

WHERE DO MY TRENDS COME FROM?



OUTCOMEMEDIA
a Worldata company

SubjectLine.com

JaySchwedelson.com

**GURU
MEDIA
HUB** ⚡

NEW!

**AWESOME CHATGPT
EMAIL MARKETING
TRICKS!**

THIS IS ME PRETENDING



**THAT AI ISN'T TAKING
OVER THE WORLD**

EASY+FREE:

**CHATGPT RELEASED
NEW VERSION
MAY 13TH
AND YOU CAN NOW DO
THIS WITH EMAIL...**

1. GO TO [CHATGPT.COM](https://chatgpt.com)
2. MAKE A SCREENSHOT OF ANY EMAIL
3. UPLOAD THE IMAGE HERE





Hi Cayla,

Join us this September at the Women in Project Management Conference for what is set to be another sell-out event.

The award-winning conference returns to London once again this Autumn to empower and inspire you through learning, networking and discussion. With the number of female project professionals in leadership at risk of stagnation, join over 700 project professionals on 26 September 2024 as we explore the theme of 'Leadership Unpacked' and celebrate successful female project leaders from diverse backgrounds.

APM research has shown that the gender pay gap in our profession is 16% higher than the national average* and the number of people from ethnic minorities and disabled people entering the profession sits at just 20%*. Throughout the conference, we'll be taking a deep dive into ways to break down these barriers whilst discussing mechanisms for improvement.

*APM Salary and Market Trends Survey 2023

Secure your place with early-bird rates

Be quick! You only have until 20 June 2024 to purchase early-bird tickets. We expect the conference to sell out again this year, so grab your ticket at the best price whilst you can.

Early-bird member:	Early-bird non-member:	Early-bird student:	Early-bird Corporate Partner/ Affiliate employee:
£204**	£345**	£42**	£282**

**all prices are subject to VAT.

Book your early-bird ticket today

Speaker highlight: Dr Yvonne Thompson

WRITE THIS PROMPT:

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

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

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

THIS WAS NOT POSSIBLE FOR FREE IN CHATGPT UNTIL MAY 13TH

ADVM

Leadership Unpacked

Hi Gayle,

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

Subject Line of this email is - Secure your place with our early-bird rates.

Review of the Email Marketing Message

Subject Line: Secure your place with our early-bird rates

Overall Feedback:

The email is well-structured and provides clear information about the event. However, it could benefit from more compelling copy to enhance clarity, engagement, and overall persuasive power. Here are some specific critiques and suggestions for improvement:

1. The subject line is somewhat generic and lacks a sense of urgency and doesn't clearly state the benefit of the event.

2. The body text is forward but lacks a sense of urgency and doesn't clearly state the benefit of the event.

3. The call to action (CTA) is not prominent enough and doesn't clearly state the benefit of the event.

4. The email lacks a strong sense of urgency and highlight benefits. For example, you could use phrases like "Limited Time Offer: Secure Early-Bird Rates for Leadership Unpacked!"

5. The email could benefit from more specific details about the event, such as the date, time, and location.

- "Don't Miss Out! Early-Bird Rates for Women in Project Management Conference"
- "Join Top Female Leaders: Early-Bird Rates Ending Soon!"

Message ChatGPT

Specific Critiques and Test Ideas:

1. Subject Line Enhancement:

- Current Issue:** The subject line is straightforward but lacks a sense of urgency and doesn't highlight the unique value proposition of the event.
- Suggestion:** Test subject lines that create urgency and highlight benefits. For example:
 - "Limited Time Offer: Secure Early-Bird Rates for Leadership Unpacked!"
 - "Don't Miss Out! Early-Bird Rates for Women in Project Management Conference"
 - "Join Top Female Leaders: Early-Bird Rates Ending Soon!"

2. Clarity and Readability:

- Current Issue:** The body text is dense, which might be overwhelming for some readers.
- Suggestion:** Break up the text into shorter paragraphs and use bullet points for key information. For example:
 - "Join us this September for an inspiring event dedicated to Women in Project Management!"
 - Bullet points for key stats like the gender pay gap and diversity figures.

3. Engagement and Visual Appeal:

- Current Issue:** The email is visually appealing but could benefit from more engaging elements like images, icons, or infographics.
- Suggestion:** Incorporate relevant icons or infographics to visually represent key statistics. Use a more dynamic image for the event banner that conveys energy and excitement.

4. Call to Action (CTA) Effectiveness:

- Current Issue:** The CTAs ("Book early-bird" and "Book your early-bird ticket today") are clear but could be more compelling.
- Suggestion:** Enhance CTA buttons with more action-oriented and benefit-focused text. For example:
 - "Secure My Spot at a Discount!"
 - "Grab Early-Bird Tickets – Save Now!"
 - Test different color contrasts for the CTA buttons to make them stand out more.

5. Personalization and Relevance:

- Current Issue:** The email is personalized with the recipient's name, but there is room for deeper personalization.
- Suggestion:** Include personalized content based on the recipient's past engagement or interests. For instance, "Hi Cayla, as a valued member, we're offering you exclusive early-bird rates to connect with top leaders in project management."

Additional Suggestions:

•Speaker Highlight Section:

- Current Issue:** The speaker highlight is informative but could be more engaging.
- Suggestion:** Add a quote from Dr. Yvonne Thompson about what attendees can expect to gain from her session. This makes her participation more tangible and enticing.

•Social Proof:

- Current Issue:** The email lacks social proof which can enhance credibility.
- Suggestion:** Include testimonials or past attendee feedback to build trust and excitement. For example, "Hear what past attendees are saying about our conference!"

•Event Benefits:

- Current Issue:** The benefits of attending the conference are implied but not explicitly stated.
- Suggestion:** Clearly outline the benefits of attending. For example:
 - "Expand your network with over 700 project professionals"
 - "Learn from award-winning leaders and changemakers"
 - "Gain insights to advance your career and drive change"

Improved Subject Line Suggestions:

- "Limited Time Offer: Secure Early-Bird Rates for Leadership Unpacked!"
- "Don't Miss Out! Early-Bird Rates for Women in Project Management Conference"
- "Join Top Female Leaders: Early-Bird Rates Ending Soon!"
- "Save Big on the Premier Event for Women in Project Management"
- "Leadership Unpacked: Early-Bird Discounts Available Now!"



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Speaker highlight: Dr Yvonne Thompson

