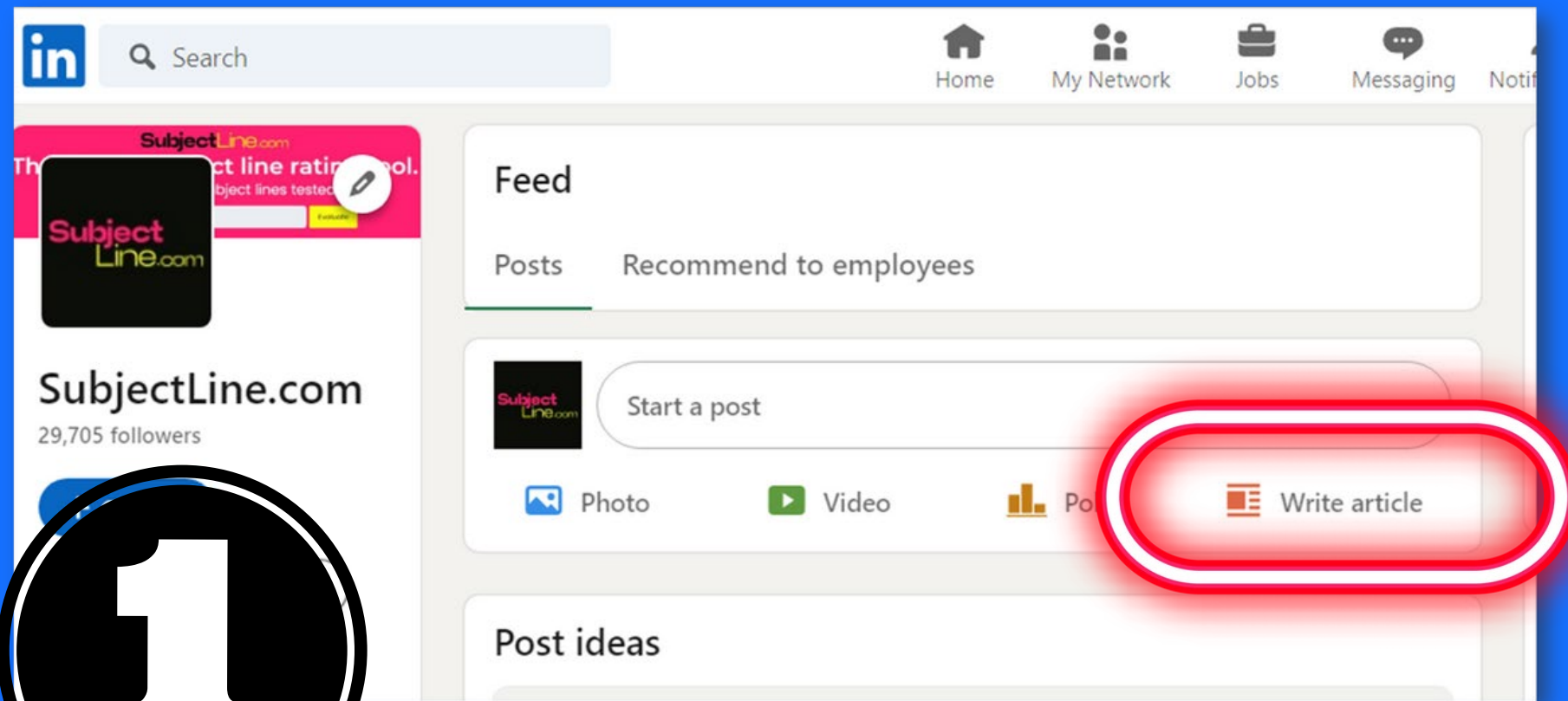


By Jay Schwedelson
Founder SubjectLine.com & President and CEO Outco...

