

MarketingProfs



FORUM

Imagine What's Possible

BLOODY HELL!

The Convergence of Email Design, B2B, and My British Mum

Well, of course, I use the Oxford comma. My Mum is British, after all.



Michael Barber

SVP, Chief Creative Officer
Godfrey
@michaeljbarber

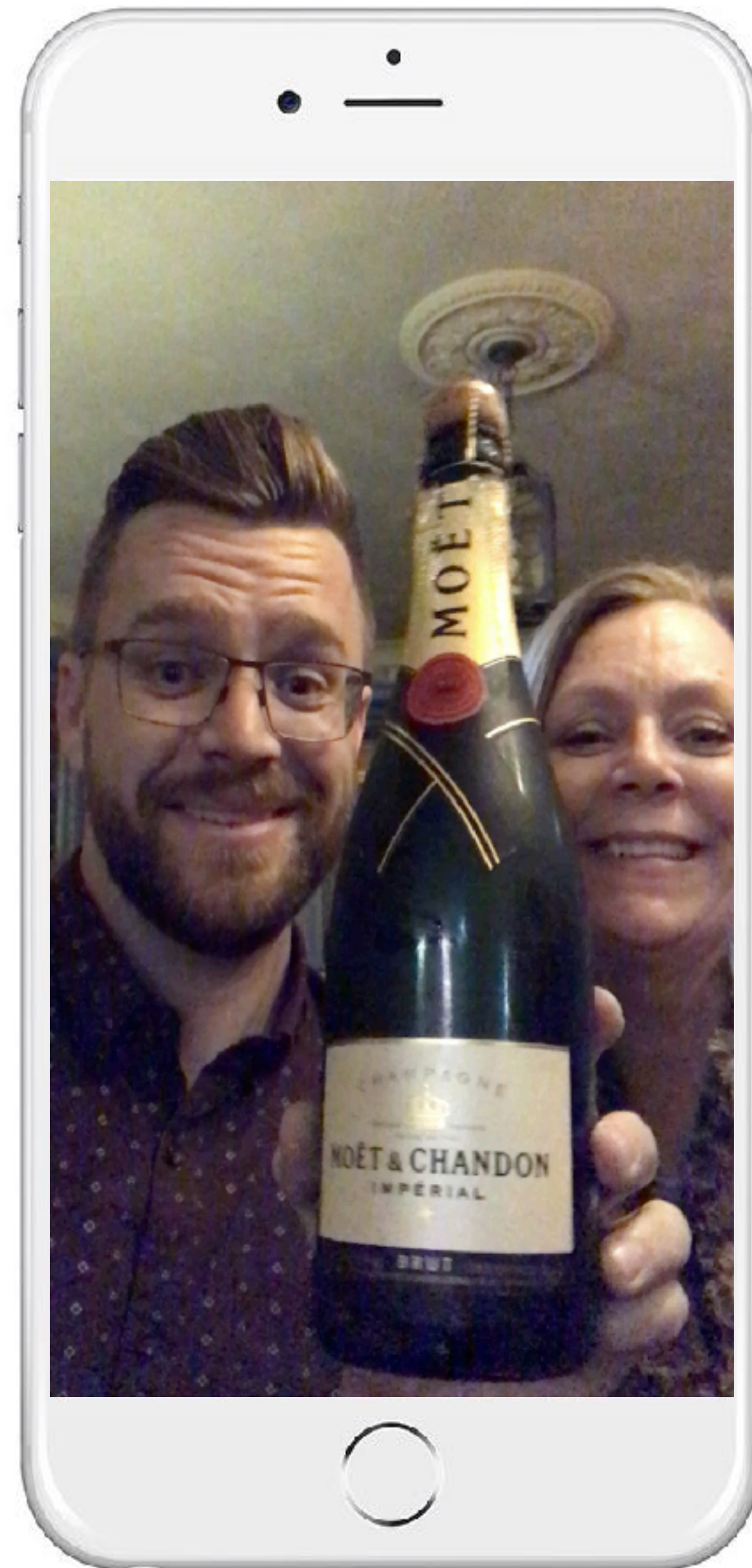
#mpb2b

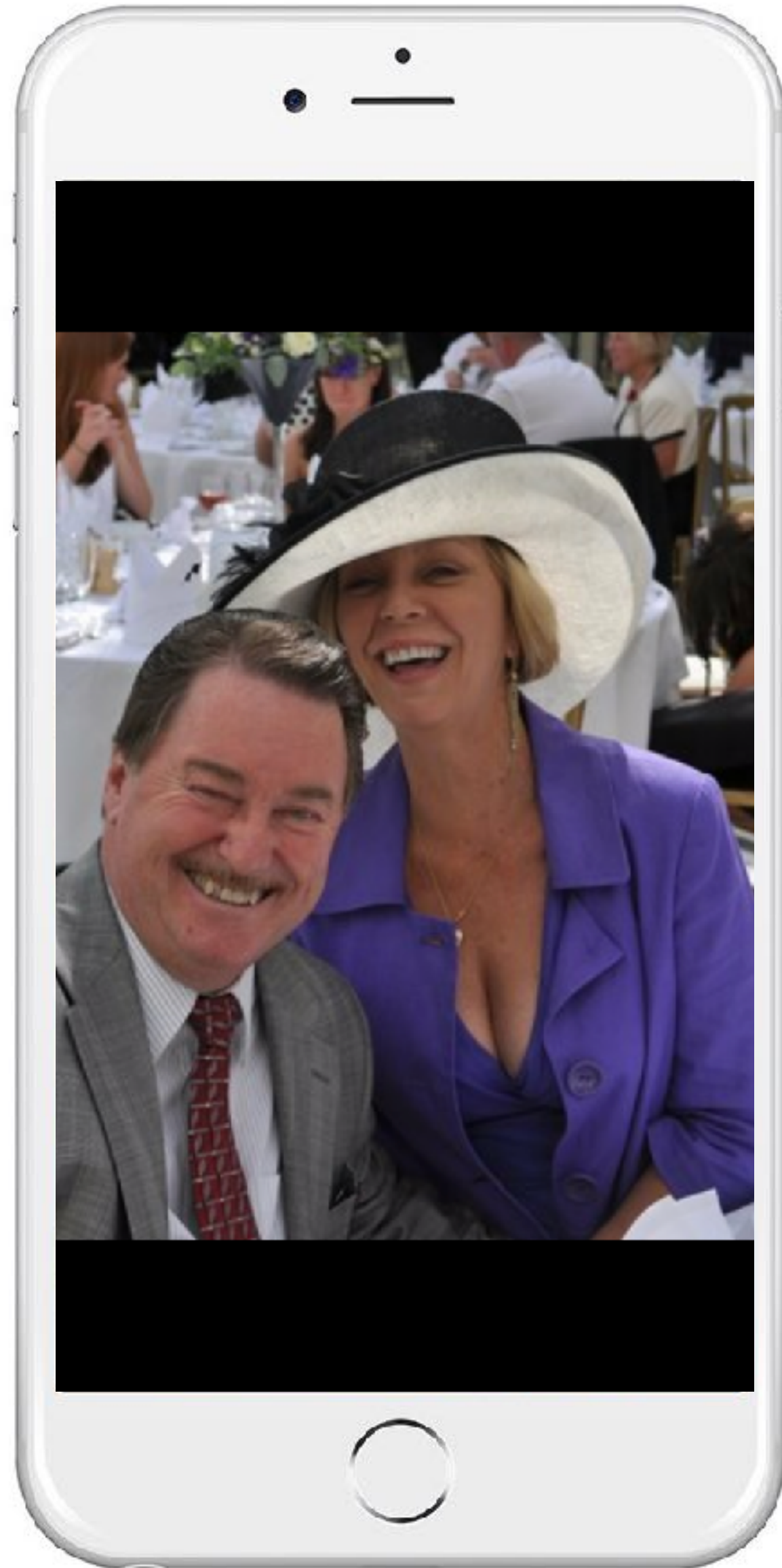
BLOODY HELL!

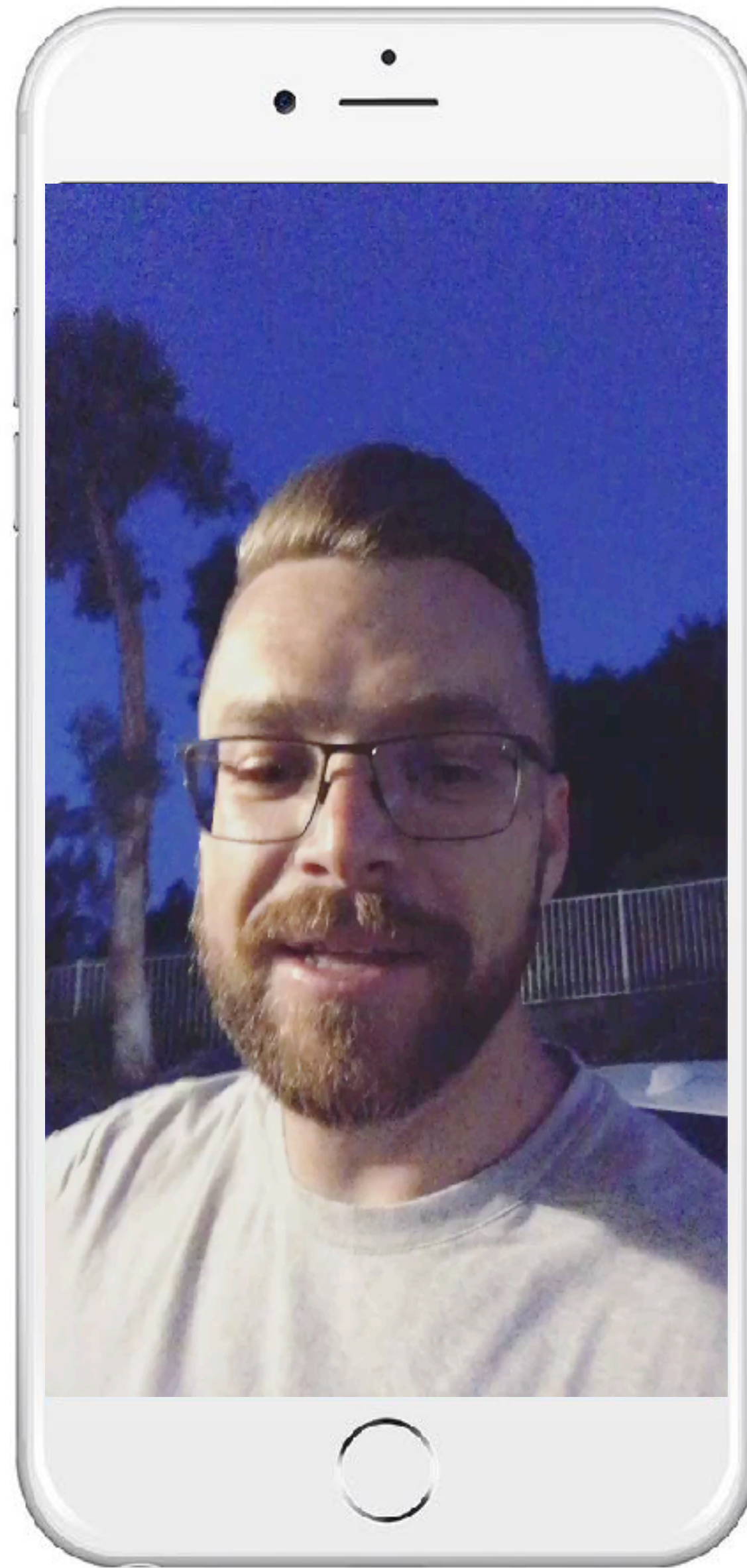
The Convergence of Email Design, B2B, and My British Mum

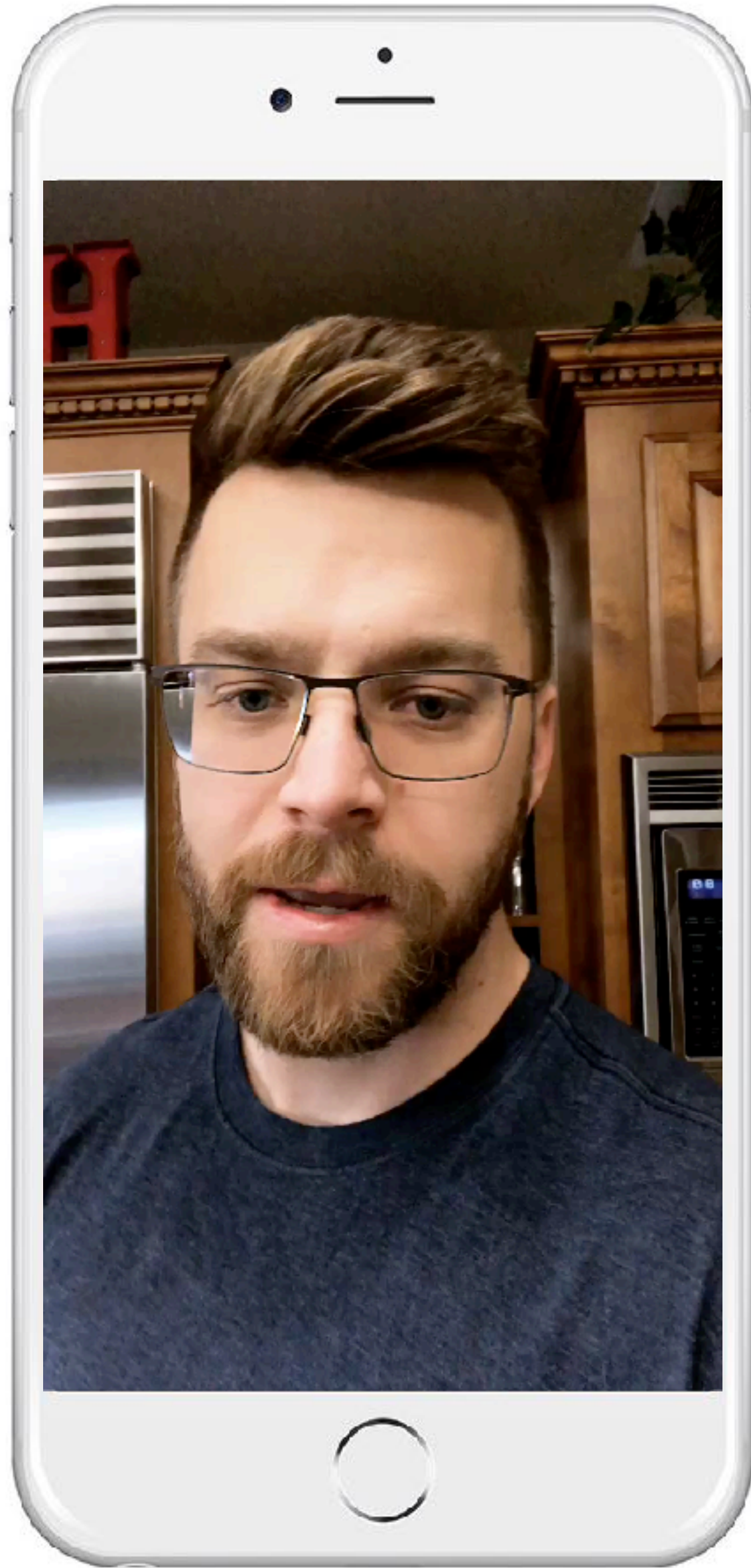
PS Of course, I use the Oxford comma. My Mum is British, after all.