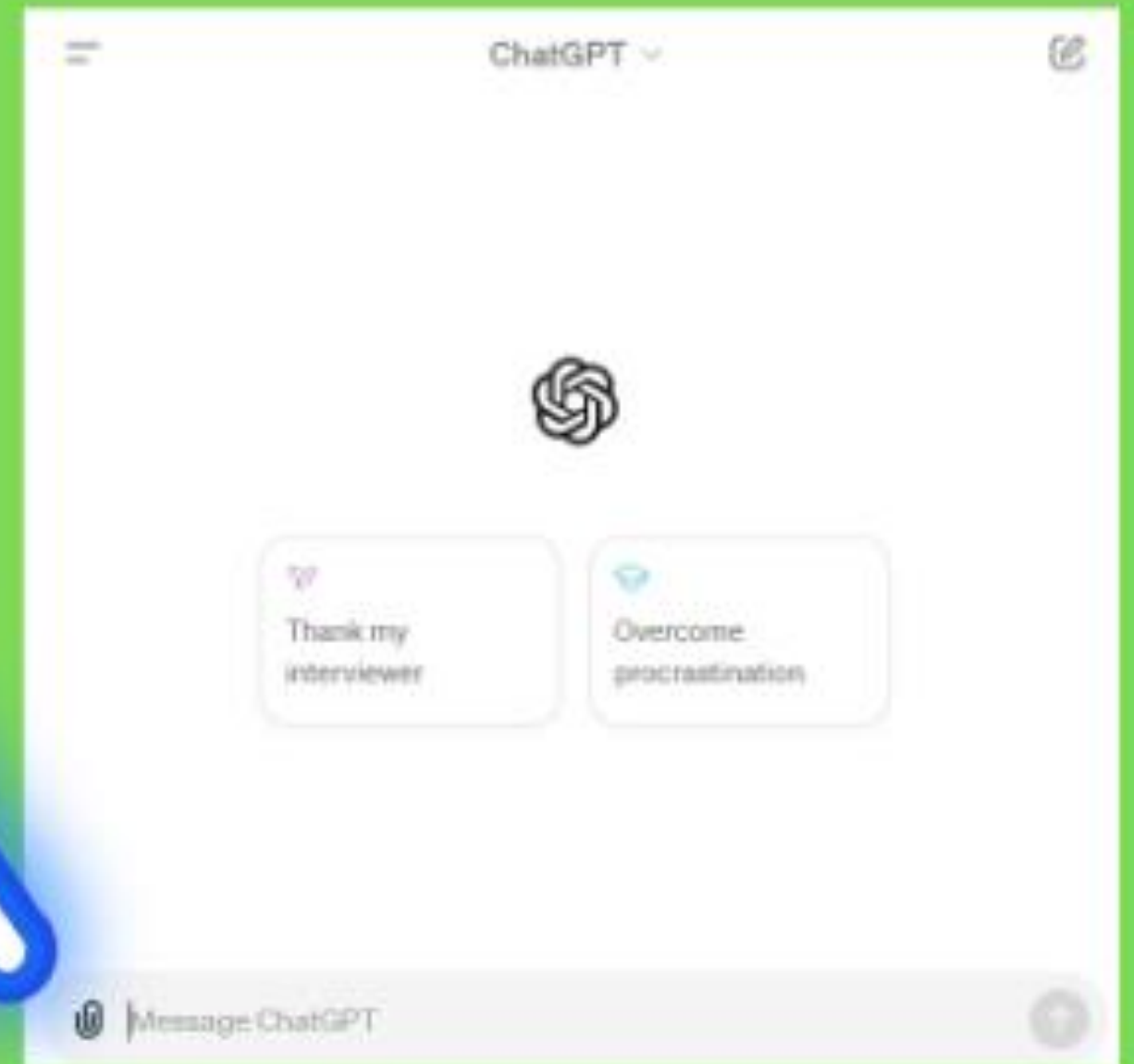
WHAT???
CHATGPT CAN NOW
PREDICT A/B
EMAIL TEST
WINNER!

you gotta try this...

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

EASY+FREE:

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



WRITE THIS PROMPT:

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

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

ACTUAL ANSWER FROM CHATGPT

Two versions of a marketing message. They are both trying to generate leads for a new product. Which one is better and why? and what suggestions do you have for making it better?

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

Analysis of Each Email

Email 1 (Follow from SalesForest)

Pros:

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

Cons:

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

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

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



QUICK RANDOM TIP

Kim Kardashian is better at email than me

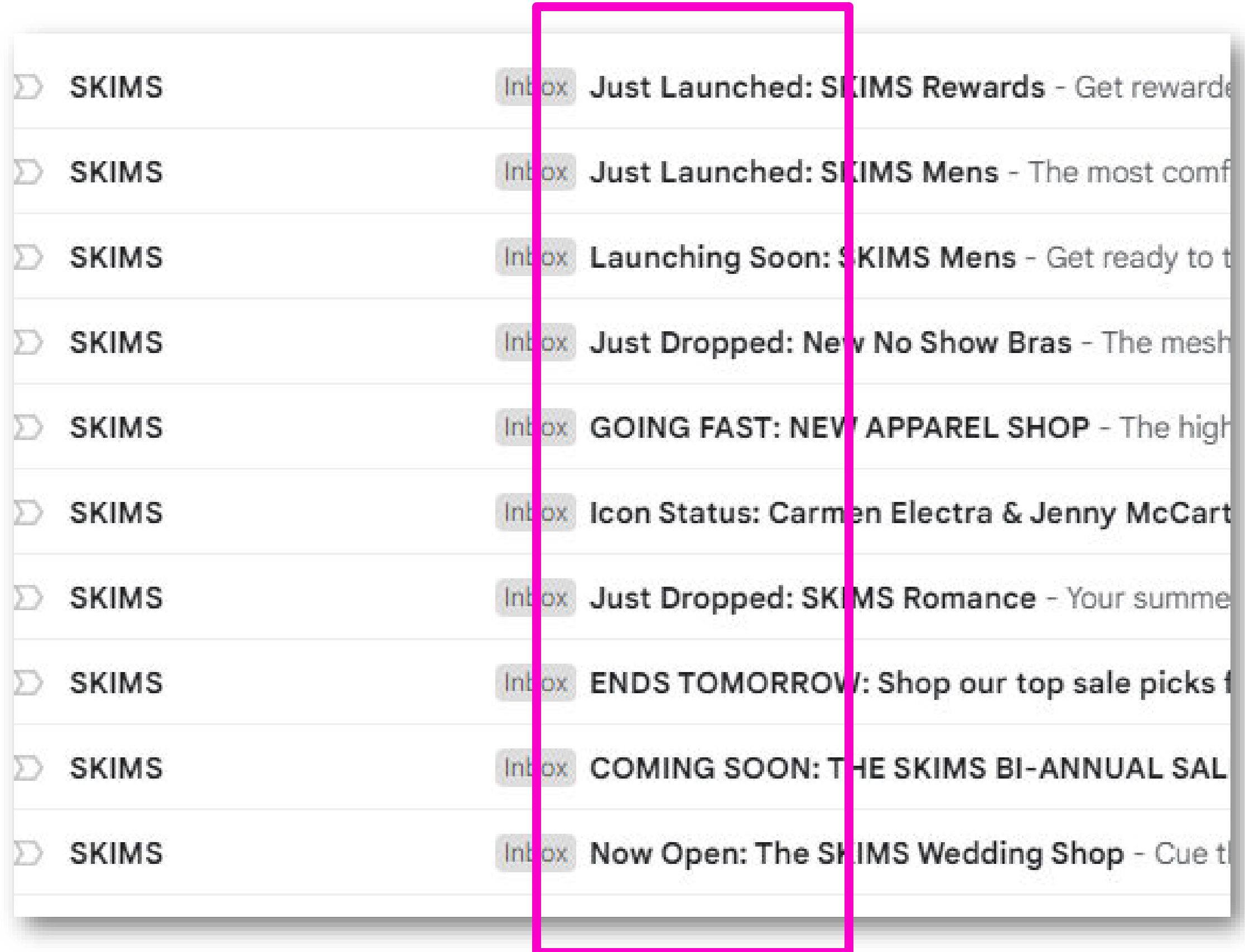


- SKIMS **Inbox** Just Launched: SKIMS Rewards - Get rewarded
- SKIMS **Inbox** Just Launched: SKIMS Mens - The most comf
- SKIMS **Inbox** Launching Soon: SKIMS Mens - Get ready to t
- SKIMS **Inbox** Just Dropped: New No Show Bras - The mesh
- SKIMS **Inbox** GOING FAST: NEW APPAREL SHOP - The high
- SKIMS **Inbox** Icon Status: Carmen Electra & Jenny McCart
- SKIMS **Inbox** Just Dropped: SKIMS Romance - Your summe
- SKIMS **Inbox** ENDS TOMORROW: Shop our top sale picks f
- SKIMS **Inbox** COMING SOON: THE SKIMS BI-ANNUAL SAL
- SKIMS **Inbox** Now Open: The SKIMS Wedding Shop - Cue t