Published biweekly
13,686 subscribers

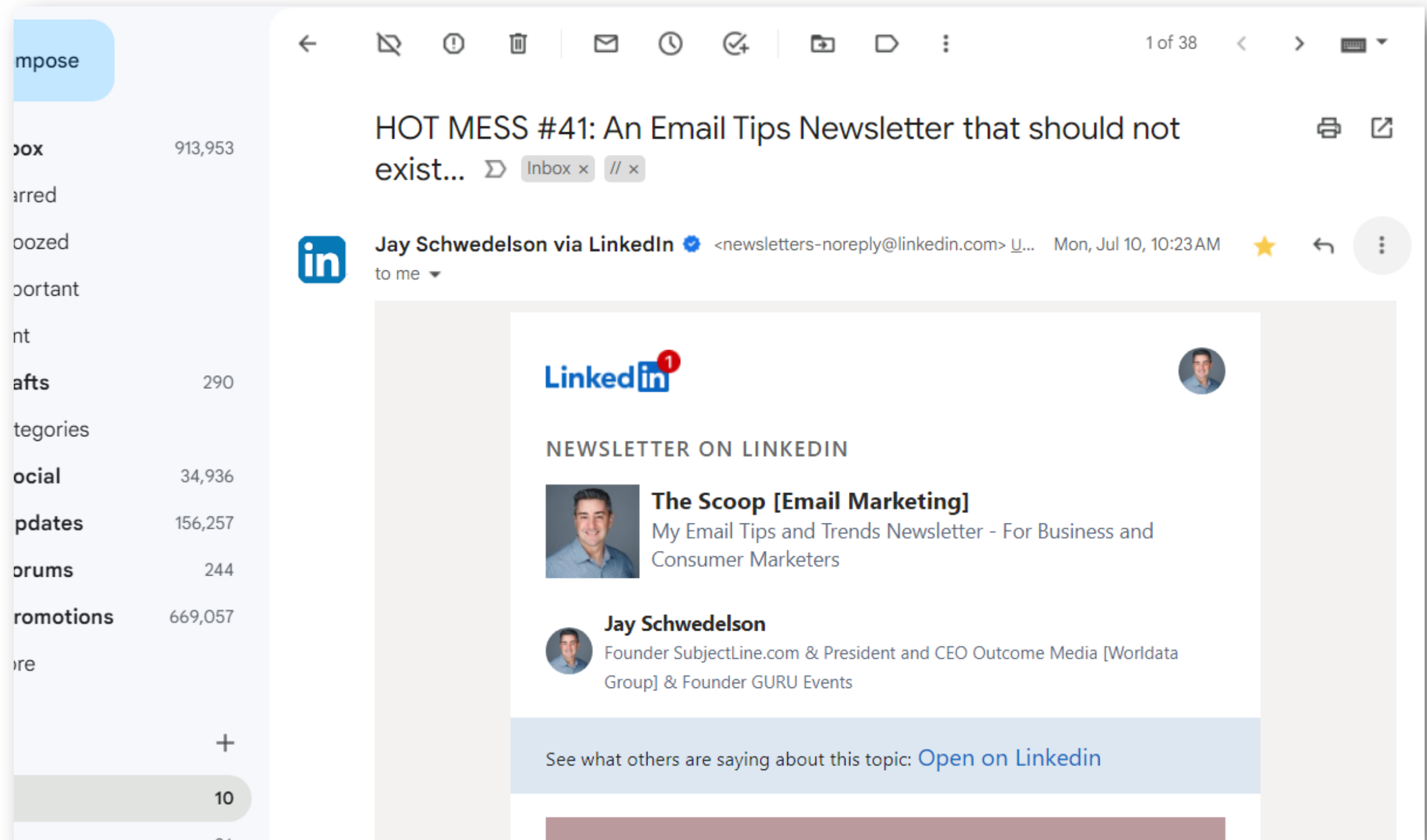
THE FIRST TIME YOU PUBLISH A LINKEDIN
NEWSLETTER IT GOES OUT TO
ALL
OF YOUR FOLLOWERS AND ASKS IF THEY
WANT TO SUBSCRIBE.

2 STEPS...30 SECONDS (FREE)



LINKEDIN EMAIL
NEWSLETTER

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



KEY STATS:

- 11% AVERAGE SUBSCRIBE RATE IN FIRST 10 DAYS
- 19% 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!

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

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

TAKES 10 MINS TO COPY, PASTE, AND SEND THE SAME CONTENT...
AND SEE HUGE BOOST

HOW BORING CAN YOU BE IN 2 MINS?

Event Marketer	Inbox	Take our 2-minute Pulse Survey on Event Safety and Security - EM'S
Amy Porterfield	Inbox	2-minute quiz 🗒️🎉 - newbies AND business owners are surprised to find
The Daily Skimm	Inbox	Your 5-min read : Social Media News, Instant Pot, and Outer Space - S
Total Retail	Inbox	Jay, got a minute? We'd love your expertise! - 2023 Retail Technology
Search Engine Journ.	Inbox	[3 Min Demo] See how local businesses generate 36% more sales - E
Validity, Inc.	Inbox	Two-minute tips from a Certified Salesforce Admin - Two-minute tips

HOW BORING CAN YOU BE IN 2 MINS?