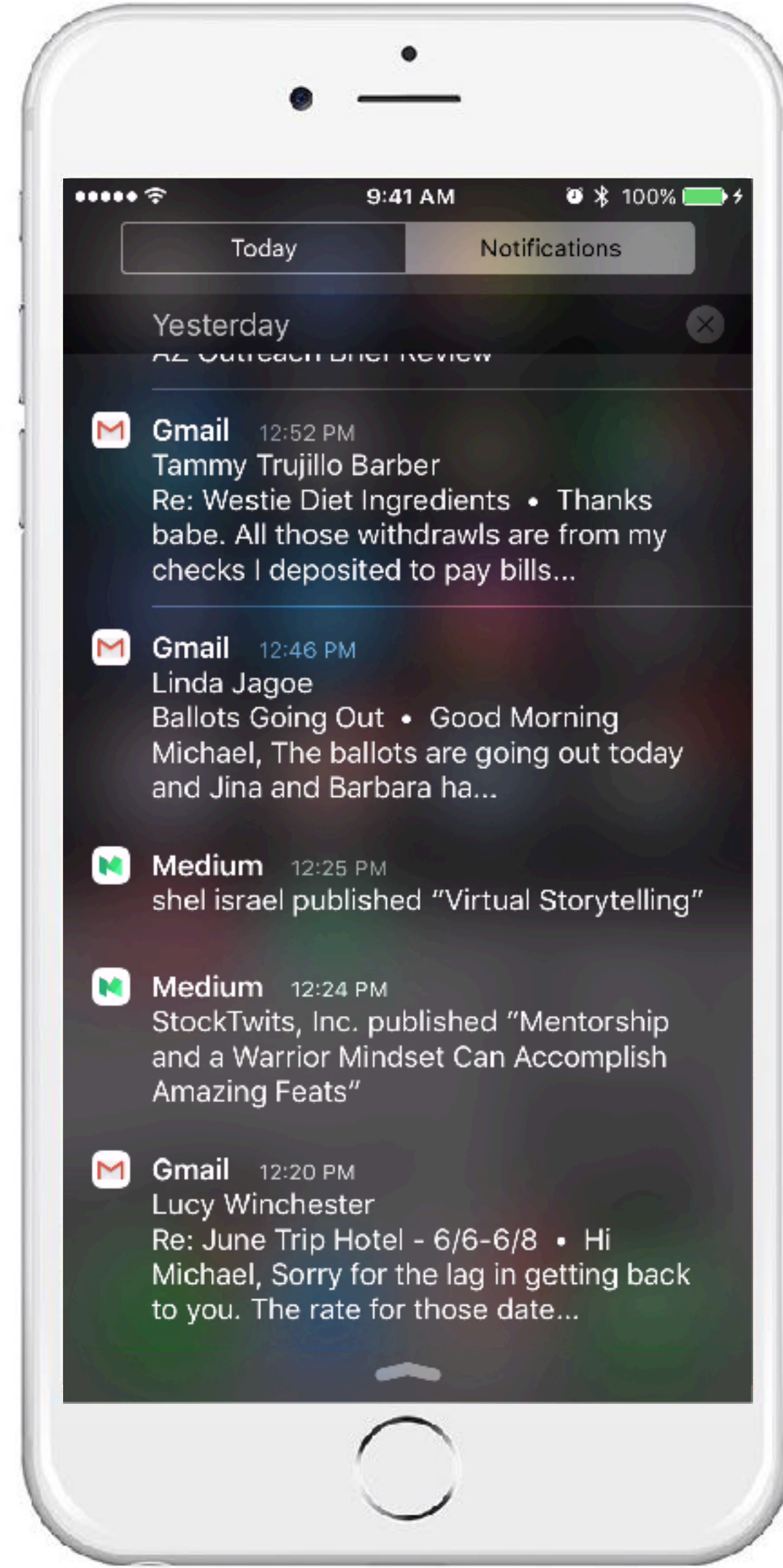
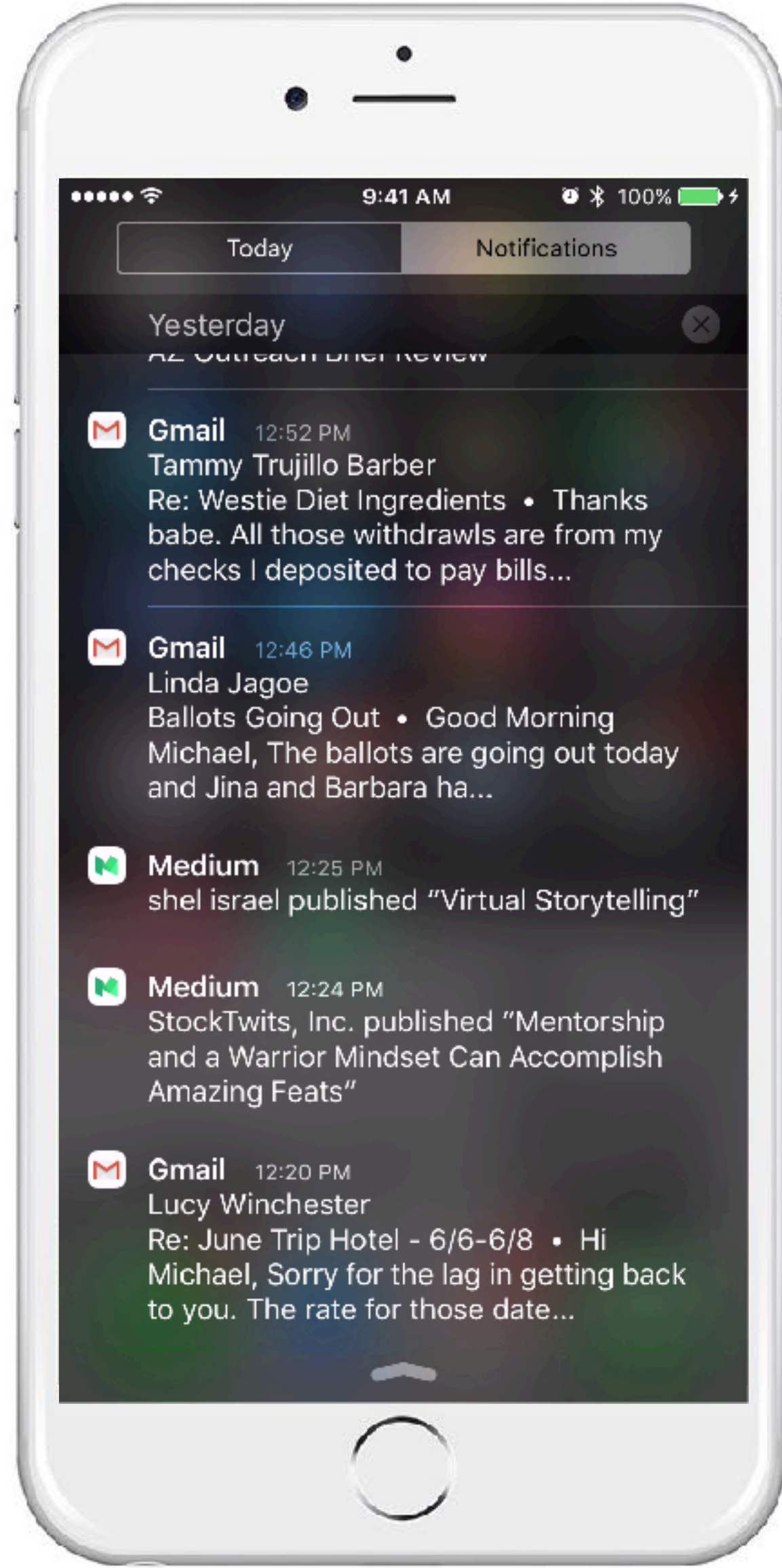
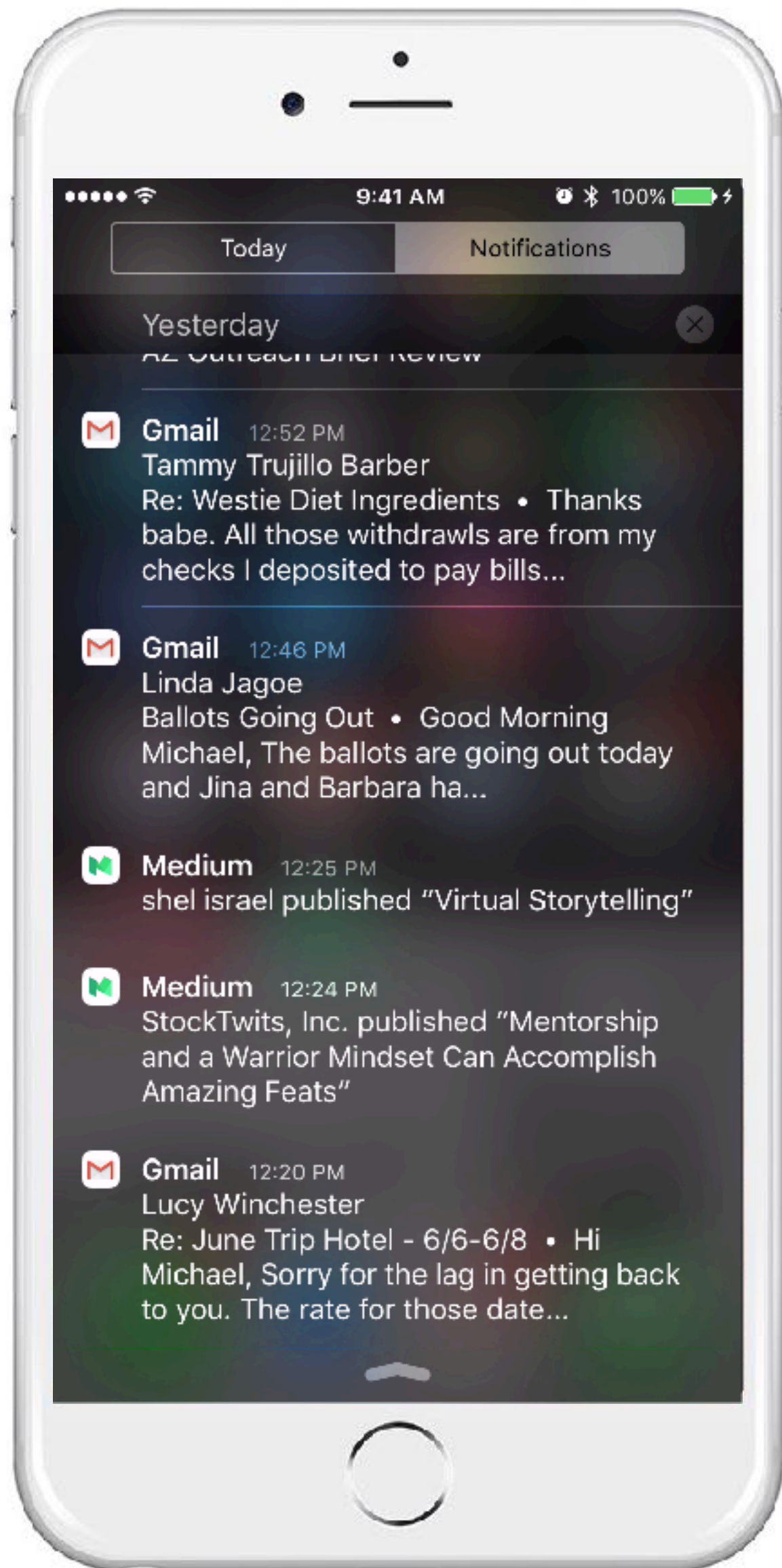




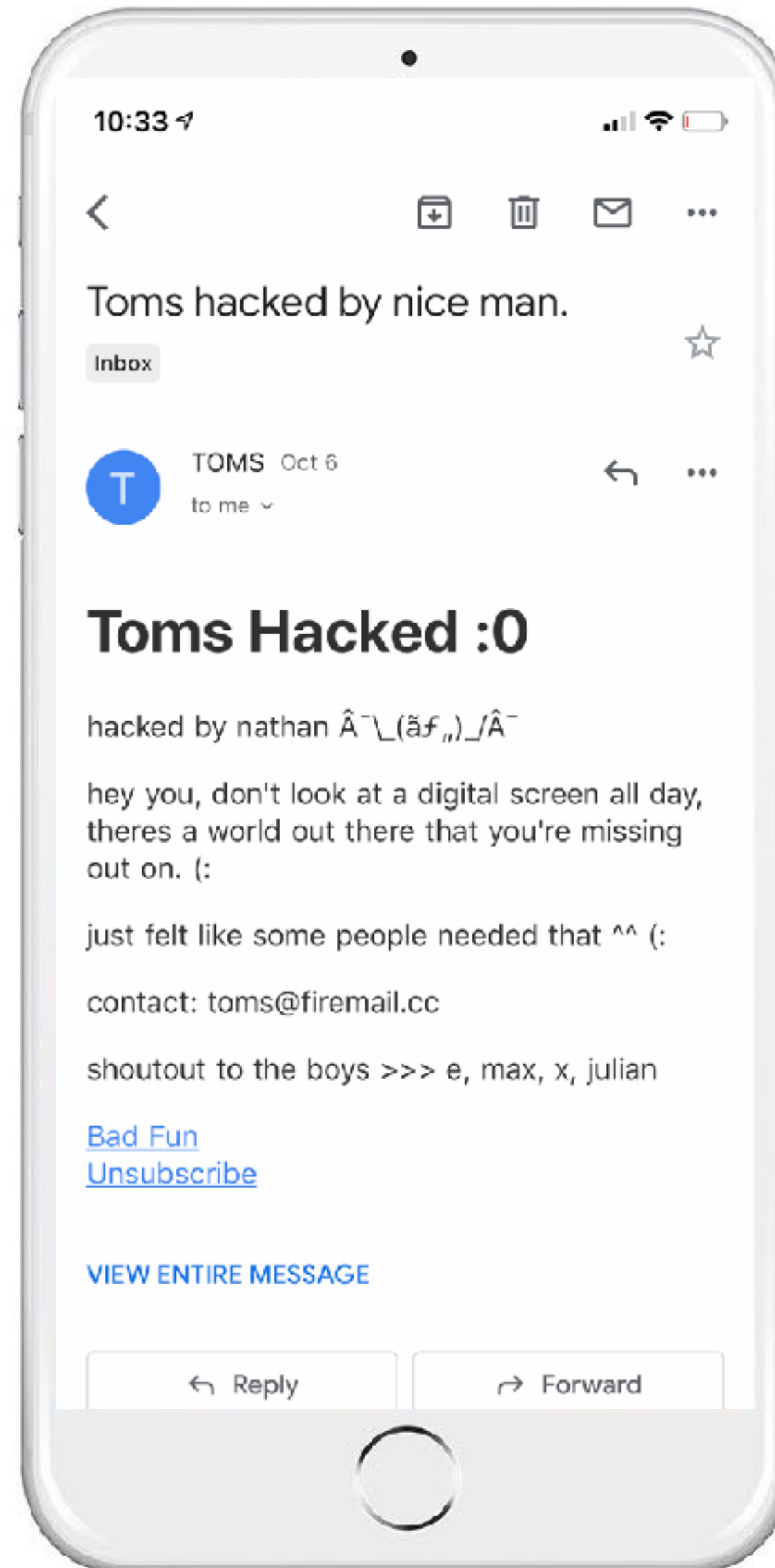




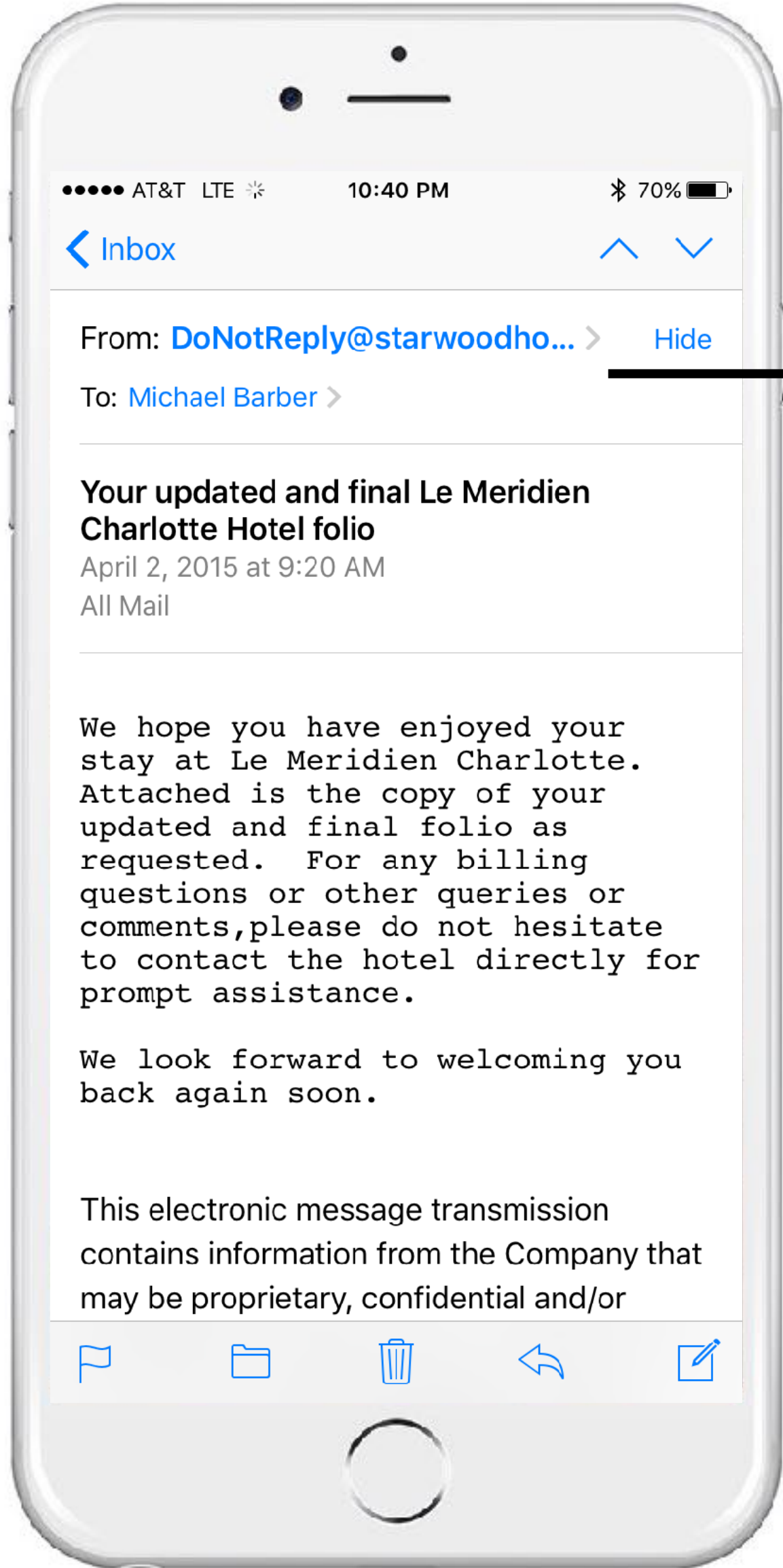




Hacking + Email. Yep.