2 TACTICS:

COLON : AFTER WORD OR PHRASE AT START OF SUBJECT LINE: OPEN RATE INCREASE 22%

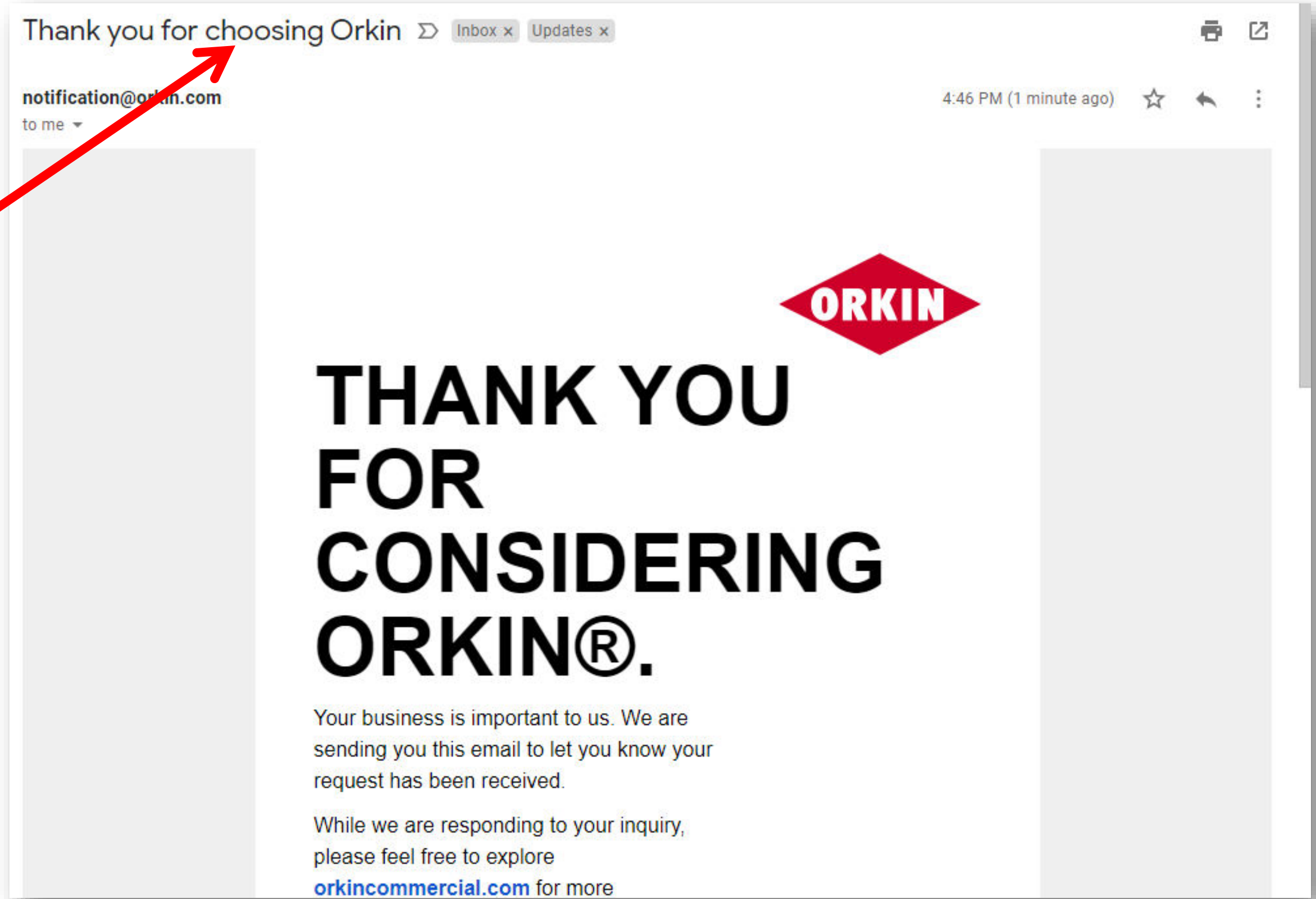
FIRST WORD/PHRASE CAPITALIZED: OPEN RATE INCREASE 24%



**YOU DON'T HAVE A
DELIVERABILITY PROBLEM...**

**YOU HAVE AN ENGAGEMENT
PROBLEM**

This 'FIRST EMAIL' is not just a confirmation or autoresponder that has no importance...



Getting the 'First Email' clicked to a new recipient will increase the likelihood of staying in that person's inbox by 85%.

How Do You Do That???

Pest Control and...

You're In! And...

We are on it! But...

Thank You! Special Discount INSIDE...

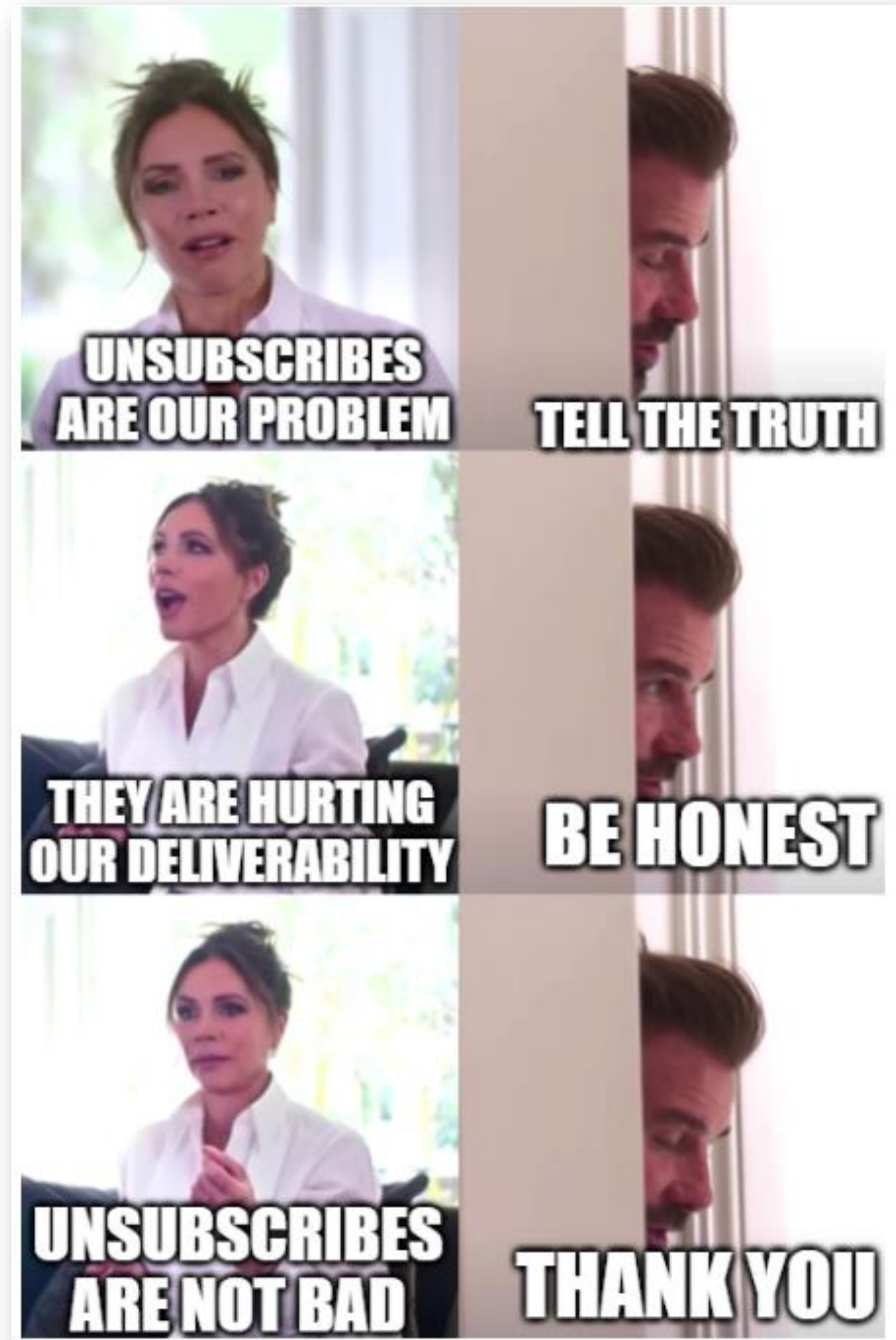
Welcome VIP! Just for you...

Yeah...it is cause you wrote 'free'. C'MON!