Event Marketer	Inbox	Take our 2-minute Pulse Survey on Event Safety and Security - EM'S
Amy Porterfield	Inbox	2-minute quiz 🗒️🎉 - newbies AND business owners are surprised to find
The Daily Skimm	Inbox	Your 5-min read : Social Media News, Instant Pot, and Outer Space - 5
Total Retail	Inbox	Jay, got a minute? We'd
Search Engine Journ.	Inbox	[3 Min Demo] See how lo
Validity, Inc.	Inbox	Two-minute tips from a C

LAST 90 DAYS:
'# Min' in Subject Line
Increases OPEN RATES:
Business: 28%

HOW BORING CAN YOU BE IN 2 MINS?

Ari Murray

Inbox



Ecomland - READ TIME: 2 MINUTES.

LAST 90 DAYS:

'# Min' in PRE-HEADER:

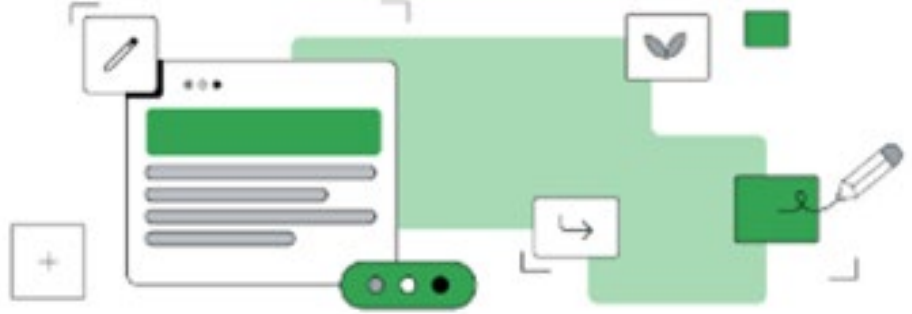
Increases OPEN RATES:

Business: 19%

TELL THEM HOW BORED THEY WILL BE

Think with Google View as webpage

The AI Handbook: Resources and tools to help marketers get started




- **Understand what AI means for marketers (4-minute read)**
"With new AI-powered tools, my team can scale the creative concepts we love to more formats with unprecedented precision," [writes](#) Marie Gulin-Merle, global VP of ads marketing at Google. Read her take on how the AI revolution will help marketers get back to marketing.

Complete the [Introduction to Generative AI](#) training from Google Cloud Skills Boost to uplevel your career.

- **Understand what AI means for marketers (4-minute read)**
"With new AI-powered tools, my team can scale the creative concepts we love to more formats with unprecedented precision," [writes](#) Marie Gulin-Merle

GROWTH HACKS WEEKLY

 **Get Expert Level E-Commerce Insights For Free**

Looking for eCommerce insights that will bring real change to your business? Look no further than Scandiweb's [Conversion Journal](#)

With over 10,000 eCommerce directors, CX and CRO specialists from companies like Puma, NYT, and JimBeam already reading, you won't want to miss out on this monthly newsletter.

Get insights from practitioners working on eCommerce UX optimization since 2003, all in a quick 3-minute read. And the best part? It's completely free!

➔ [Subscribe here](#) to start revolutionizing your eCommerce strategy.

‘# Min’ in BODY COPY Increases CLICK-THROUGHS: Business: 17%

OH WAIT...PODCAST REAL QUICK

JaySchwedelson.com/Podcast

10 MINUTE
EPISODES!!

DO THIS, NOT THAT PODCAST
For Marketers only with Jay Schwedelson
from GURU Events



Listen on Apple Podcasts



Listen on Spotify

JaySchwedelson.com

IN 3 WEEKS!!!

FREE

NOVEMBER 8-9

GURU ⚡ 2023

— THE CONFERENCE —



15K

PEOPLE!

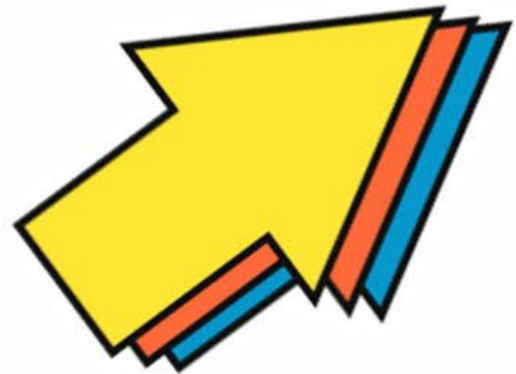
**WE JUST PUT ON THE WORLD'S LARGEST
VIRTUAL DIRECT MAIL EVENT...**

DELIVERED ⚡ 2023
— BY GURU EVENTS —

"I want everything"

Just email me at:

JayS@CorpWD.com



2024 IS NOW AVAILABLE!



And send me LINKEDIN connection!

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