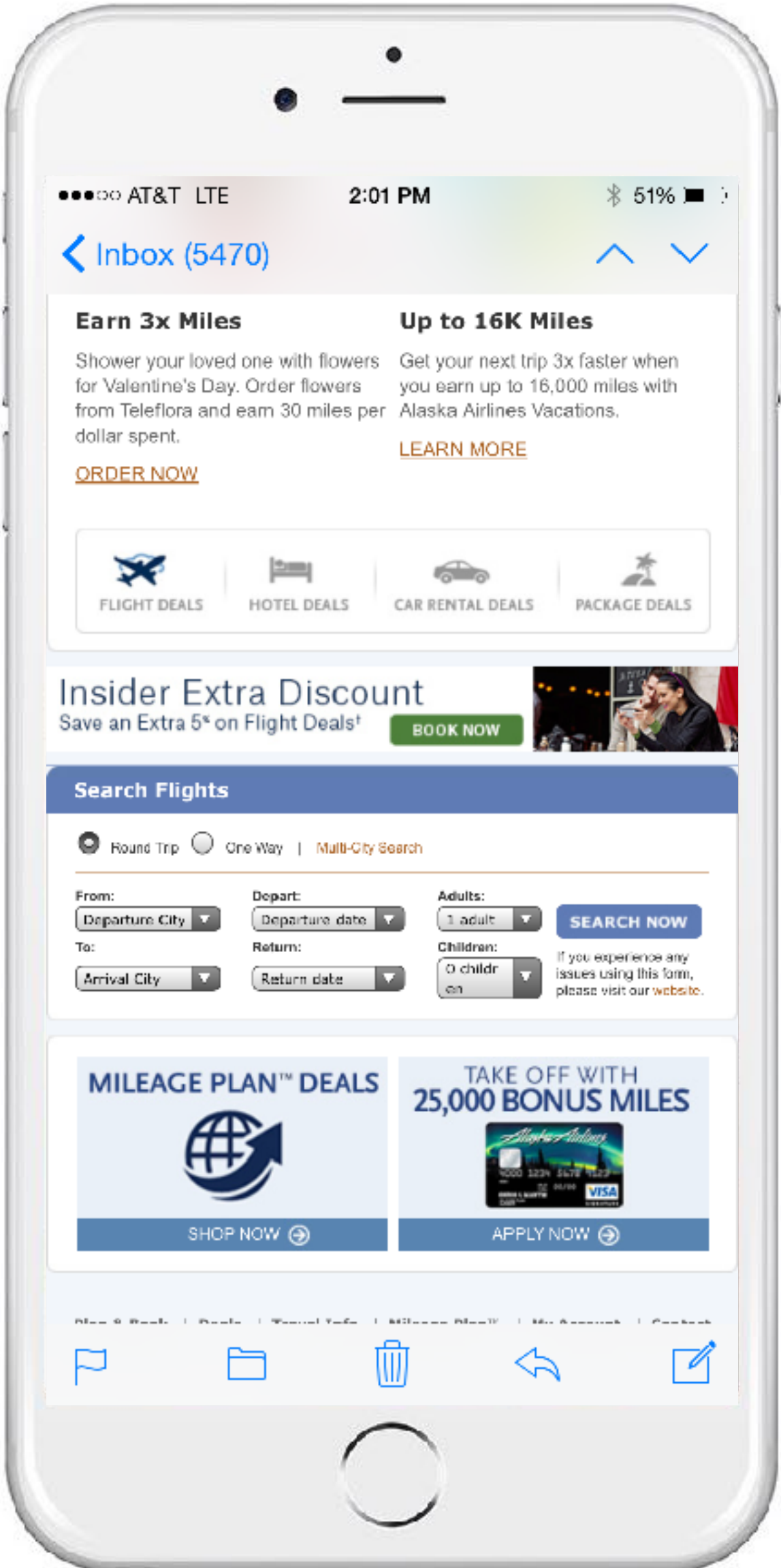


We Don't Want to Talk to You

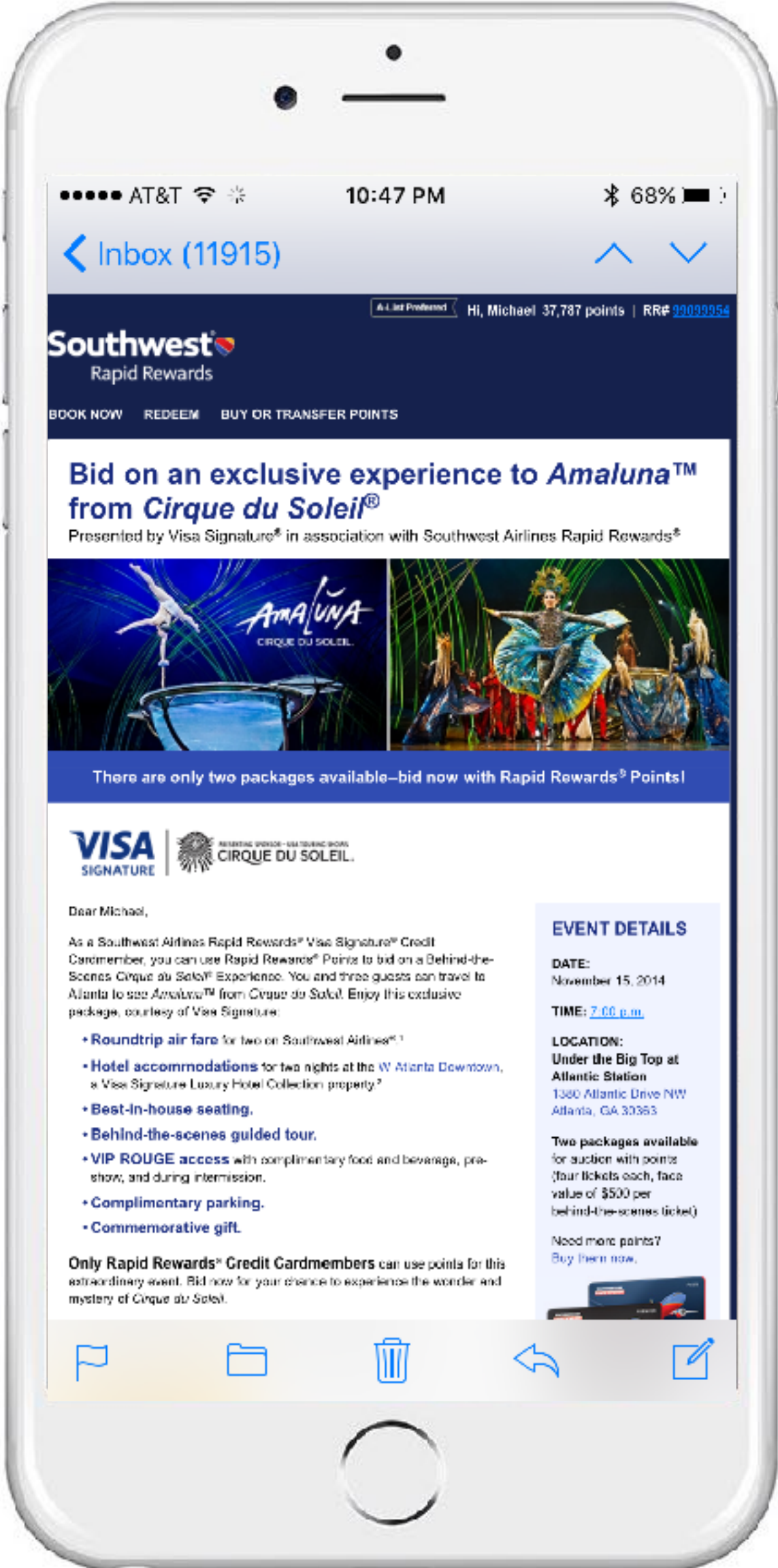


From: DoNotReply@starwoodho... > Hide

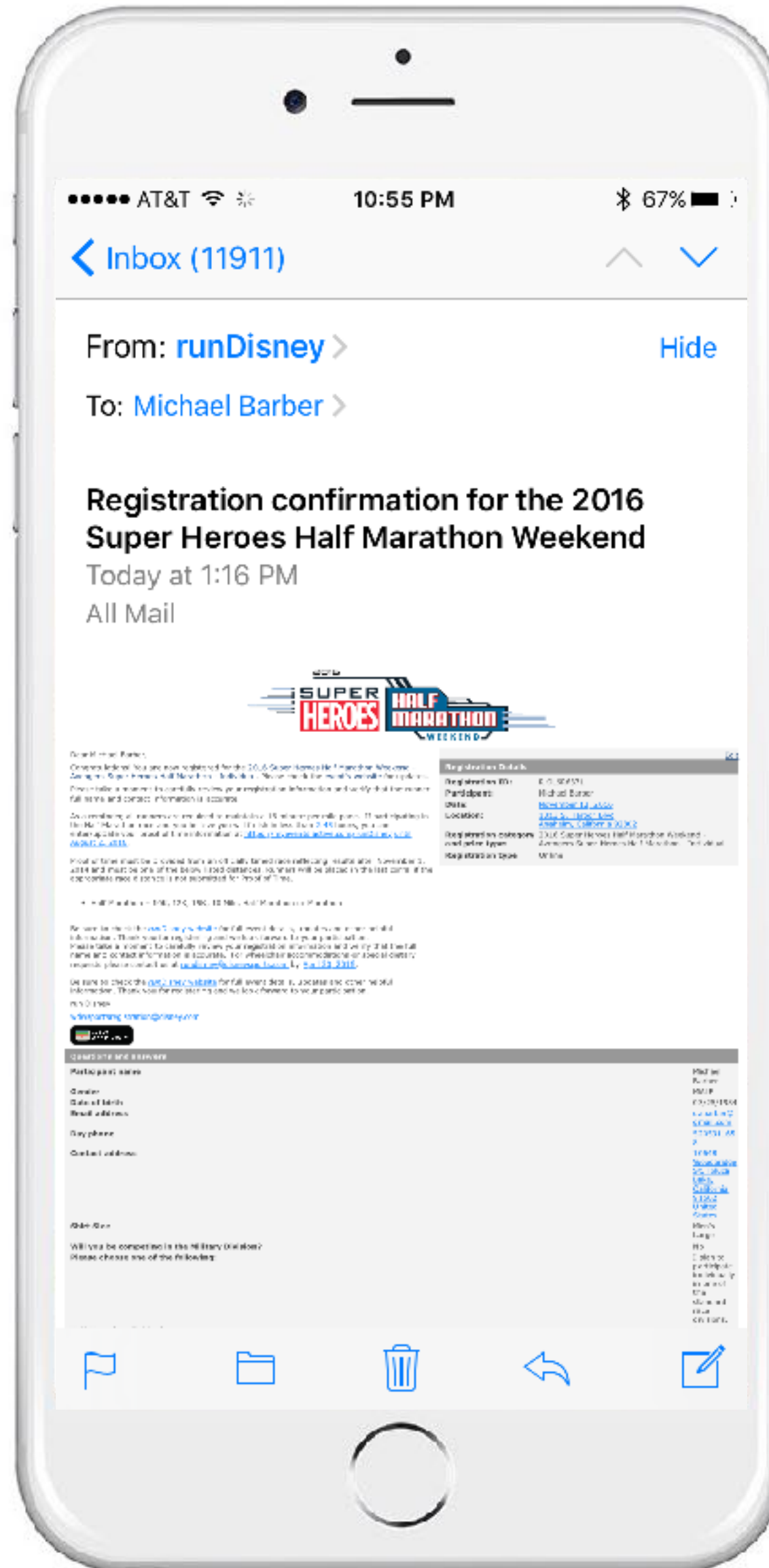
Can You Read This?



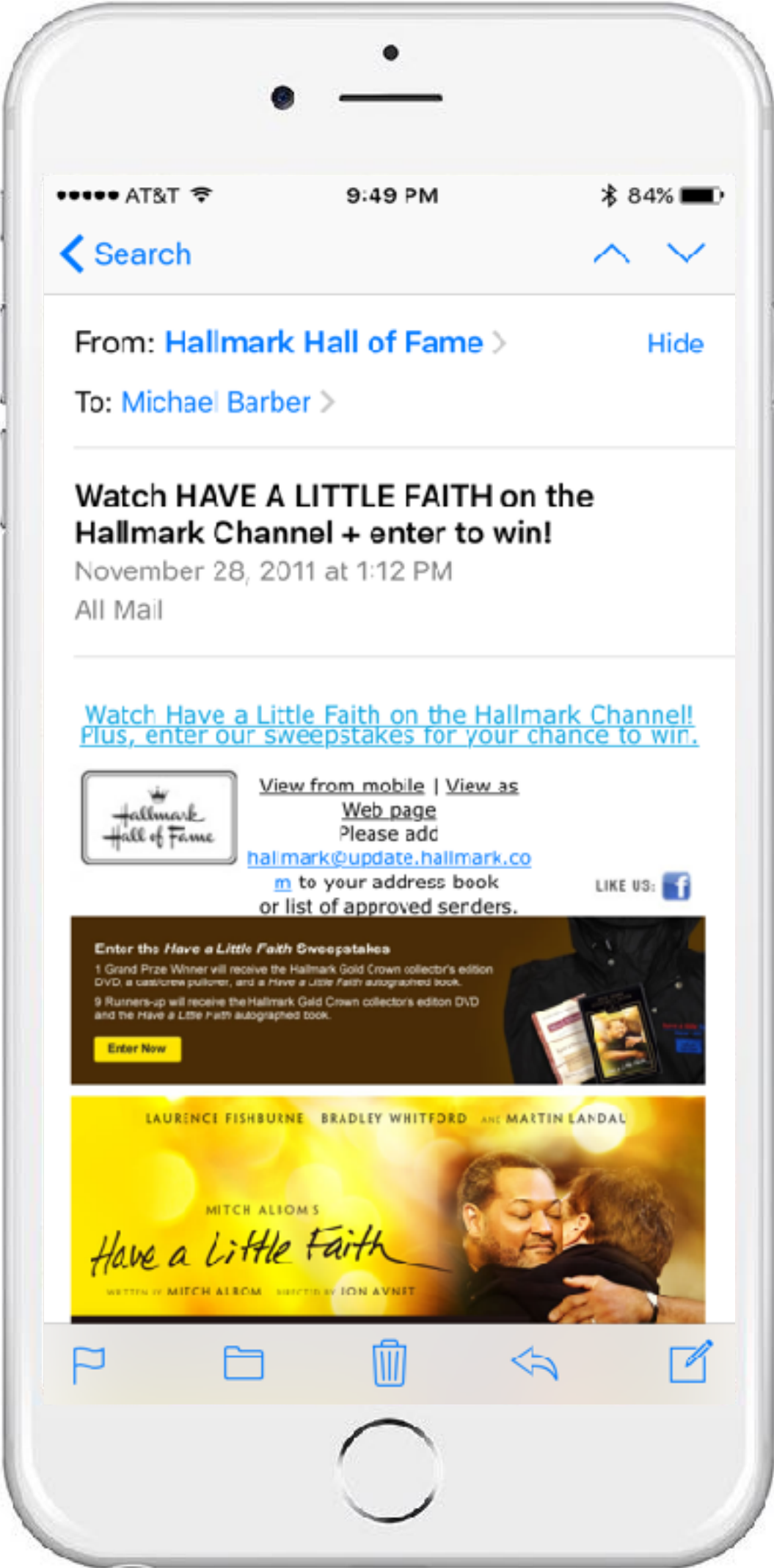
Yeah, Neither Can I



I Mean, Come On...