Security Business Industry Magazine Chosen for You	What?? A FREE Magazine??
PRWeek on behalf of Cam... The best way to stay up-to-date on marketing and advertising trends. If you have trouble viewing this email, read the online	Get inspired: Free 30-day trial of Campaign US - See top ads...
Ad Age	Free white paper: Digital audio vs... Having trouble viewing this email?...
Fortinet	[Free Ebook] Single-Vendor SASE for Dummies The Fortinet Special Edition to Help You Better Understand SASE Solutions View e-mail online Single-Vendor SASE For Du
The NonProfit Times	* FREE WEBINAR* Unlocking the Power of AI for Nonprofits Game-Changing Strategies for Fundraising and Marketing Excellence Webinar
Chief Marketer	[FREE DOWNLOAD] 6 Dimensions of Data Quality Best Practices for FREE Marketing departments' focus on the customer has increased over the past five years, and the collec
eMarketer Editors	[Free Report and Infographic] Binge-Worthy Tactics for CT... Data-backed strategies to finish 2023 on top - Hi Jay,
Event Marketer	FREE WEBINAR TOMORROW: Beyond the KPI Let's Activate Your Experiential Marketing Data
Mindy @ Mighty Citizen	Free CAE-Eligible Webinar Webinar to gauge and grow your marketing maturity. A Mighty Webinar
Ad Age	Free white paper: How real-time optimization can allow bra... Having trouble viewing this email? Click here to view the online version. How real-time optimization can allow brands to op
NAB Show New York	Psssttt...Your FREE Exhibits Pass is waiting... Plus enjoy 10% off conferences when you book more than one! View this email as a web page. CONNECT + DISCOVER Rig
Verizon	⚡ Power and protection for your business. For free . The Pixel 7a Strong security and Google technology. ...
Jo at MarketingProfs	Win an iPad 10 (register for a FREE Shakeup B2B pass to en... Free for PRO! Yep, Shakeup B2B is included in your subscription.
Erin at MarketingProfs	20 minutes of free , personalized help with your marketing c... Ask Erin how to improve your creative—book an Ask an Expert appointment now.

» Oriental Trading Co.	Inbox	1 More Day of Free Shipping on ANY Order! 🇺🇸 - Shop Patriotic Crafts ❤️❤️ ...	5:35AM
» Pottery Barn Teen D.	Inbox	FREE design services wherever, whenever - Pottery Barn Teen Book your spot...	9:31PM
» Pottery Barn Kids D.	Inbox	Book Today: FREE Virtual Interior Design Services - Plus, get up to 50% Off b...	9:21PM
» Duffy's Sports Grill	Inbox	Enjoy Kids Eat Free All Day 🍷🍷 - Kids Eat Free All Day 🍷🍷 Reward Dollars: ...	Jun 5
» The Organifi Team	Inbox	Free shipping and over \$70 off Green Juice bundle! - AND enjoy free shipping...	Jun 5
» Panera Bread	Inbox	🌟F-R-E-E \$5 bonus card. 🌟 - Gift for dads. Gift for grads. Gift for you... {% ass...	Jun 5
» Society6	Inbox	Ends Tomorrow: Free Standard Shipping* on Orders \$79+ - It looks like your e...	Jun 5
» Williams Sonoma	Inbox	For a limited time: FREE SHIPPING on select outdoor essentials - Williams-S...	Jun 5
» Oriental Trading Co.	Inbox	Free Shipping on ANY Order Ends TONIGHT, Jay! 🇺🇸 - Celebrate More for Less...	Jun 5
» HubSpot Blog, Marke.	Inbox	How to Manage Your Entire Marketing Budget [Free Budget Planner Templat...	Jun 5
» Kim Komando	Inbox	🥰 I love free - try it FREE for 45 days. Nice! Let's get to it. — Kim 📧 First-time r...	Jun 5
» Crate & Kids	Inbox	Add to cart, ship for FREE → - View Web Version: https://view.mail.crateandbarr...	Jun 4
» Zazzle Inc.	Inbox	Enjoy Unlimited FREE Shipping 🍷 - MEMBER Enjoy Free Shipping! (https://abli...	Jun 4
» Pottery Barn Design.	Inbox	RSVP today for your FREE design appt - Pottery Barn View this email in a brow...	Jun 4
» Miami Herald	Inbox	Dolphins in Depth analyzes the offseason + Marlins drop one of their worst ...	Jun 4
» Sheet Music Direct	Inbox	Don't forget to pick up your free sheet music! - *absolutely free *! Choose fro...	Jun 4
» Louis at GrowMyNews.	Inbox	📧 all 56 ways to grow your newsletter for free - my new free ClickBoost tool l...	Jun 4
» Sun Sentinel	Inbox	Our guide to free summer concerts - playing other free local music series. Don...	Jun 4

UNSUBSCRIBES ARE BAD?



**WHEN YOUR
EMAILS GENERATE
UNSUBSCRIBES,
YOU MIGHT BE
DOING SOMETHING
RIGHT**



WHEN YOUR

**You tested something new...it worked!
You were no longer wallpaper!**

**YOU MIGHT BE
DOING SOMETHING
RIGHT**



**94% of Unsubscribes are From
People Who Have NOT
Opened/Clicked in Over 6 Months**



litmus

THIS!

ricing ▾

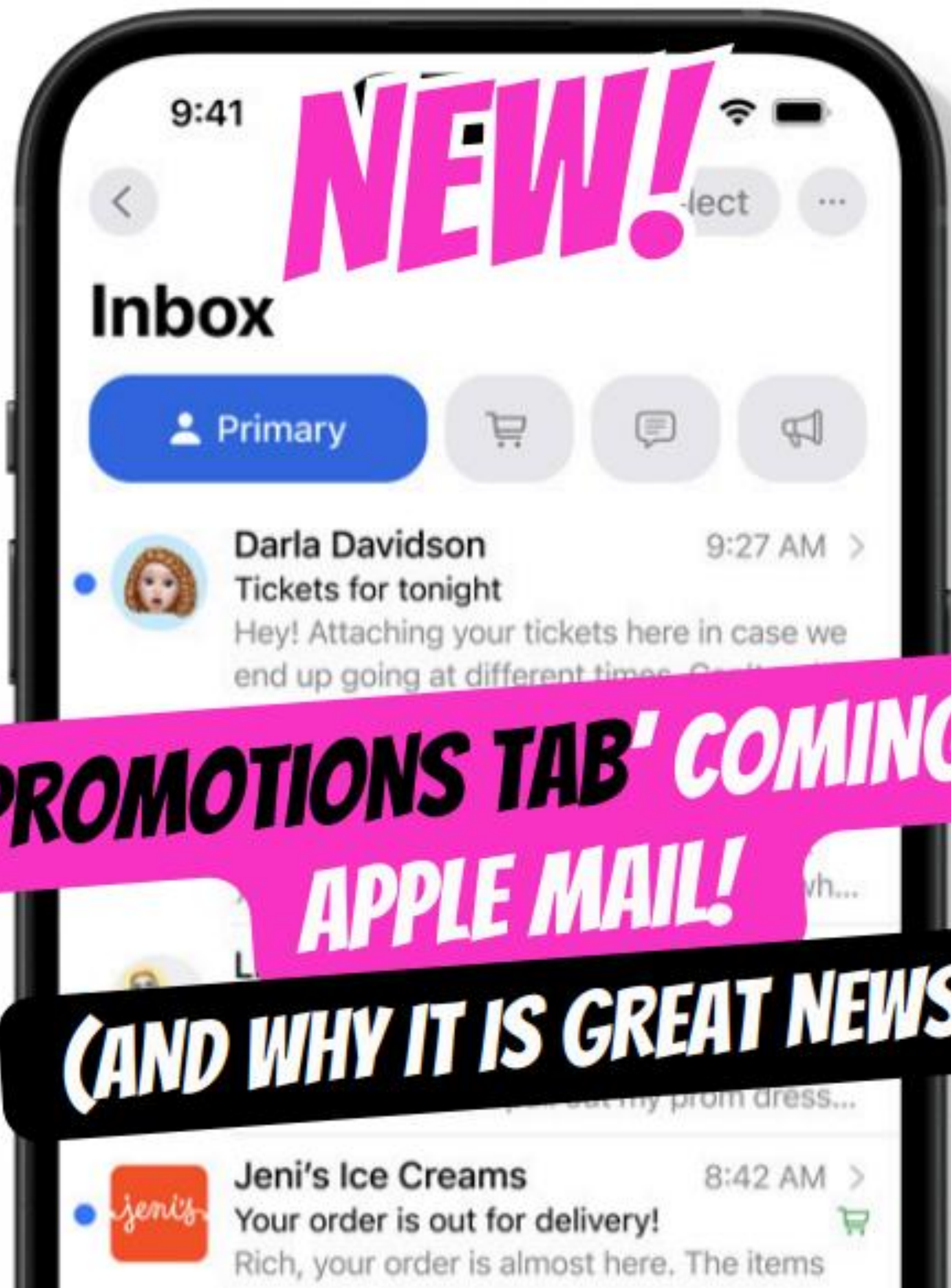
Resources ▾

Company ▾



LOGIN

Spam complaints hurt your deliverability. Unsubscribes don't.



NEW!

Inbox

- Primary
- Shopping Cart
- Messages
- Promotions

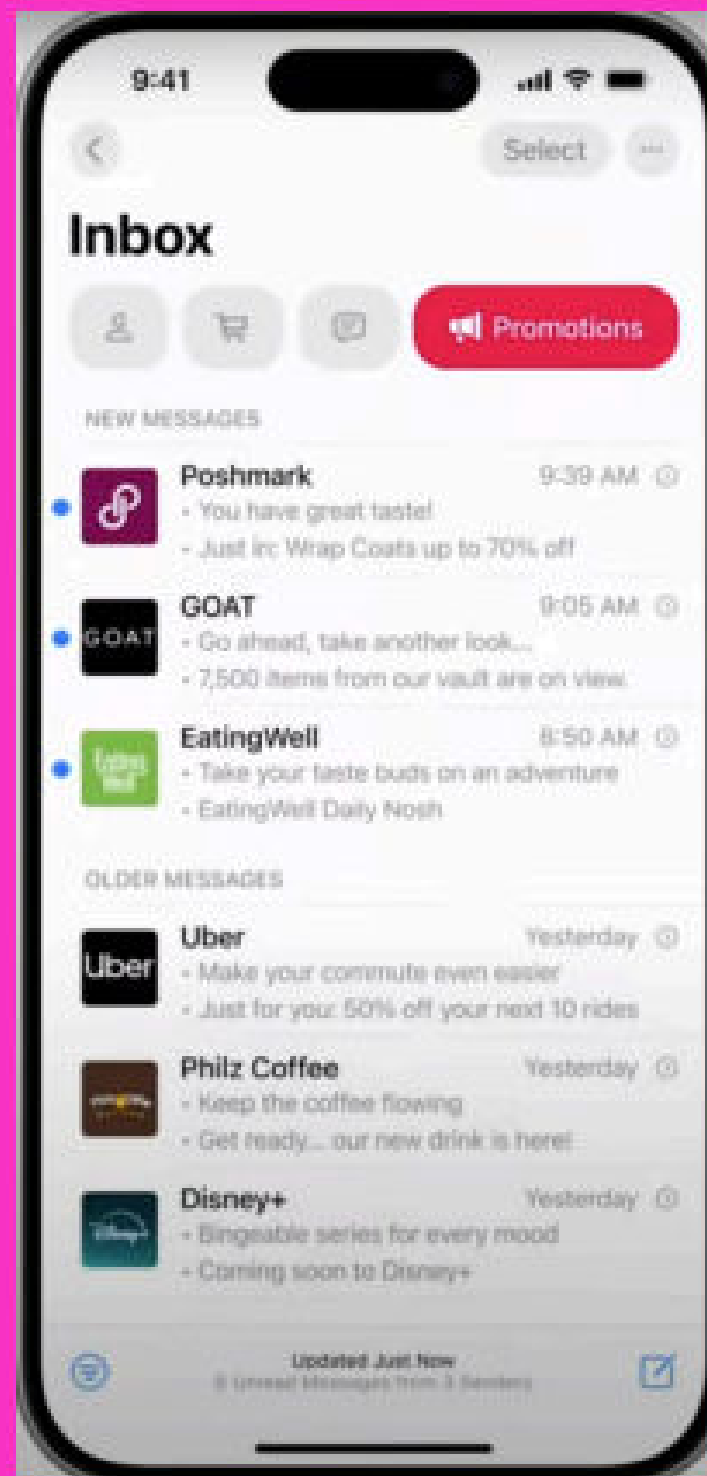
Darla Davidson 9:27 AM >
Tickets for tonight
Hey! Attaching your tickets here in case we end up going at different times. G...

'PROMOTIONS TAB' COMING TO APPLE MAIL!

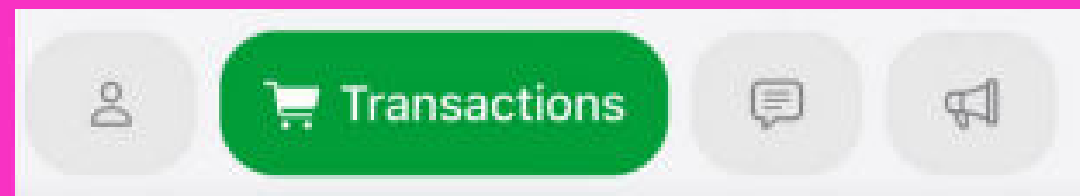
(AND WHY IT IS GREAT NEWS!)

Jeni's Ice Creams 8:42 AM >
Your order is out for delivery!
Rich, your order is almost here. The items

iOS 18 WILL AUTOMATICALLY CATEGORIZE YOUR EMAIL



TRANSACTIONS
UPDATES
PROMOTIONS



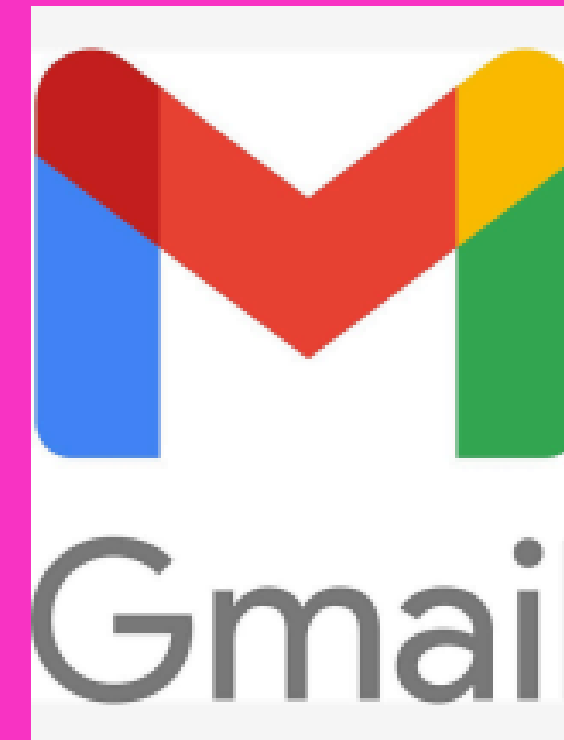
THIS ALREADY EXISTS IN GMAIL (AND IT IS A GOOD THING!)

**50% OF TABS USERS ARE READING
THE PROMOTIONS TAB DAILY.**

**WHEN THEY'RE THERE, THEY'RE IN
THE RIGHT MINDSET TO PURCHASE.**

**NO NEGATIVE IMPACT ON RESPONSE
FOR EMAILS THAT GO INTO
PROMOTIONS TAB.**

**GOING INTO PROMOTIONS IS A
GOOD THING!**



WHAT WILL ALSO CHANGE...

EMAIL NEWSLETTERS FROM 'PERSON' RATHER THAN 'BRAND' WILL SURGE IN PERFORMANCE (REMAIN IN PRIMARY TAB)

COLD SALES EMAILS WILL STRUGGLE WITH BULK DELETE FEATURE

'SERIES' CONTENT FORMATS WILL PERFORM WELL IN NEW DIGEST ROLL-UP FEATURE WITHIN MAIL APP

MARKETERS FREAKING OUT OVER iOS 18 FOR NO REASON...