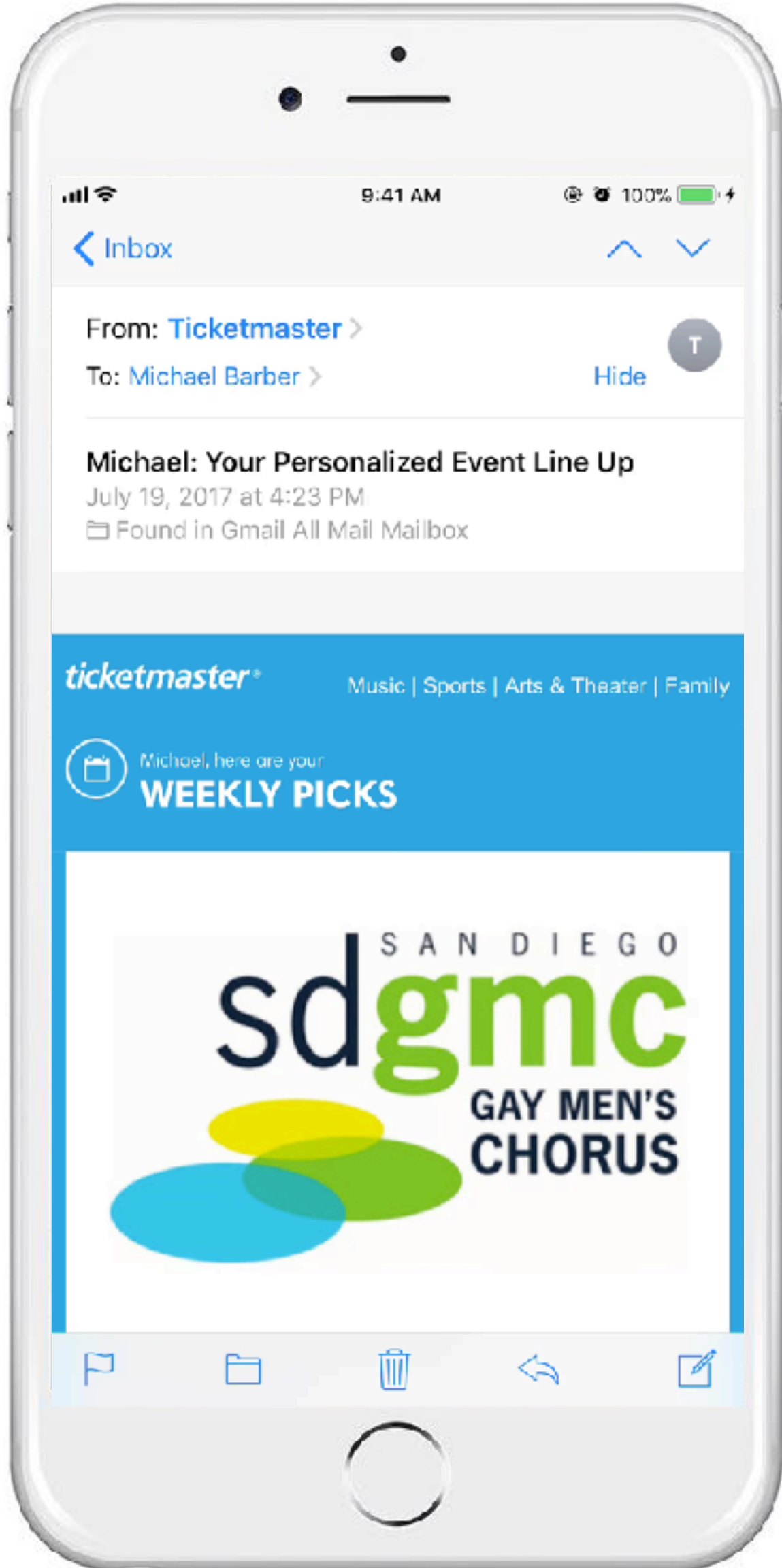
You Just Used Half the Screen



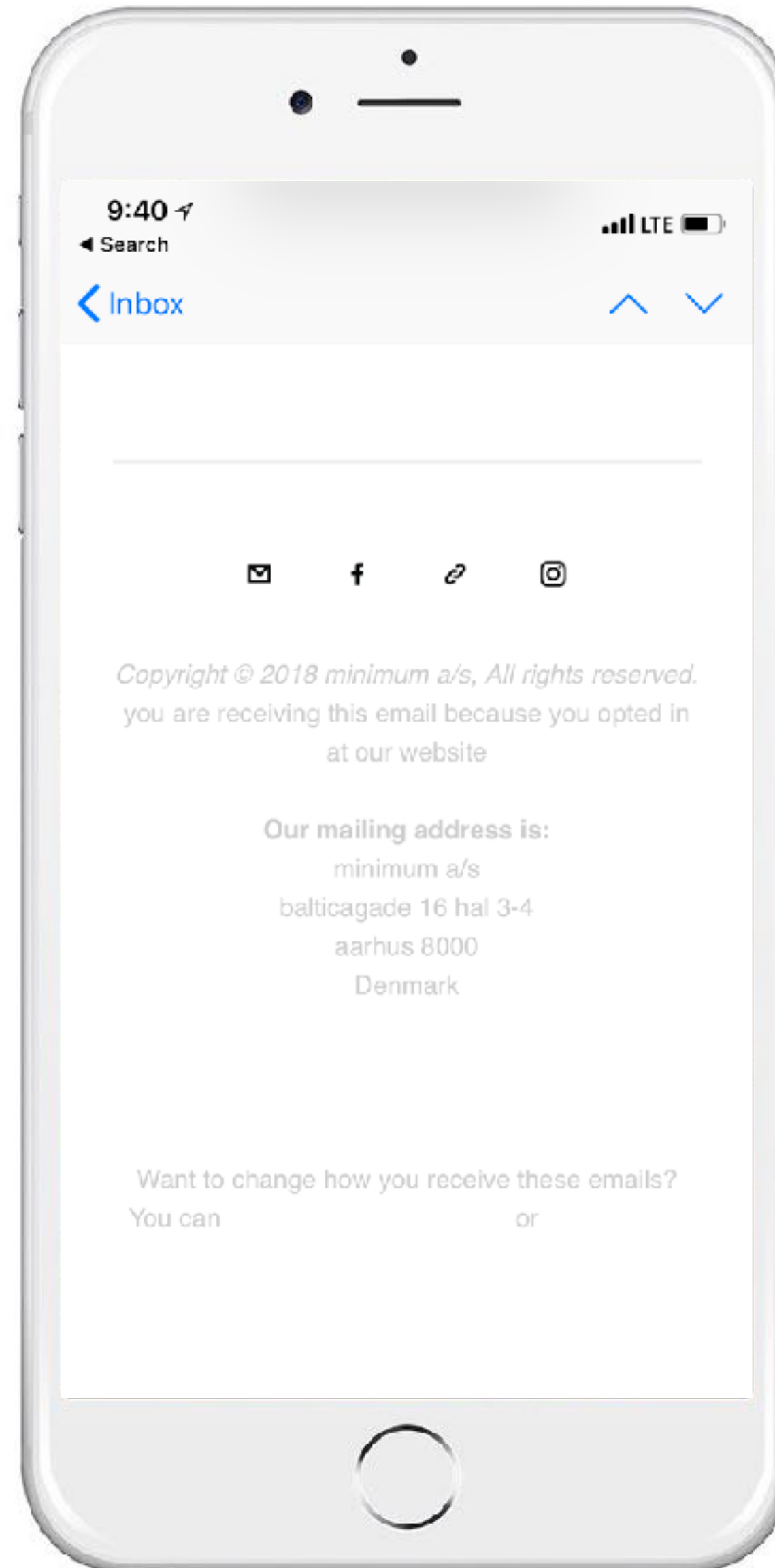
Sharing Testing Is Caring



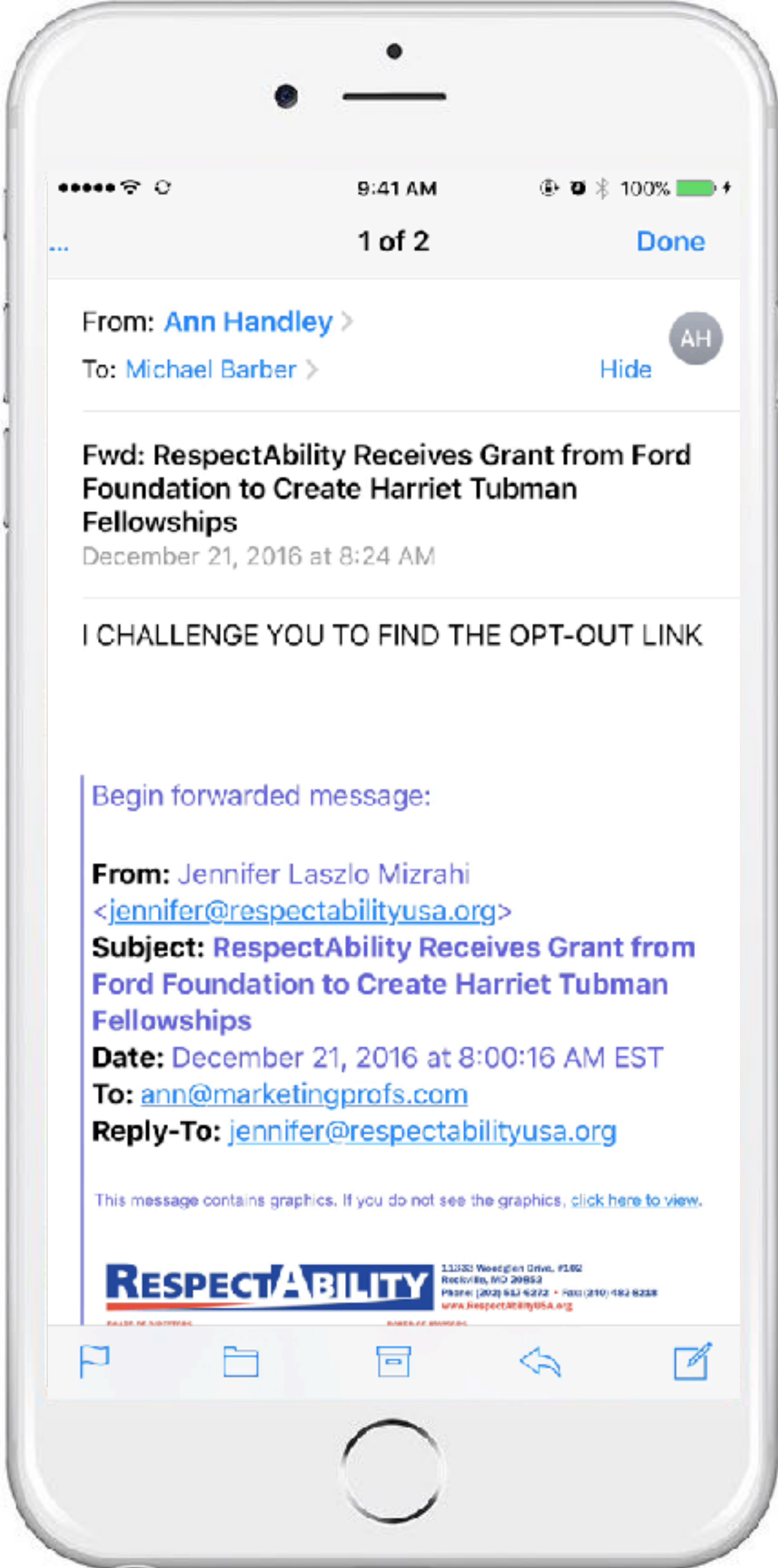
#CREEPY



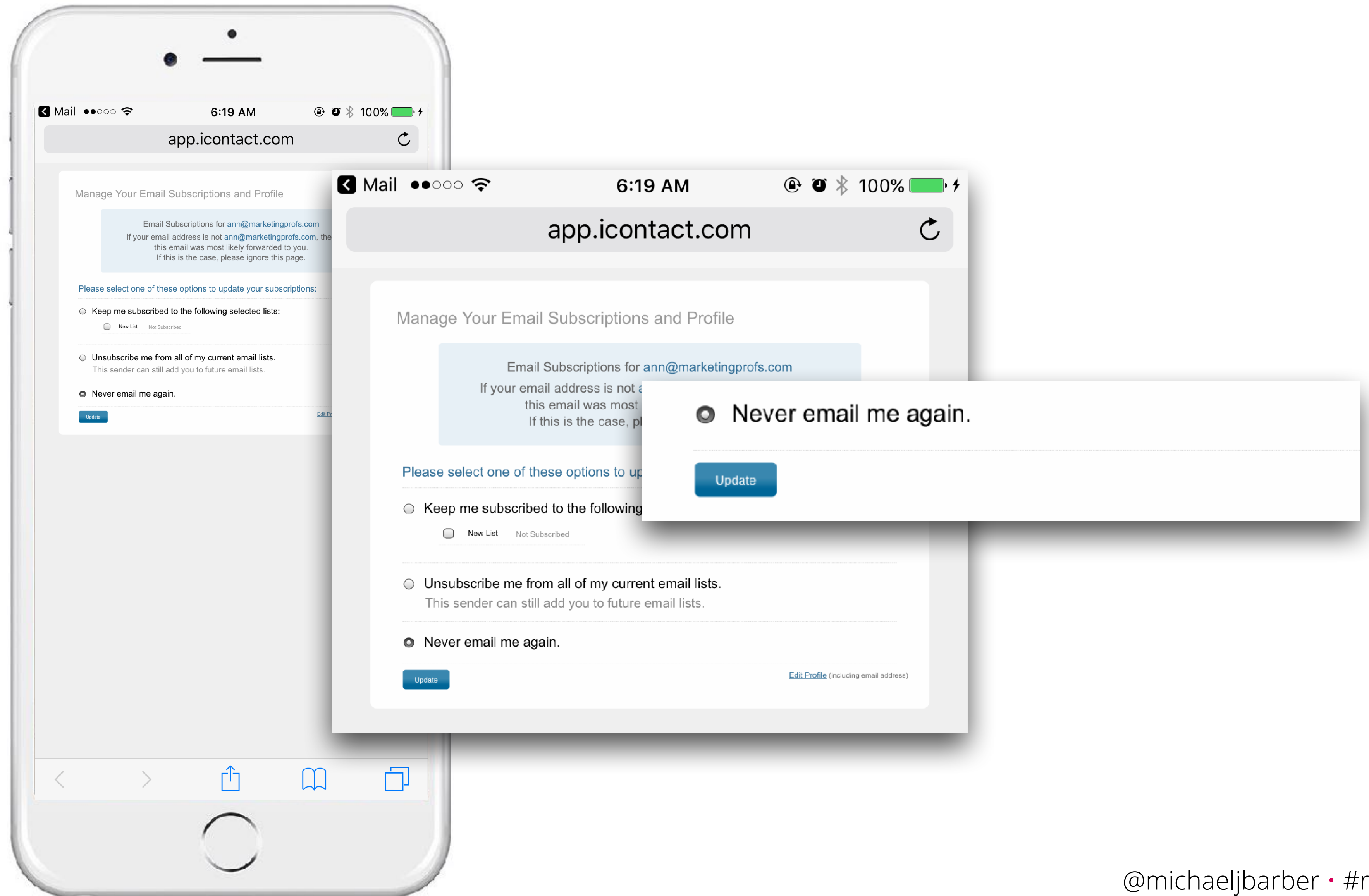
No You Can't Unsubscribe



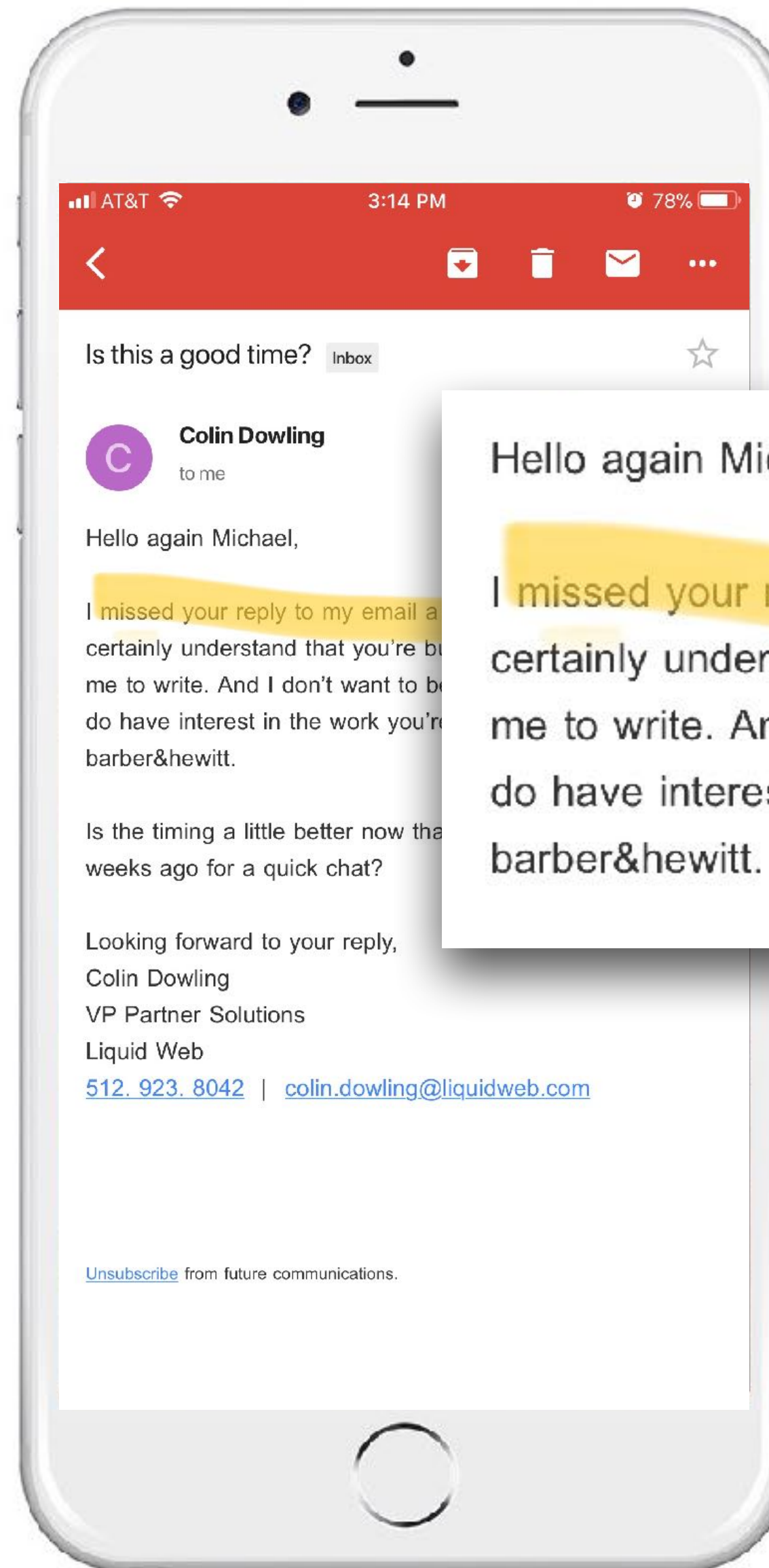
I Challenge You to Find the Opt Out



Just Stop Sending Me Email

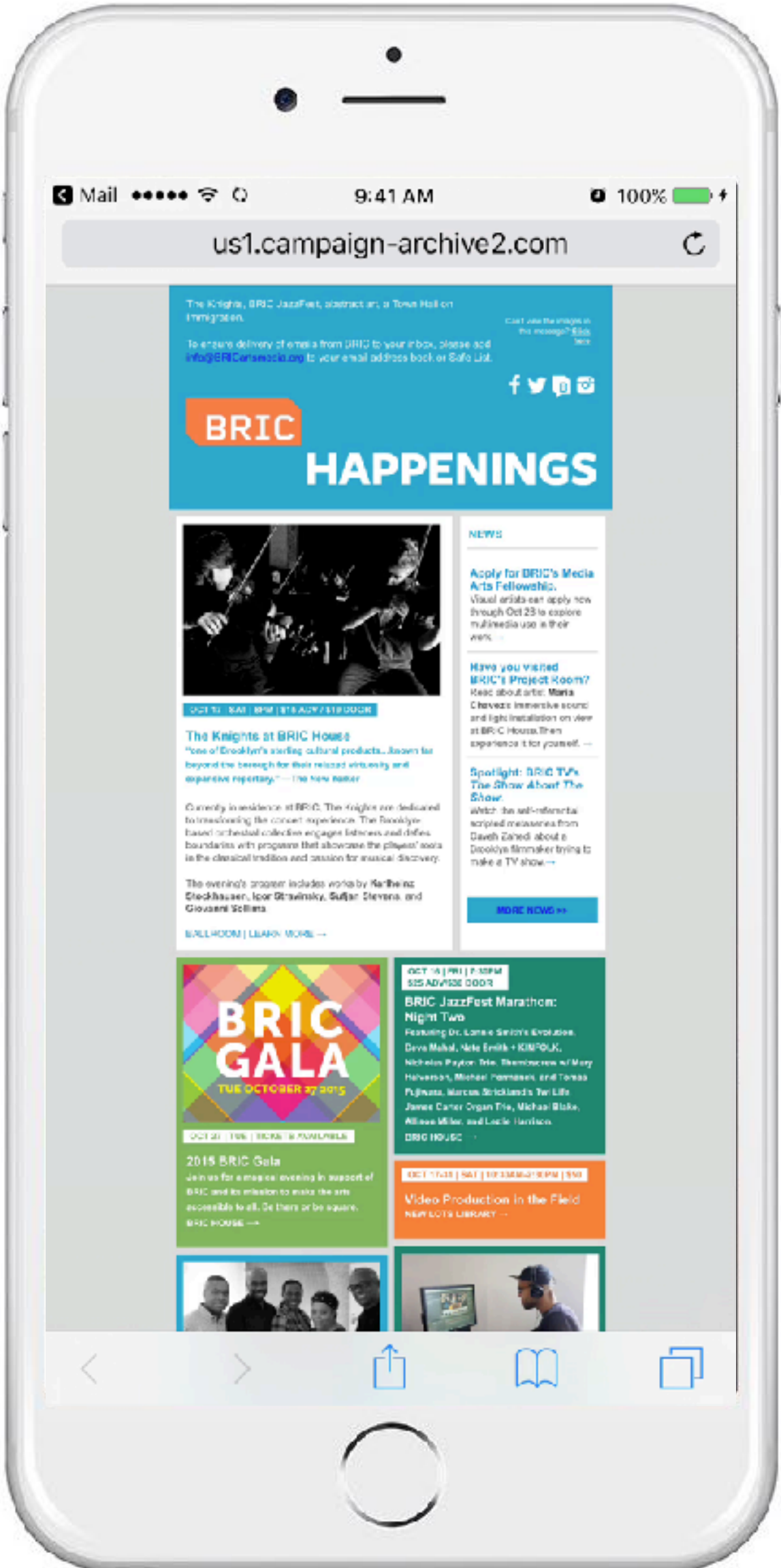


Lying

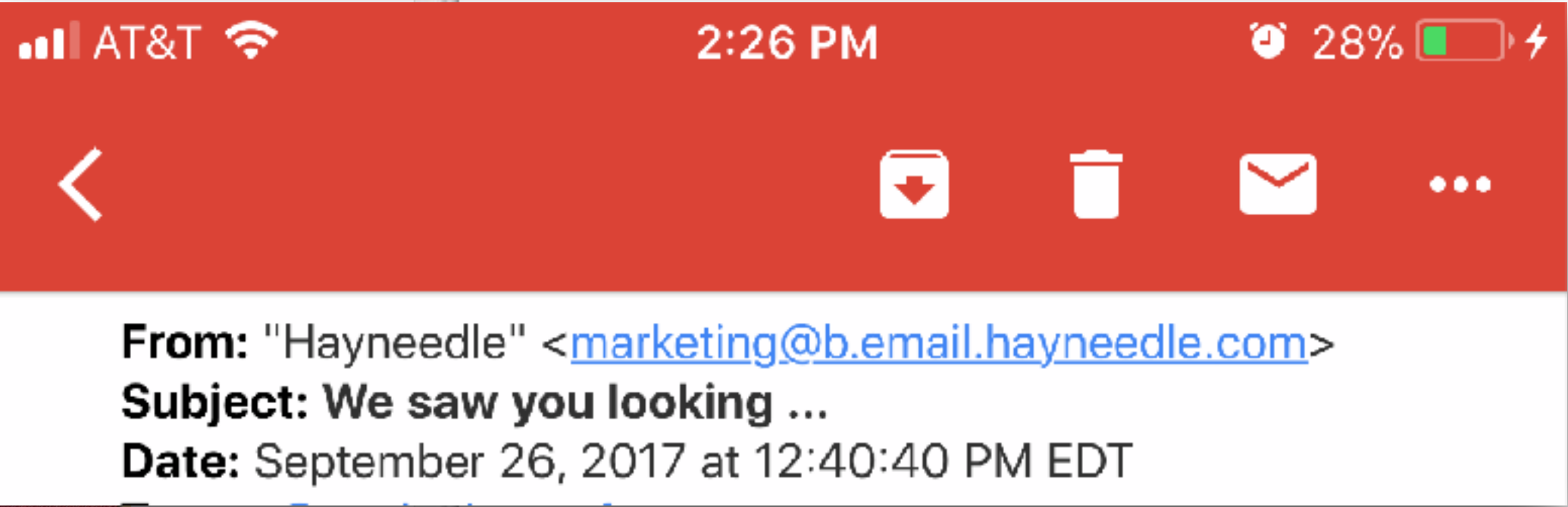
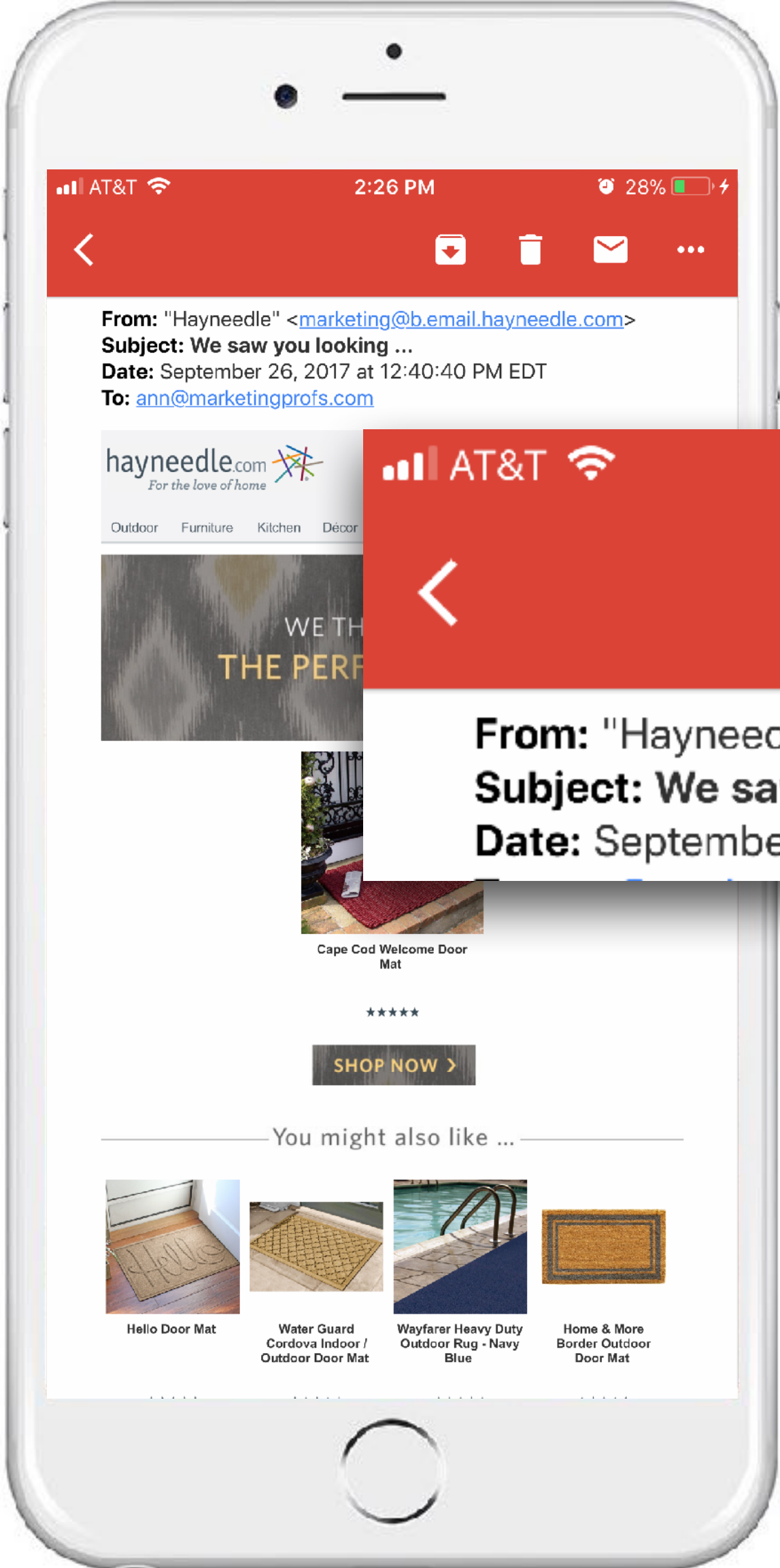


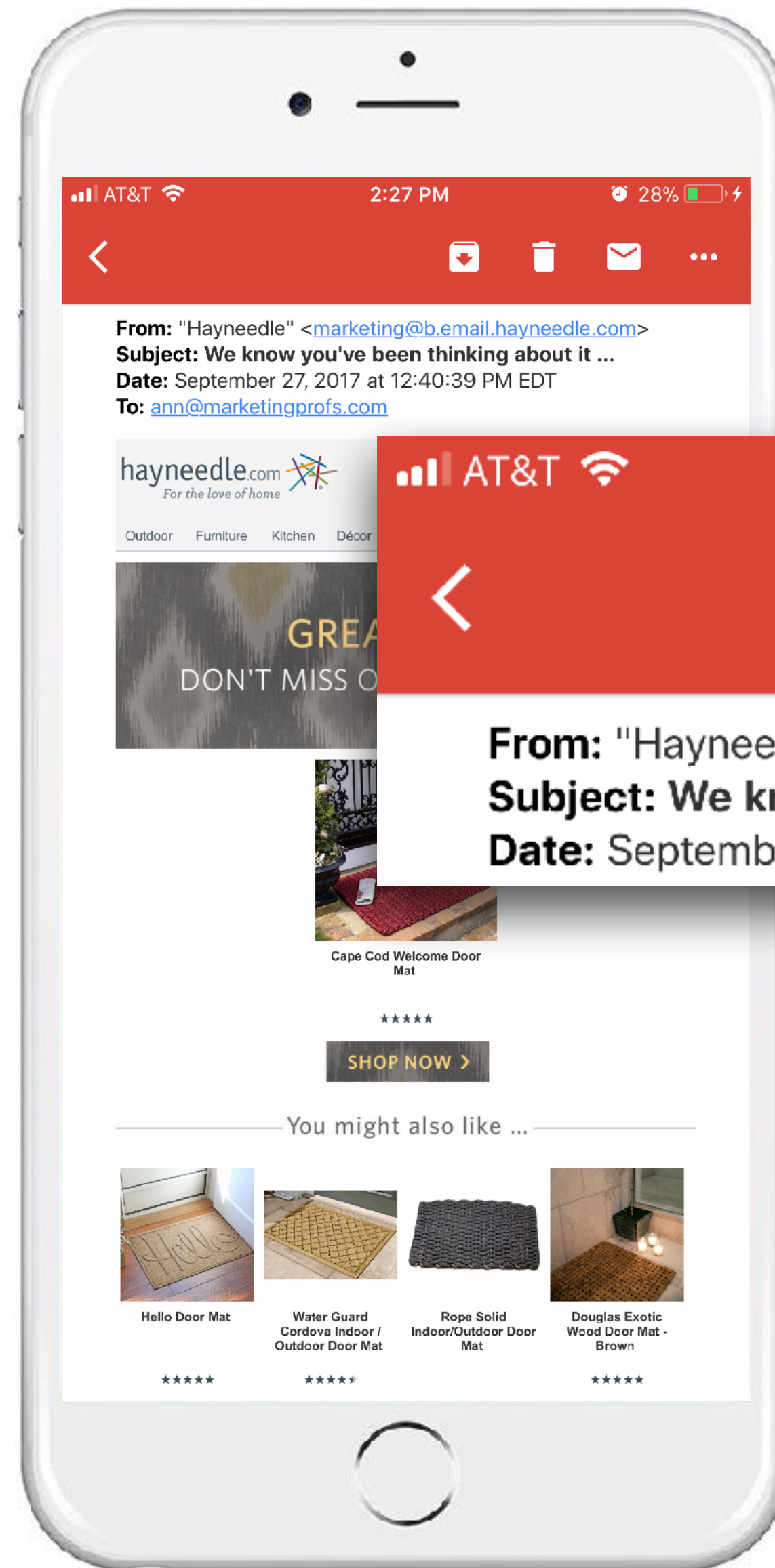
Hello again Michael,
I missed your reply to my email a couple weeks ago. I certainly understand that you're busy and didn't ask for me to write. And I don't want to be a bother but I really do have interest in the work you're doing there at barber&hewitt.

Columns & Pitch+Zoom = 🙄



You're Not the NSA





AT&T 2:27 PM 28%

From: "Hayneedle" <marketing@b.email.hayneedle.com>
Subject: We know you've been thinking about it ...
Date: September 27, 2017 at 12:40:39 PM EDT
To: ann@marketingprofs.com

hayneedle.com
For the love of home



Cape Cod Welcome Door Mat

SHOP NOW >

You might also like ...



Hello Door Mat



Water Guard Cordova Indoor / Outdoor Door Mat



Rope Solid Indoor/Outdoor Door Mat



Douglas Exotic Wood Door Mat - Brown

AT&T 2:27 PM 28%

From: "Hayneedle" <marketing@b.email.hayneedle.com>
Subject: We know you've been thinking about it ...
Date: September 27, 2017 at 12:40:39 PM EDT

Do You Care?

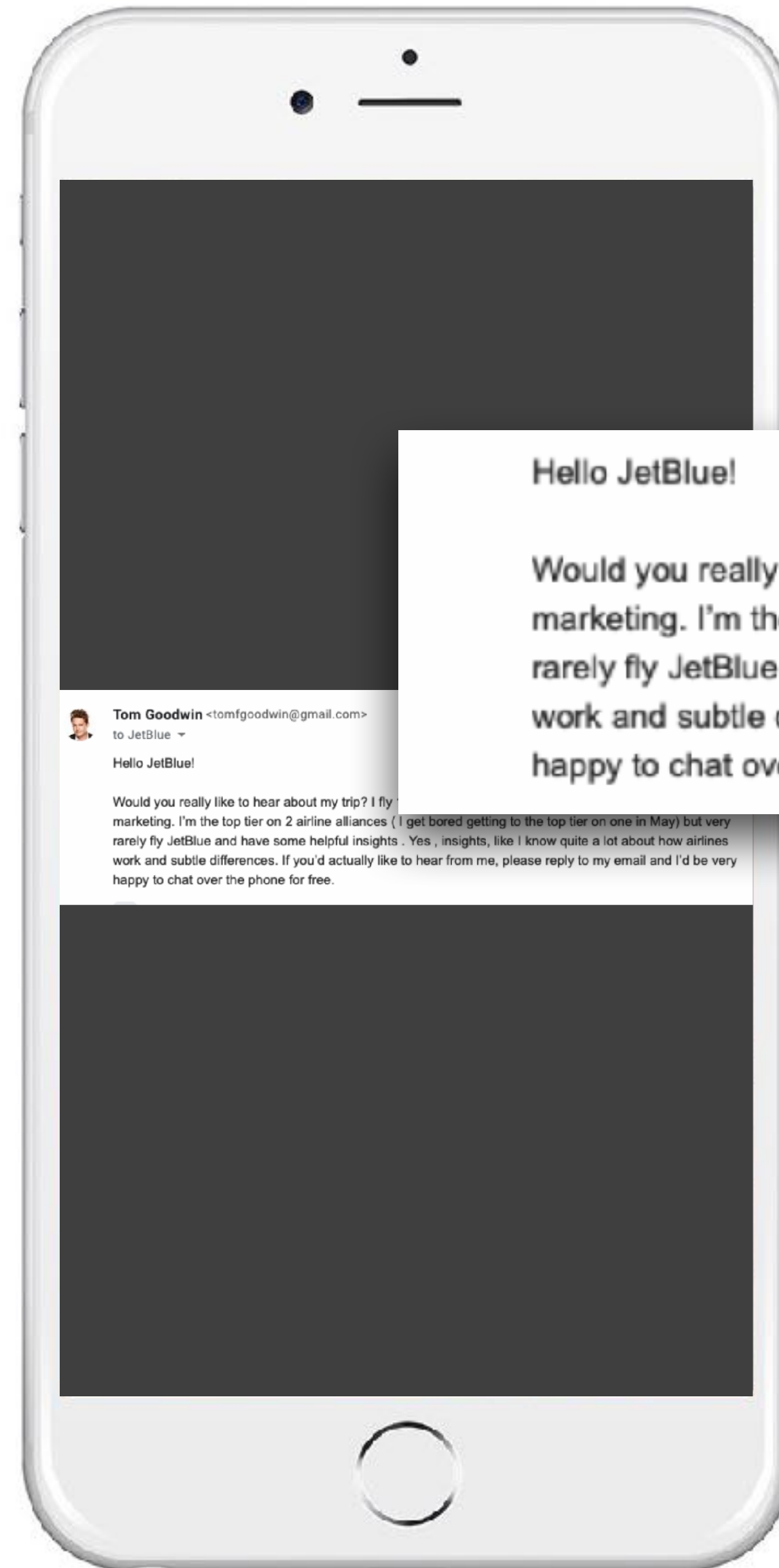


jetBlue®

Hello Thomas Goodwin,

You didn't forget about us, did you? We'd still love to hear about your trip on March 27, 2019 from Las Vegas to New York City. Your feedback will help us improve the way we serve you.

Do You Care?



Hello JetBlue!

Would you really like to hear about my trip? I fly 120 times per year and speak about customer service and marketing. I'm the top tier on 2 airline alliances (I get bored getting to the top tier on one in May) but very rarely fly JetBlue and have some helpful insights . Yes , insights, like I know quite a lot about how airlines work and subtle differences. If you'd actually like to hear from me, please reply to my email and I'd be very happy to chat over the phone for free.

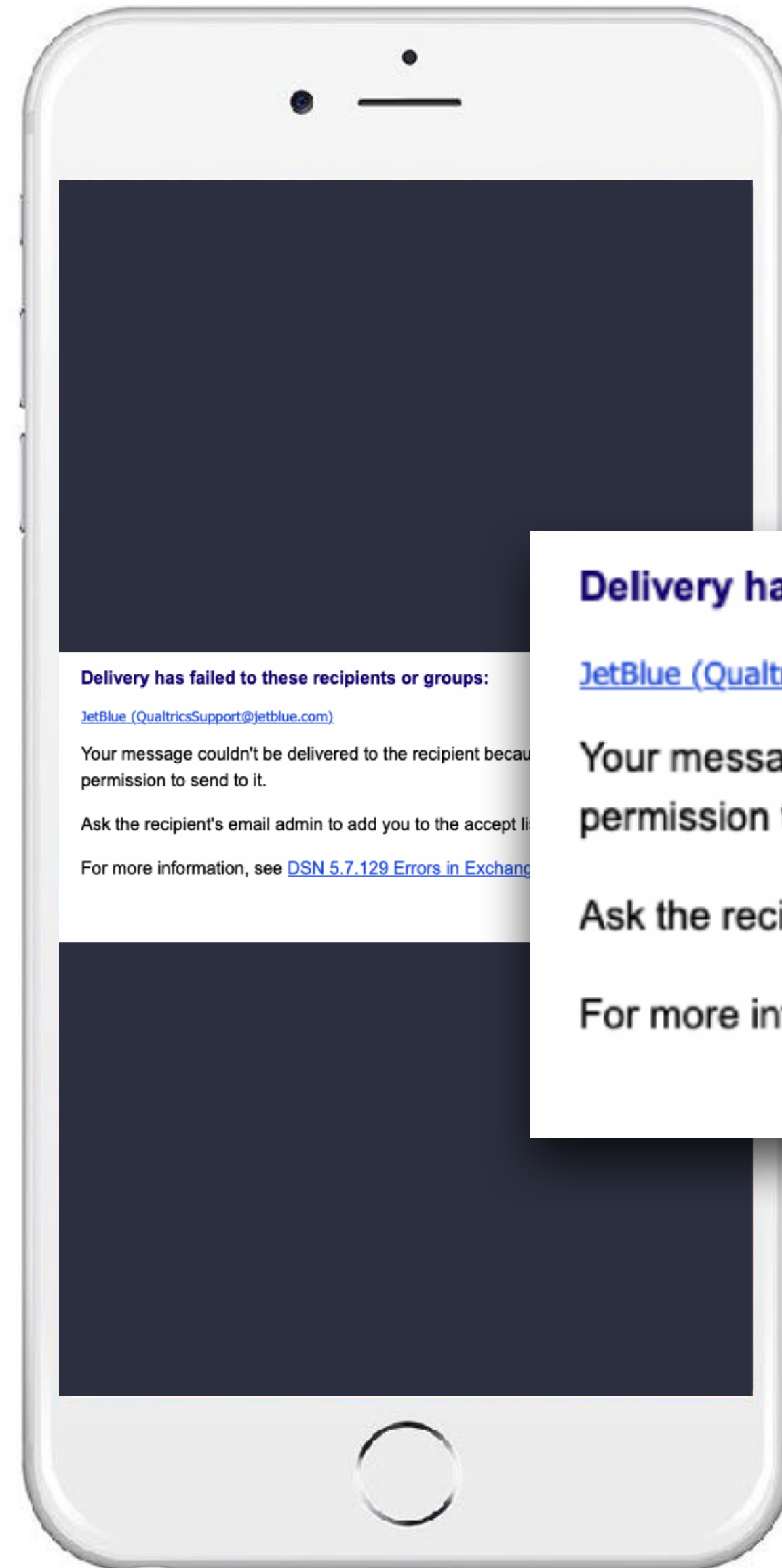


Tom Goodwin <tomfgoodwin@gmail.com>
to JetBlue

Hello JetBlue!