TITLE > OFFER

BUSINESS & CONSUMER

YOU CAN ONLY PICK ONE:

1. FLASH SALE

2. ONE DAY ONLY

3. 24 HOUR SALE

4. LIMITED TIME OFFER

FLASH VS. 24 HOUR

FLASH = 25% HIGHER EMAIL OPEN RATE

SINGER22.com	Inbox Promotions	Free & Easy 30% Off Flash Sale At SINGER22.com - Free & Easy
UNTUCKit	Inbox Promotions	Flash Sale—25% Off! EXTENDED Today Only! - Get it for Easy
12th Tribe	Inbox Promotions	20% off! Flash sale on our most flashy pants 🚀 - Expires in 24
Hit Parade Dave &	Inbox Promotions	Flash Sale 🚀 Up to \$100 OFF Hit Parade - Plus get even more
Speedo	Inbox Promotions	Flash Sale: Up to 30% Off Select Elite Suits! - Ends TONIGHT, D
PacSun	Inbox Promotions	FRIDAY FLASH SALE! \$19+ Jeans & Pants 🚀 - + FREE shipping
Ray-Ban	Inbox Promotions	Up to 50% off Weekend flash sale - Add prescription lenses an
USC Trojans Officia.	Inbox Updates	24 Hour Flash Sale 25% Off - Coupon Expires 11:59pm ET
Poshmark Info	Inbox Promotions	Private flash SALES are happening now - Jay, these deals won't
Fanatics.com	Inbox Promotions	FLASH SALE STARTS NOW! Take 30% Off Today Only! - One D
StockX	Inbox Updates	Flash Sale: Get Free Shipping* - Shop sneakers from Yeezy, ASIC
Betabrand	Inbox Promotions	FLASH SALE: 50% OFF DPYP - STOCK UP WHILE THE GETTIN'S C
FUNBOY	Inbox Promotions	30 minute 50% OFF Flash Sales starts at 12pm PT. - Hi Jay, We
Jane Win	Inbox Promotions	Flash Sale Up to 50% Off 🌟🌟🌟 - Did we just make your Mond

YOU CAN ONLY PICK ONE:

1. GUIDE

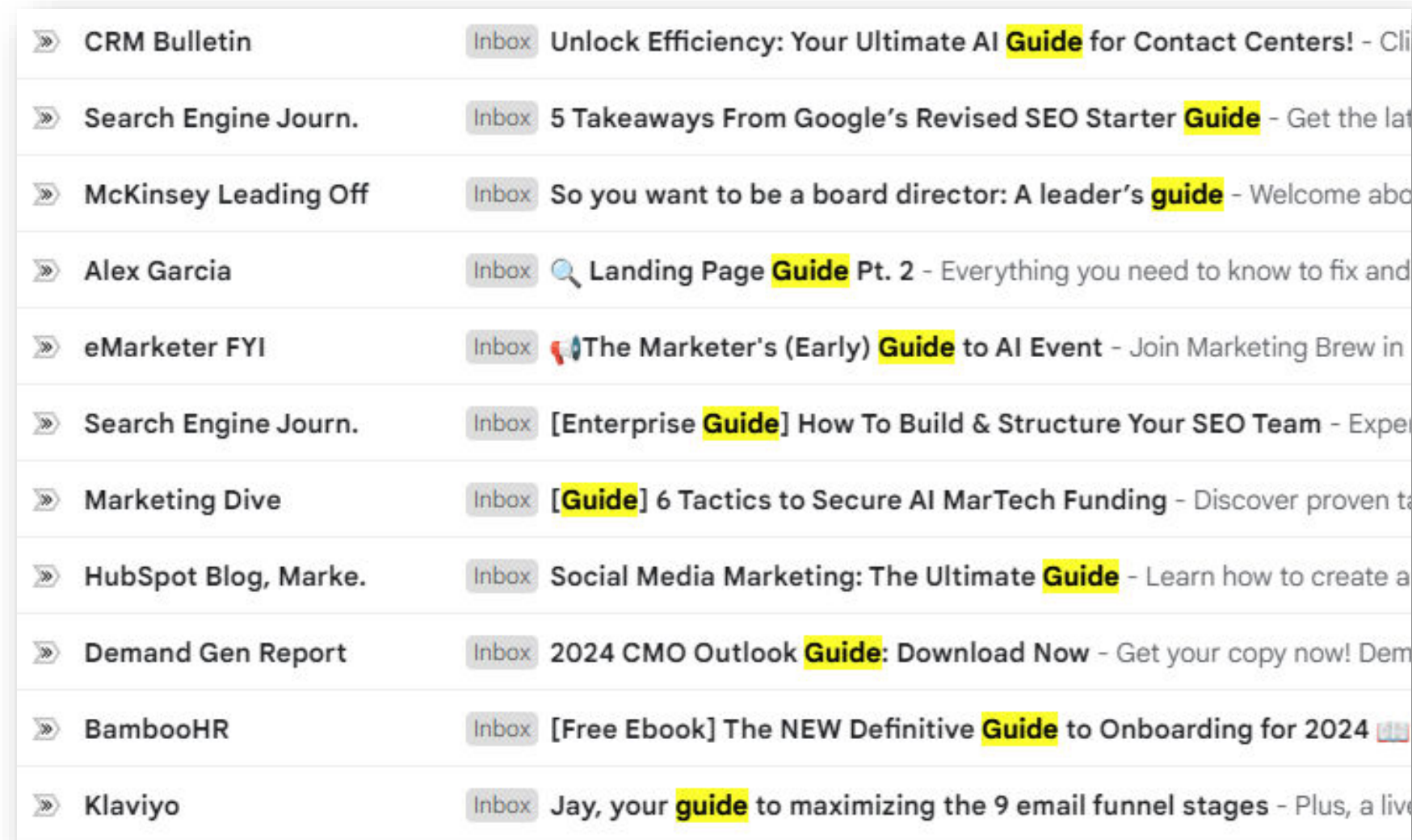
2. EBOOK

3. REPORT

4. WHITEPAPER

EBOOK VS. GUIDE

GUIDE = 30% HIGHER DOWNLOAD RATE



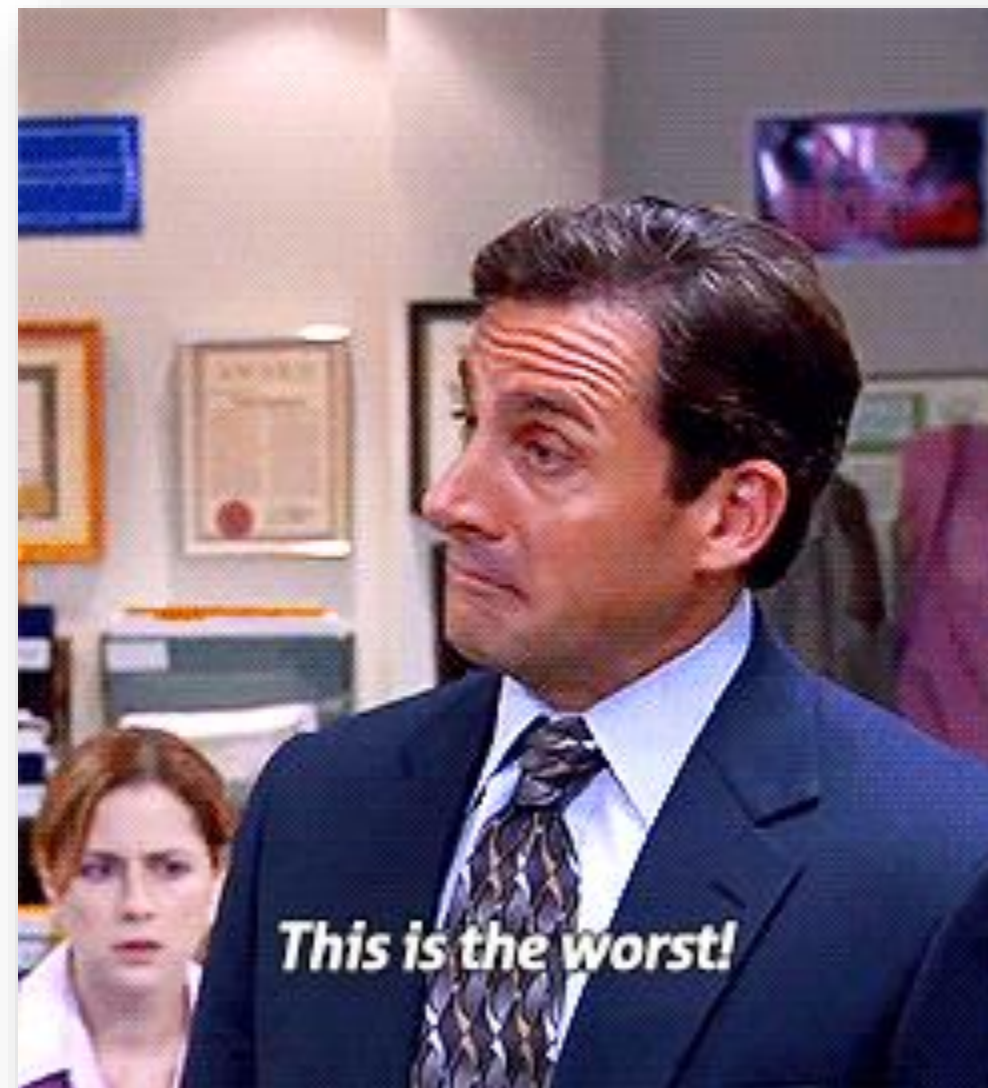
CRM Bulletin	Inbox	Unlock Efficiency: Your Ultimate AI Guide for Contact Centers! - Cli
Search Engine Journ.	Inbox	5 Takeaways From Google's Revised SEO Starter Guide - Get the lat
McKinsey Leading Off	Inbox	So you want to be a board director: A leader's guide - Welcome abo
Alex Garcia	Inbox	🔍 Landing Page Guide Pt. 2 - Everything you need to know to fix and
eMarketer FYI	Inbox	📢 The Marketer's (Early) Guide to AI Event - Join Marketing Brew in
Search Engine Journ.	Inbox	[Enterprise Guide] How To Build & Structure Your SEO Team - Expe
Marketing Dive	Inbox	[Guide] 6 Tactics to Secure AI MarTech Funding - Discover proven ta
HubSpot Blog, Marke.	Inbox	Social Media Marketing: The Ultimate Guide - Learn how to create a
Demand Gen Report	Inbox	2024 CMO Outlook Guide : Download Now - Get your copy now! Dem
BambooHR	Inbox	[Free Ebook] The NEW Definitive Guide to Onboarding for 2024 📖
Klaviyo	Inbox	Jay, your guide to maximizing the 9 email funnel stages - Plus, a live

CHECKLIST VS. CHEAT SHEET

CHEAT SHEET = 40% HIGHER DOWNLOAD RATE

» Human Resources	Inbox	Preparing for year-end payroll: Your W-2 cheat sheet - Payroll Update: Required
» Amy Porterfield	Inbox	Here's the free cheat sheet I promised you, Jay... - Hi Jay! As promised, here's y
» Social Media Today	Inbox	Weekender: ChatGPT Cheat Sheet [Infographic] - Aug. 19, 2023 Sign up Forwa
» HubSpot Blog, Marke.	Inbox	When Is the Best Time to Post on Instagram [Cheat Sheet] - How can you use
» Litmus Weekly	Inbox	Email design best practices, download your email deliverability cheat sheet , a
» Demand Gen Report	Inbox	Inside: The " Cheat Sheet " On Agile Marketing - Learn how agile marketing can o
» Adobe	Inbox	[Cheat sheet for Jay] why marketing automation is an absolute must-have - N

Jay's Session Rating!



Source: GIPHY

SUBJECT LINES: TESTIMONIAL SUBJECT LINES IN OUTREACH EMAILS:

INCREASE OPEN RATES 22%

"Just Bought My First [Product] - Love it! 🥰 - First-Time Buyer"

"Back for More [Product] - Totally Obsessed! 🔄 - Repeat Buyer"

"Super Fast Delivery of My [Product] - So Impressed! ⚡ New Customer"

" [Product] is So Easy to Use - Total Game Changer! 🛠️ First-Time Buyer "

"Top-Notch Customer Service - Loving My [Product]! 😊 Long Time Customer"

**WHAT IS BEST DAY TO SEND
THE EMAIL?**

**WHAT IS BEST DAY TO SEND
~~THE~~ EMAIL?**

**WHAT IS BEST DAY TO SEND
THIS EMAIL?**

MONDAY - TUESDAY

BUSINESS:

- 'MOST' CONTENT + NEWSLETTER
- MID-FUNNEL - CASE STUDY

CONSUMER:

- TRENDS CONTENT
- BUILD URGENCY FOR END OF WEEK OFFER

WEDNESDAY

BUSINESS:

- LETTER FORMAT SALES EMAILS
- BUILD URGENCY FOR WEBINAR END OF WEEK

CONSUMER:

- EMAIL EXCLUSIVE OFFER
- ALMOST GONE

THURSDAY-FRIDAY

BUSINESS:

- GUIDES, 101 CONTENT
- BEST DAYS FOR WEBINAR ATTENDANCE

CONSUMER:

- BEST 2 DAYS FOR SALES PERFORMANCE

SATURDAY

BUSINESS

- ON DEMAND FROM CURRENT WEEK, PODCAST

CONSUMER

- BUILD FOR SUNDAY SALE

SUNDAY

BUSINESS

- NEWSLETTER RE-SEND

CONSUMER

- BIGGEST DAY FOR CLICK-THROUGHS - BIG OFFER

OTHER AI STUFF...

BUSINESS & CONSUMER



WWW.PERPLEXITY.AI/

https://www.perplexity.ai/search/what-are-20-Qlrs9VfkRXGGPfpikohSA

2022 !!!!!!!! Email Marketing Au... How to Calculate R... Your Guide to Creati... Create and send ma... Talents & Productio... Mirrored Media - A... Notifications Blog - Build A-Head M Gitter

1 minutes ago

what are 20 email marketing myths that people believe

Search Images
Search Videos
Generate Image

Sources

- Busting email marketing myths - Popmenu · 1
- 7 Email Marketing Myths That You Shouldn't... · 2
- Four Email Marketing Myths Debunked -... · 3
- View 2 more

Answer

Based on the search results provided, here are 20 common email marketing myths that people often believe, but are not true:

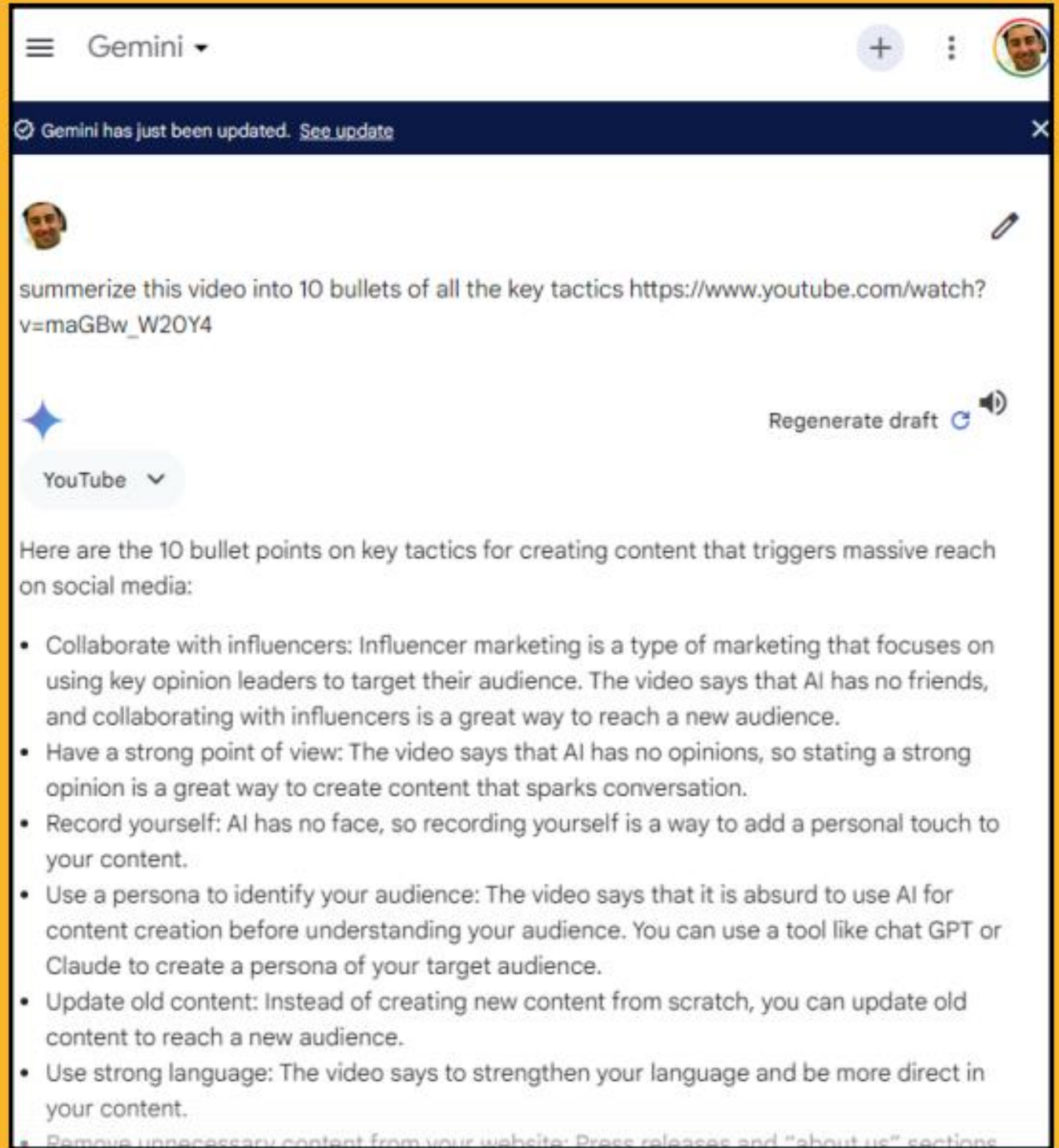
1. Email marketing is dead. 1 2 3 4 5
2. Consumers have too many emails already. 2 4
3. Sending emails on Thursdays at 3pm is the best time. 2 5
4. You should stop sending to inactive users after 6 months. 2 4
5. Consumers are quick to hit the unsubscribe button. 2 5
6. Emails with the word "free" get marked as spam. 5
7. Short email subject lines perform best. 4
8. Unsubscribes are bad for email marketing. 4
9. 4pm is the best time to send emails. 5
10. Sending too many emails kills email marketing campaigns. 5
11. Millennials are no longer interested in emails. 4
12. Emails with long subject lines don't get opened. 4

Ask follow-up Pro



**youtube summarized
instantly!**

↓ EASY ↓

A screenshot of the Gemini chat interface. At the top, there is a navigation bar with a hamburger menu, the text "Gemini", and a user profile picture. Below this is a dark blue notification bar that says "Gemini has just been updated. See update". The main chat area shows a user profile picture and a message: "summerize this video into 10 bullets of all the key tactics https://www.youtube.com/watch?v=maGBw_W20Y4". To the right of the message is a "Regenerate draft" button with a refresh icon and a speaker icon. Below the message is a "YouTube" dropdown menu. The response from Gemini is: "Here are the 10 bullet points on key tactics for creating content that triggers massive reach on social media:" followed by a list of 10 bullet points. The first bullet point is: "Collaborate with influencers: Influencer marketing is a type of marketing that focuses on using key opinion leaders to target their audience. The video says that AI has no friends, and collaborating with influencers is a great way to reach a new audience." The second bullet point is: "Have a strong point of view: The video says that AI has no opinions, so stating a strong opinion is a great way to create content that sparks conversation." The third bullet point is: "Record yourself: AI has no face, so recording yourself is a way to add a personal touch to your content." The fourth bullet point is: "Use a persona to identify your audience: The video says that it is absurd to use AI for content creation before understanding your audience. You can use a tool like chat GPT or Claude to create a persona of your target audience." The fifth bullet point is: "Update old content: Instead of creating new content from scratch, you can update old content to reach a new audience." The sixth bullet point is: "Use strong language: The video says to strengthen your language and be more direct in your content." The seventh bullet point is: "Remove unnecessary content from your website: Press releases and 'about us' sections".

**HOW ABOUT AI STUFF FOR
REGULAR LIFE??**

I AM VISITING CHICAGO FOR THE FIRST TIME AND STAYING AT A HOTEL WITH THIS ADDRESS - 720 SOUTH MICHIGAN AVENUE CHICAGO, ILLINOIS 60605 - CAN YOU PLAN OUT A 4 DAY TRIP WITH THINGS TO DO THAT ARE A MIX OF OUTDOOR ACTIVITIES, CULTURAL THINGS THAT TEENAGERS WON'T GET BORED BY, AND RESTAURANT RECCOMENDATIONS THAT INCLUDE A DEEP DISH PIZZA PLACE AND A STEAKHOUSE, AND ALSO CAN YOU PUT ALL THE INFORMATION INTO A TABLE FORMAT AND SHOW DISTANCE FROM OUR HOTEL TO EACH ITEM LISTED AND HOW LONG IT WILL TAKE TO GET THERE BY CAR AND CAN YOU NOT SUGGEST ANYTHING THAT IS LONGER THAN A 40 MINUTE DRIVE.

ChatGPT

Certainly! Here's the updated table with a column for descriptions and reasons for each recommendation:

Day	Activities	Distance from Hotel	Travel Time (by car)	Restaurant Recommendations	Description and Recommendation
Day 1	Millennium Park & Cloud Gate	11 miles	10 minutes	Lou Malnat's Pizzeria (Deep Dish Pizza)	Millennium Park is a must-visit with its iconic Cloud Gate sculpture, also known as "The Bean." It's a perfect spot for photos and people-watching. Pair your visit with Chicago's famous deep dish pizza at Lou Malnat's.
	Art Institute of Chicago	10 miles	10 minutes		The Art Institute of Chicago is one of the oldest and largest art museums in the U.S., housing an impressive collection of artworks from around the world. It's a cultural gem that shouldn't be missed while in Chicago.
	Grant Park & Buckingham Fountain	14 miles	12 minutes		Grant Park offers beautiful green spaces and is home to the iconic Buckingham Fountain. Take a leisurely stroll and enjoy the scenic views of Lake Michigan and the city skyline.
	Navy Pier	2.2 miles	15 minutes		Navy Pier is a popular tourist destination featuring attractions, shops, restaurants, and entertainment options. Enjoy rides at the amusement park or take a scenic boat tour along Lake Michigan.
Day 2	The Field Museum	14 miles	12 minutes	Giordano's (Deep Dish Pizza)	The Field Museum is one of the largest natural history museums in the world, housing fascinating exhibitions and artifacts. Afterward, indulge in Giordano's famous stuffed deep dish pizza for a true Chicago experience.

ONE MORE THING BEFORE THE FREE STUFF...

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

I AM ON **INSTAGRAM: @JAYSCHWEDELSON**

OH WAIT...PODCAST REAL QUICK

10 MINUTE
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TOP
10

DO THIS,
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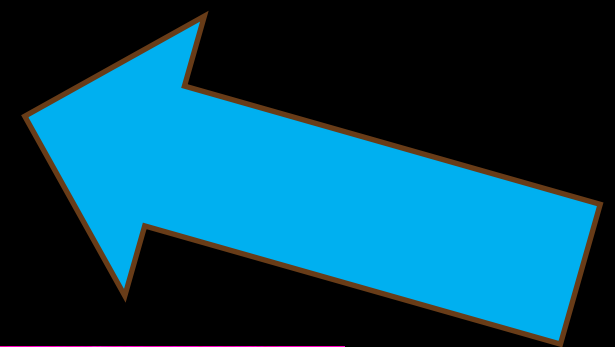
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