Would you really like to hear about my trip? I fly 120 times per year and speak about customer service and marketing. I'm the top tier on 2 airline alliances (I get bored getting to the top tier on one in May) but very rarely fly JetBlue and have some helpful insights . Yes , insights, like I know quite a lot about how airlines work and subtle differences. If you'd actually like to hear from me, please reply to my email and I'd be very happy to chat over the phone for free.

Do You Care?



Delivery has failed to these recipients or groups:

[JetBlue \(QualtricsSupport@jetblue.com\)](mailto:QualtricsSupport@jetblue.com)

Your message couldn't be delivered to the recipient because you don't have permission to send to it.

Ask the recipient's email admin to add you to the accept list for the recipient.

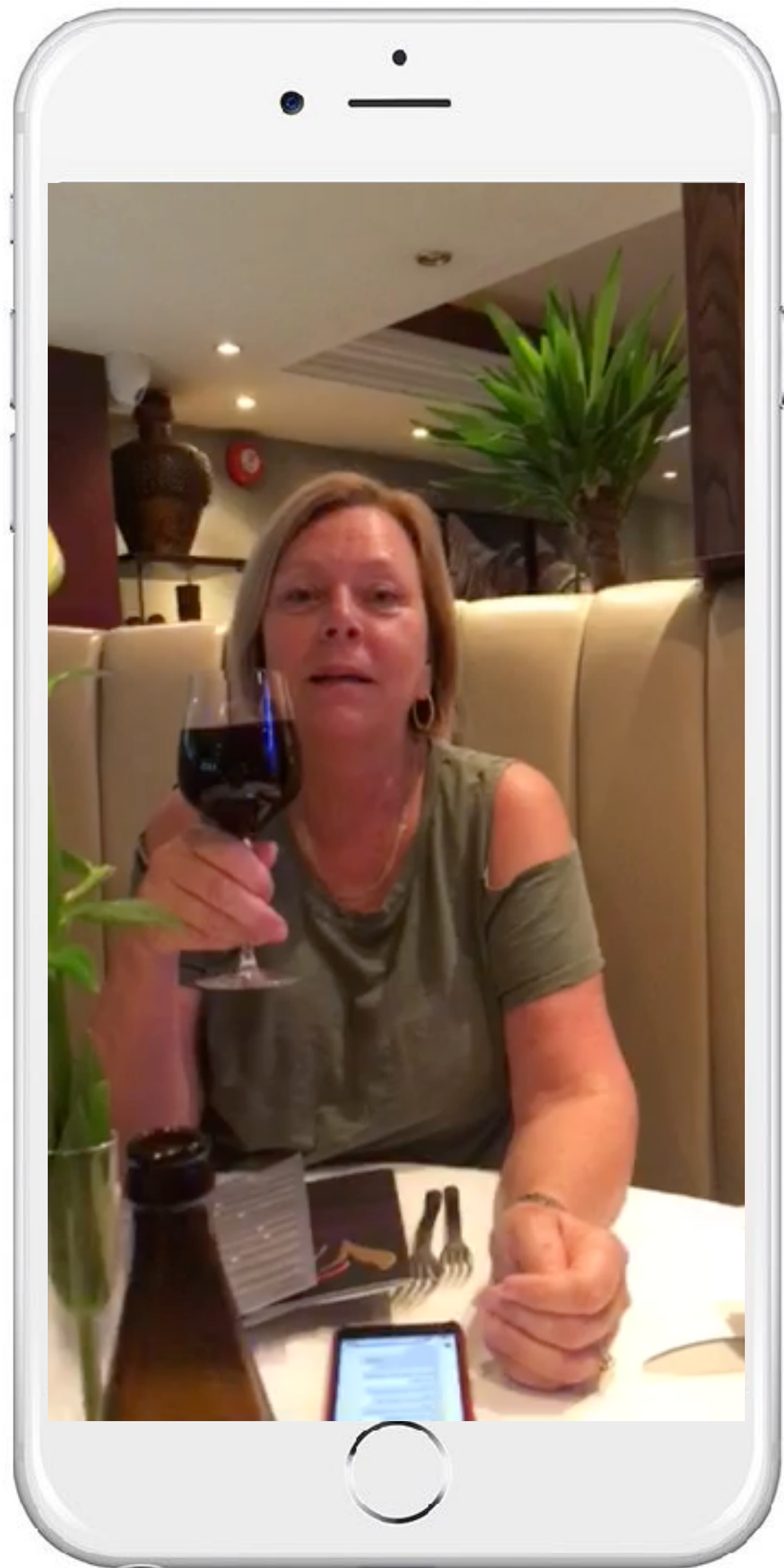
For more information, see [DSN 5.7.129 Errors in Exchange Online and Office 365](#).

And, what happens with all these experiences?

Show them, Mum.



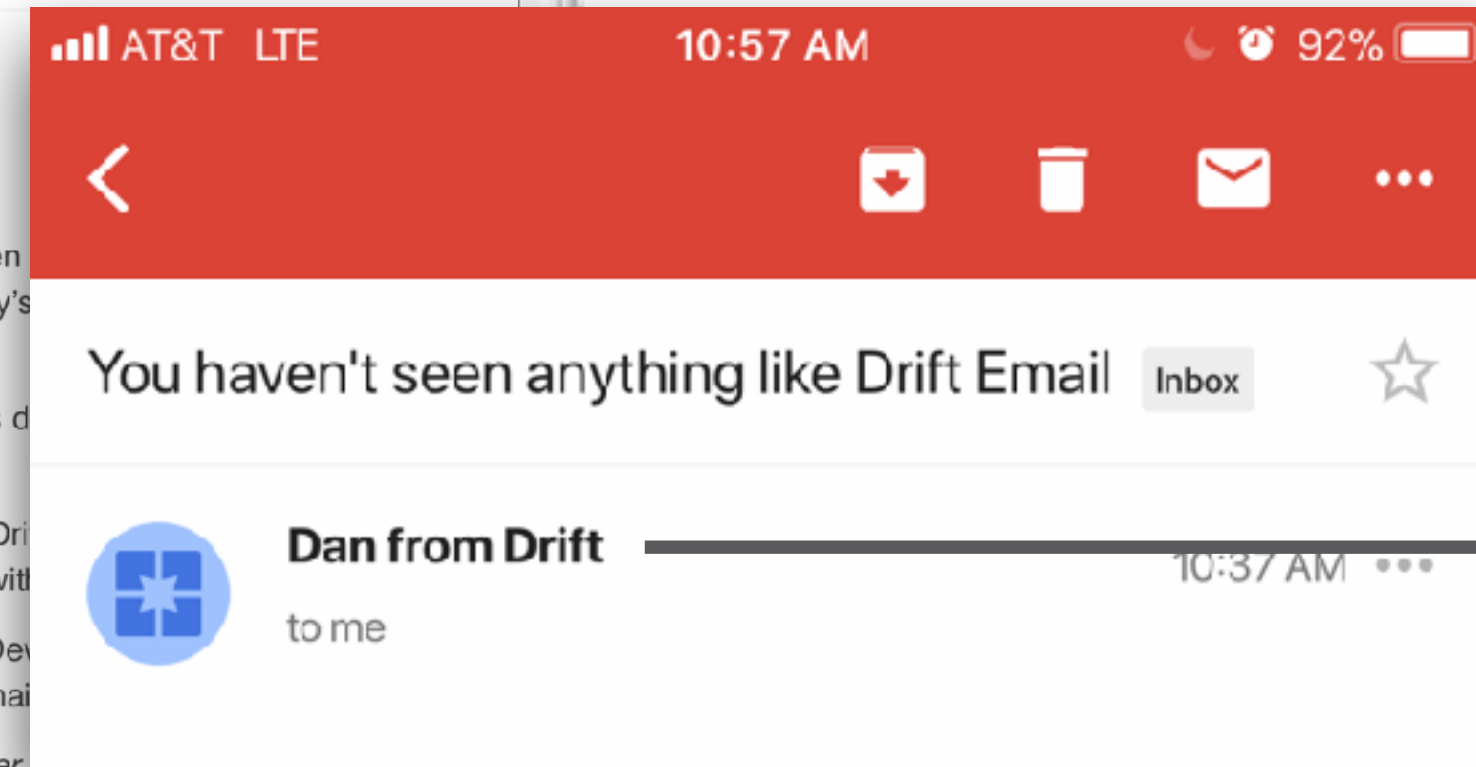
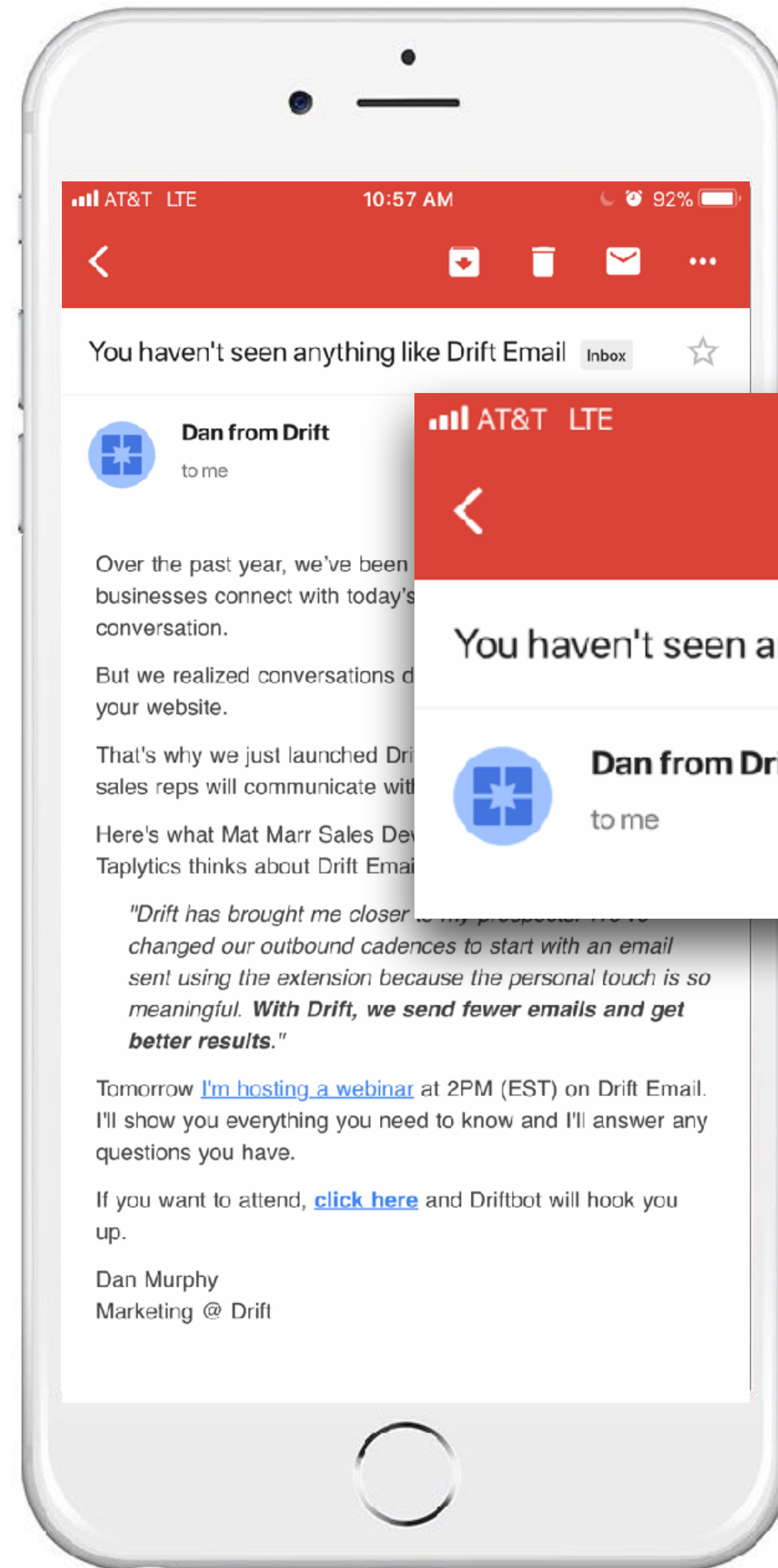
How do we get better? Enter Mum.



Be Bloody Brilliant.

Build ~~better~~ the best emails.

From names matter, a lot.



From Name

Size doesn't matter

SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	0.039640153
R Square	0.001571342
Adjusted R Square	0.001393685
Standard Error	5.493123809



Subject line length accounts for just 0.1% of email open rate variance

ASUSUCG

Sentiment

words matter

Diversity

different strokes for different folks

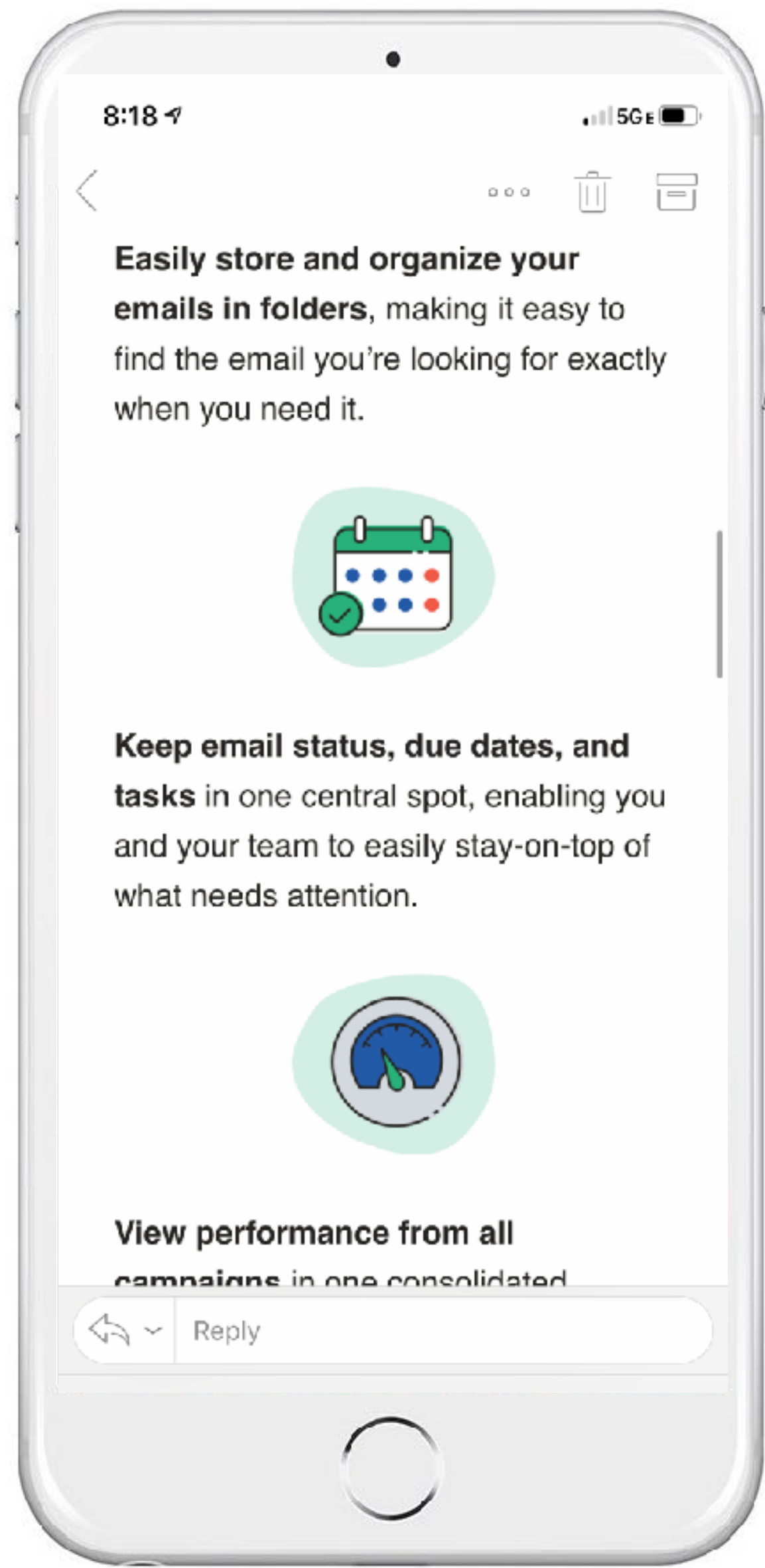
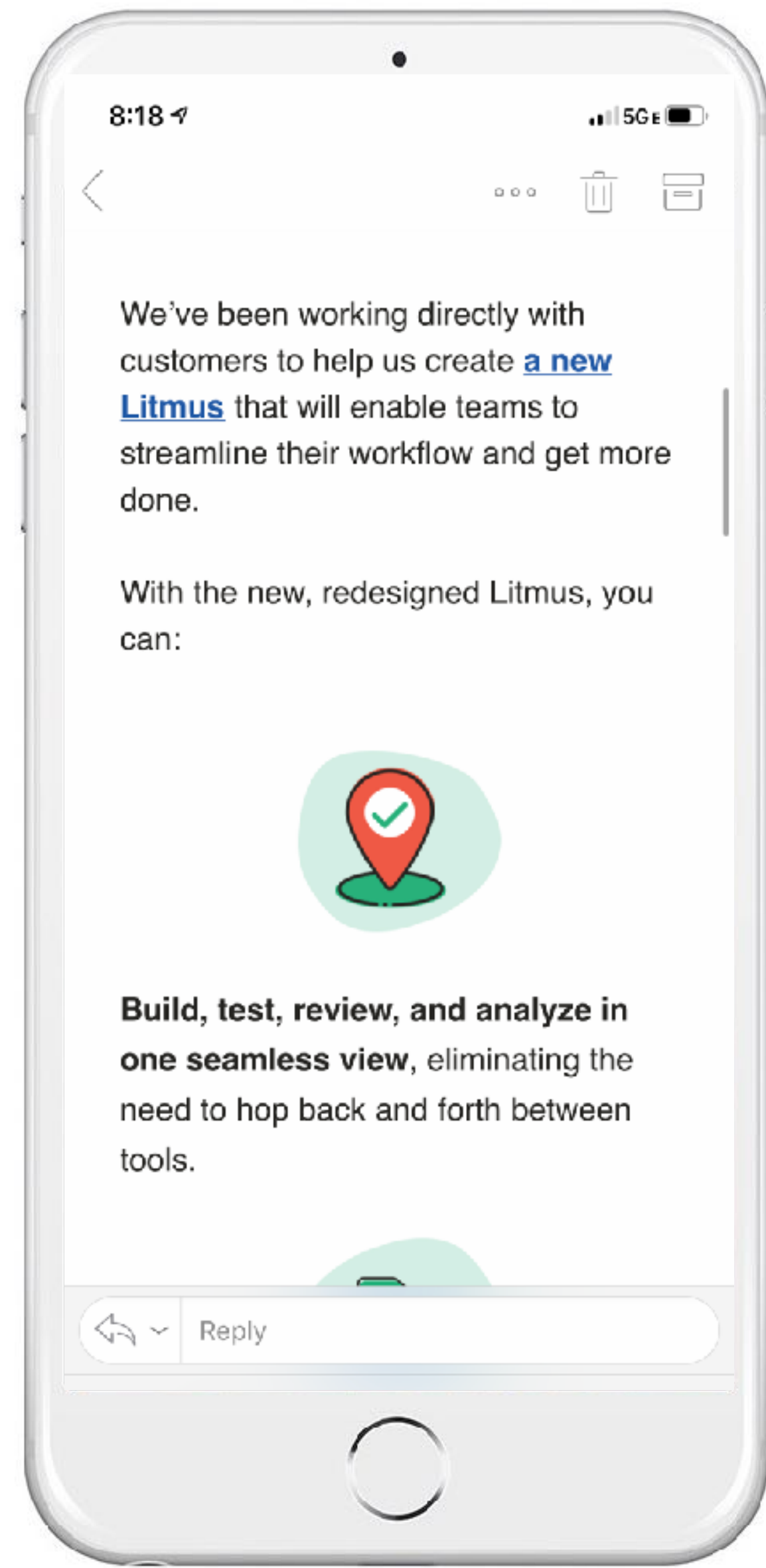
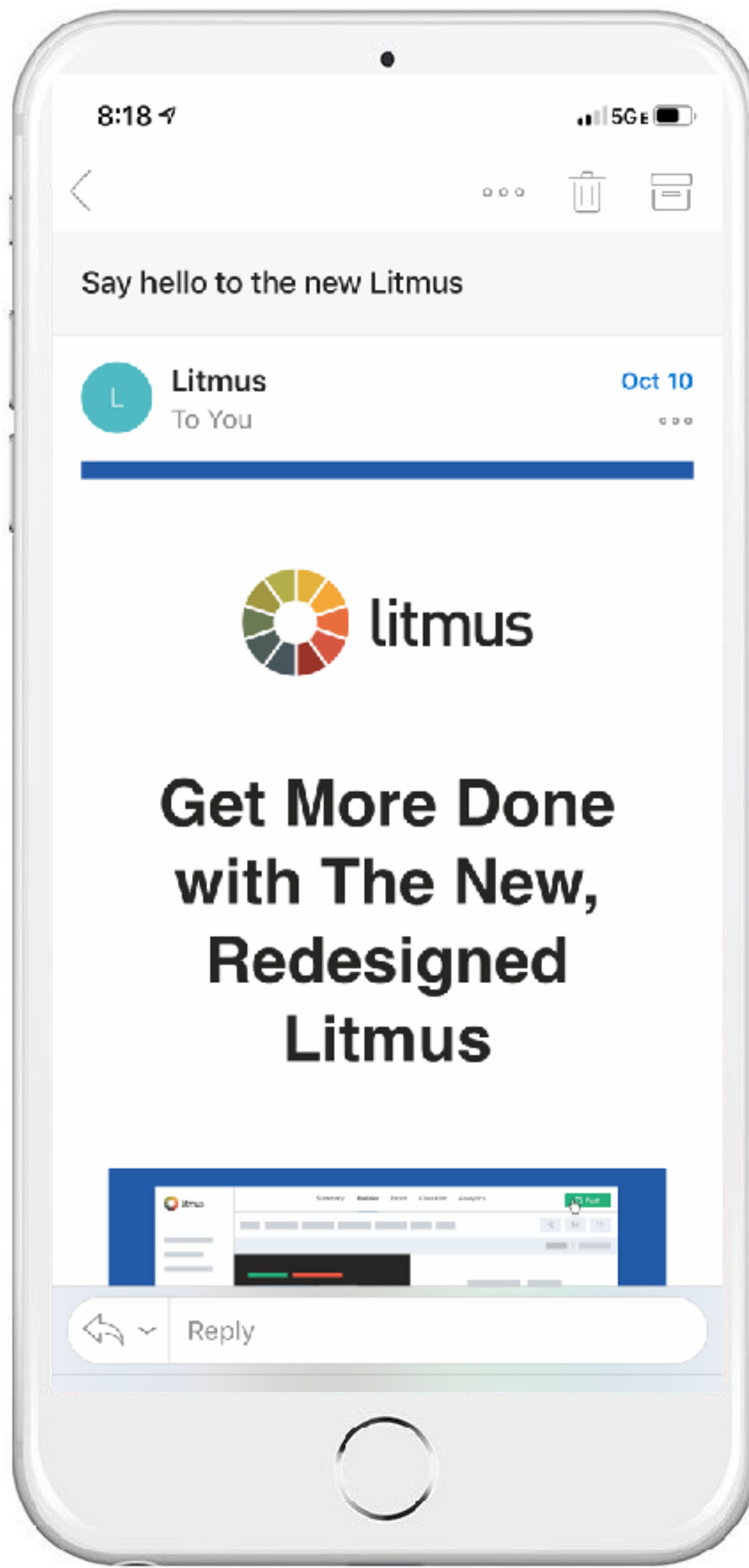
Sophistication

it's email!?!?! The simpler, the better

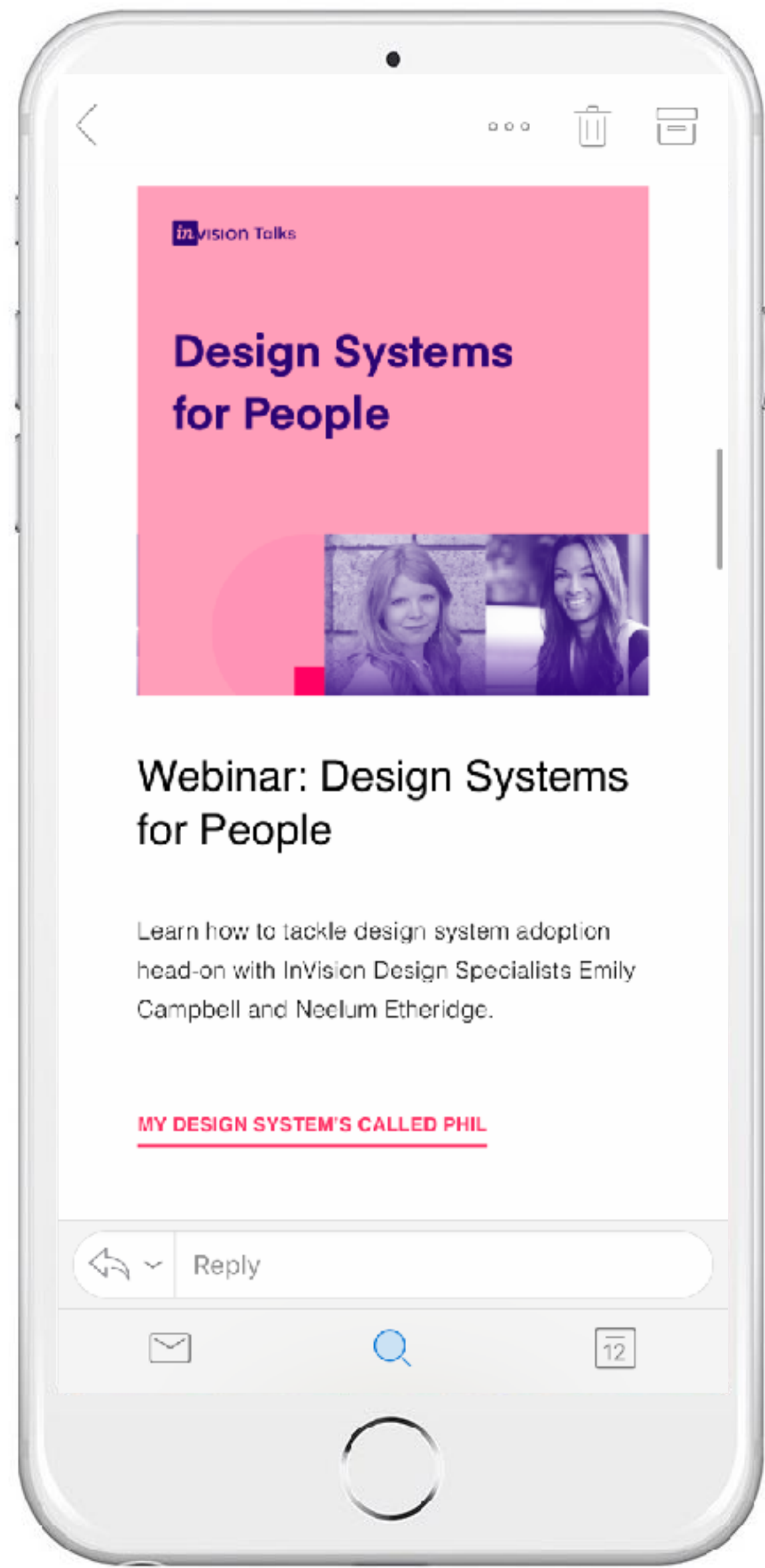
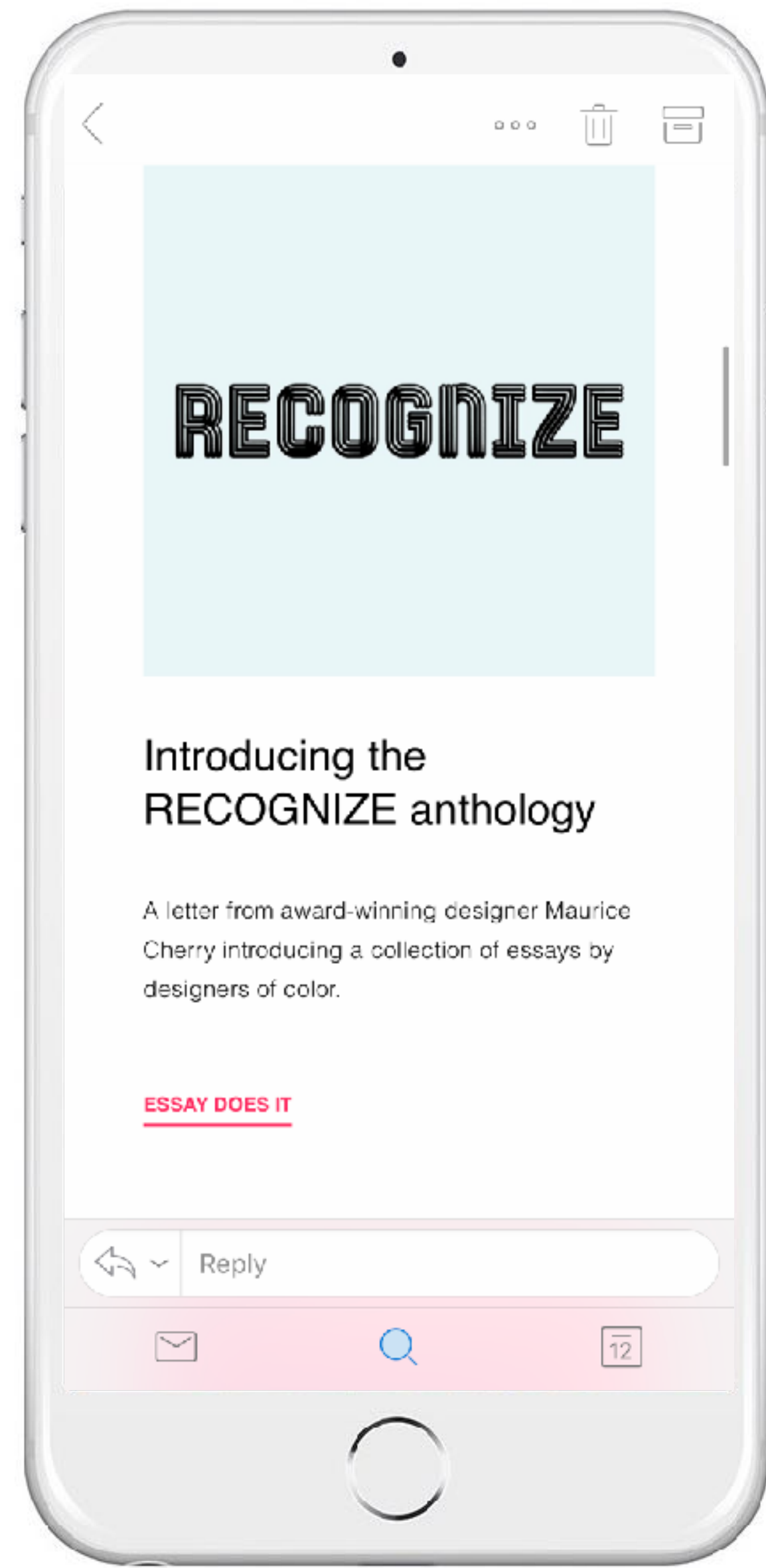
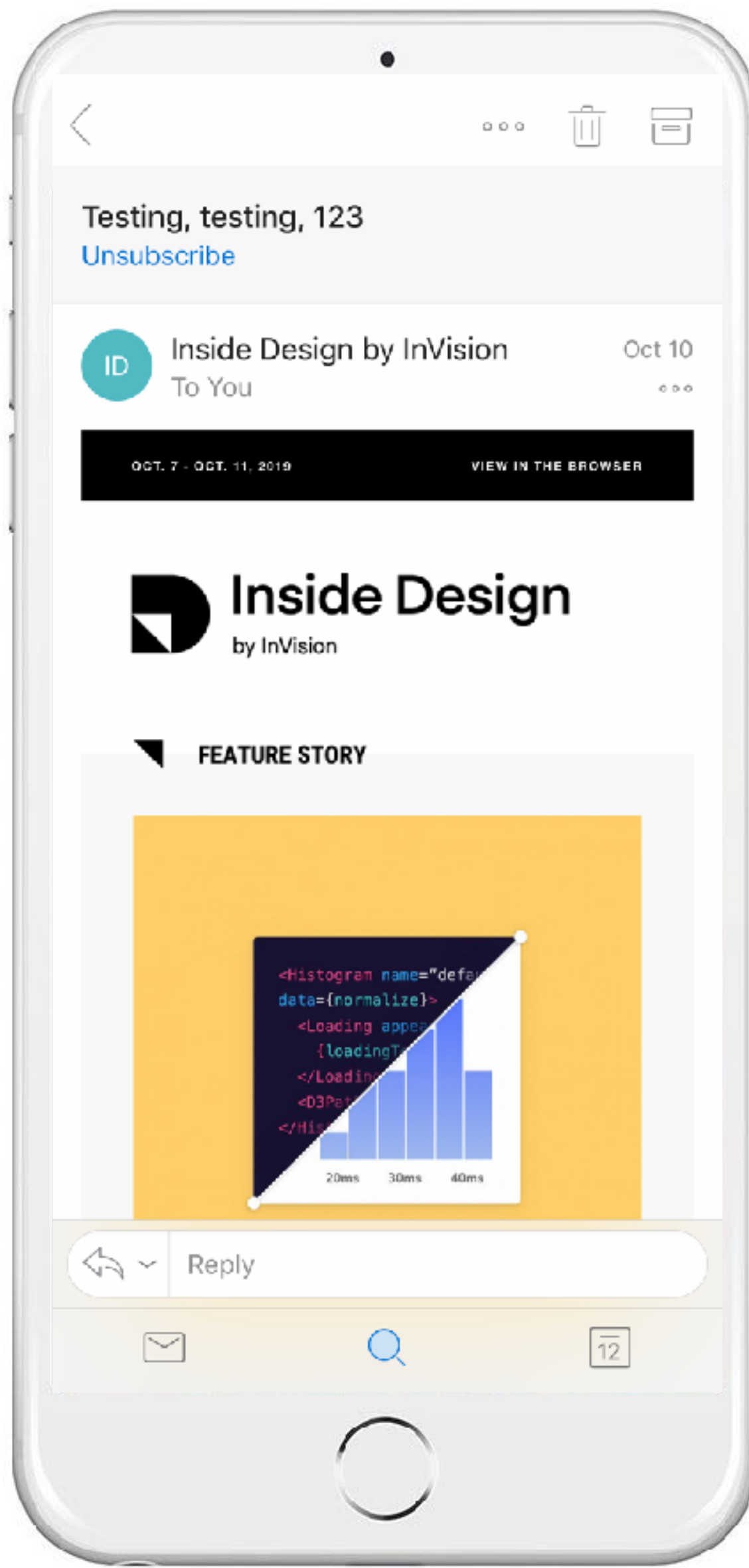
Emojis

make good subject lines better,
make bad subject lines worse

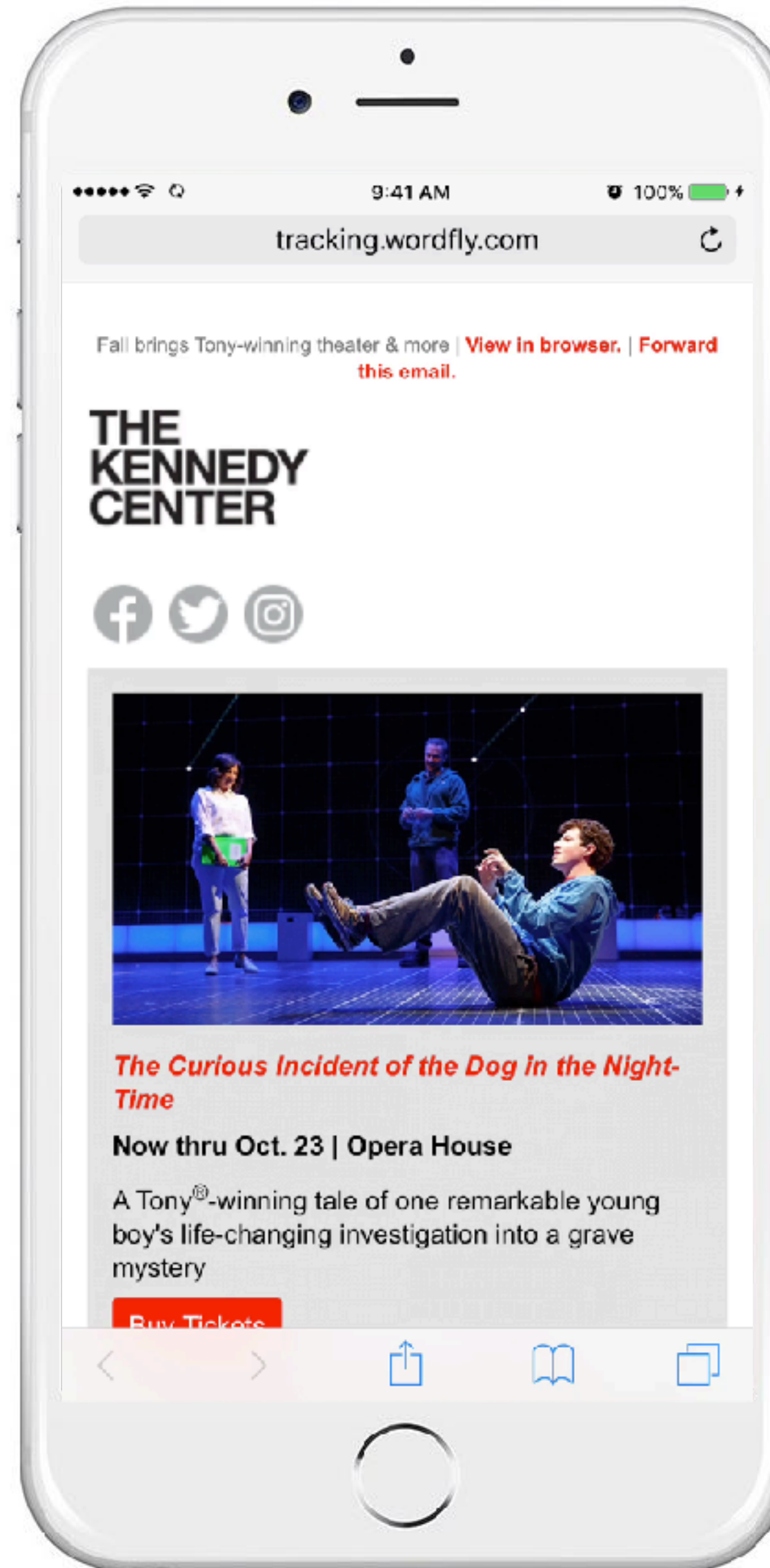
Single column "skinny" layouts.



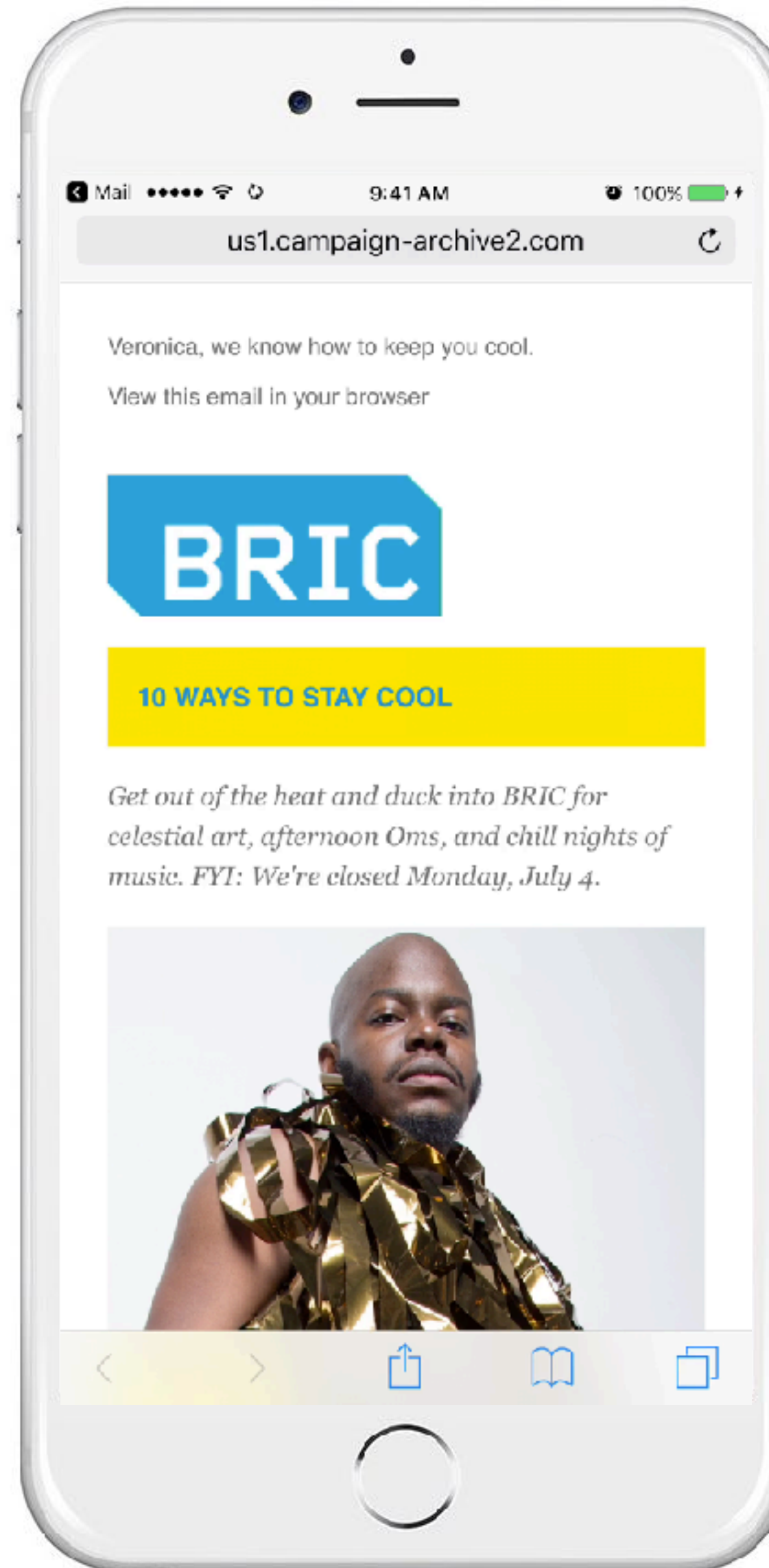
Single column "skinny" layouts.



Designed for the scroll.



Designed for the scroll.



The inverted pyramid.

The screenshot shows an email newsletter from InVision. At the top, it says "This week at InVision" with the dates "JUNE 15, 2015" and "JUNE 19, 2015". The first article is titled "Inside Design at Meerkat" and includes a photo of two people in a meeting. The text below the photo reads: "We chatted with Jakub Swiadek, designer, about working on viral products, keeping things simple, why you should fail, and how Meerkat came to be." Below this text is a red button that says "GO INSIDE". The second article is titled "Adobe+InVision team up to support Photoshop Artboards" and includes a photo of a Photoshop interface with the "Ps" logo and the word "ARTBOARDS". The text below the photo reads: "Even though Artboards are brand new, we partnered with Adobe to make sure they worked in InVision on day 1." Below this text is a red button that says "CHECK IT OUT".

The zig zag.

The image shows a screenshot of the MOO website. At the top, the MOO logo is centered, with navigation links for Products, Inspiration, 10+ Employees?, Help & FAQ, and Account. The main heading is 'Promotions that POP'. Below this, a large graphic shows a stack of postcards on a cylindrical pedestal. The top postcard says 'HELLO!' and 'SPRING HAS SPRUNG'. Below it, another postcard says 'ABLE ABODE'. The background is a teal color with a white zig-zag shape behind the postcard stack. Below the graphic, there is a paragraph of text and a 'Shop now' button. Further down, there are three sections: 'Luxe Postcards' with a 'Shop Luxe Postcards' button, 'Envelopes' with a 'Shop Envelopes' button, and 'Stickers' with a 'Shop Stickers' button. Each section includes a small image of the respective product.

MOO

Products Inspiration 10+ Employees? Help & FAQ Account

Promotions that POP

HELLO!

SPRING HAS SPRUNG
Come in and explore our fresh
Spring collection!

ABLE ABODE

Unmistakably premium Postcards get the attention your promos deserve. They get seen, get grabbed, and get the buzz for your business.

[Shop now](#)

Luxe Postcards

With ultra-thick Mohawk Superfine paper and choice of 8 color seams, Luxe makes for some mega classy promotions.

[Shop Luxe Postcards](#)

Envelopes

Designed to pair perfectly with our Postcards and Invitations, Envelopes are available in a range of colors – even metallic.

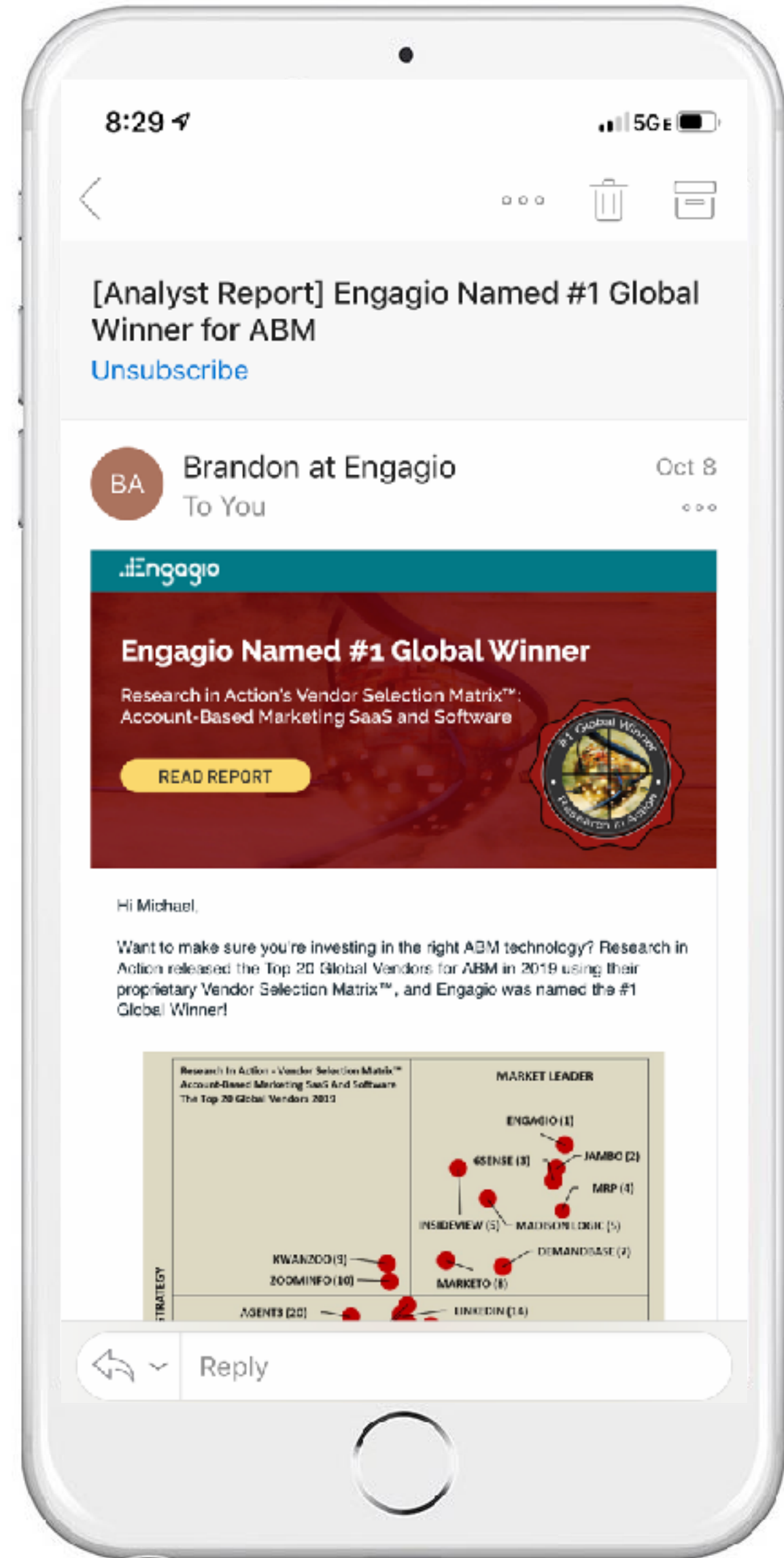
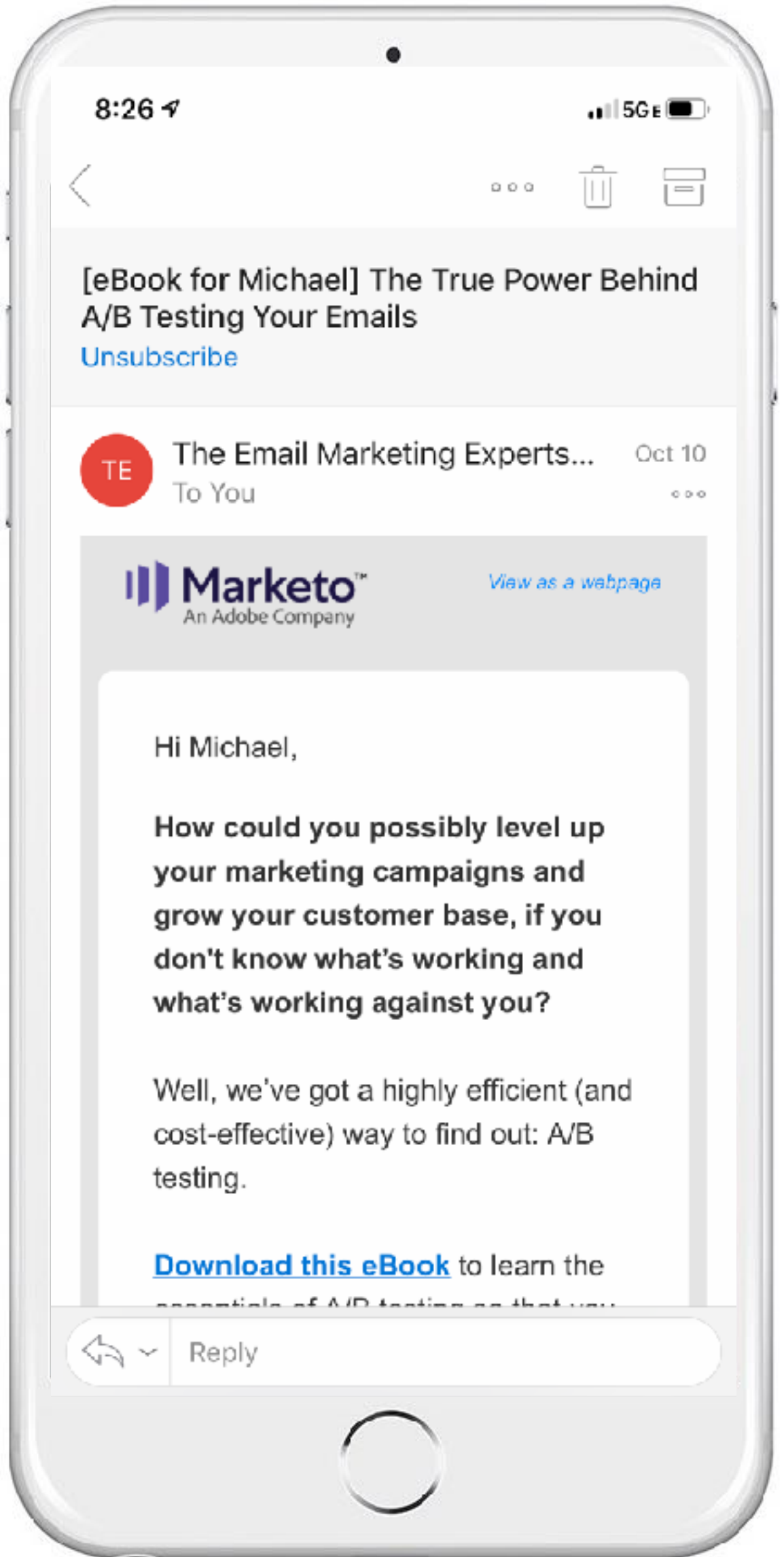
[Shop Envelopes](#)

Stickers

They are the perfect icing to the Postcard-meets-Envelope cake. Seal it with a Sticker for that super-classy detail.

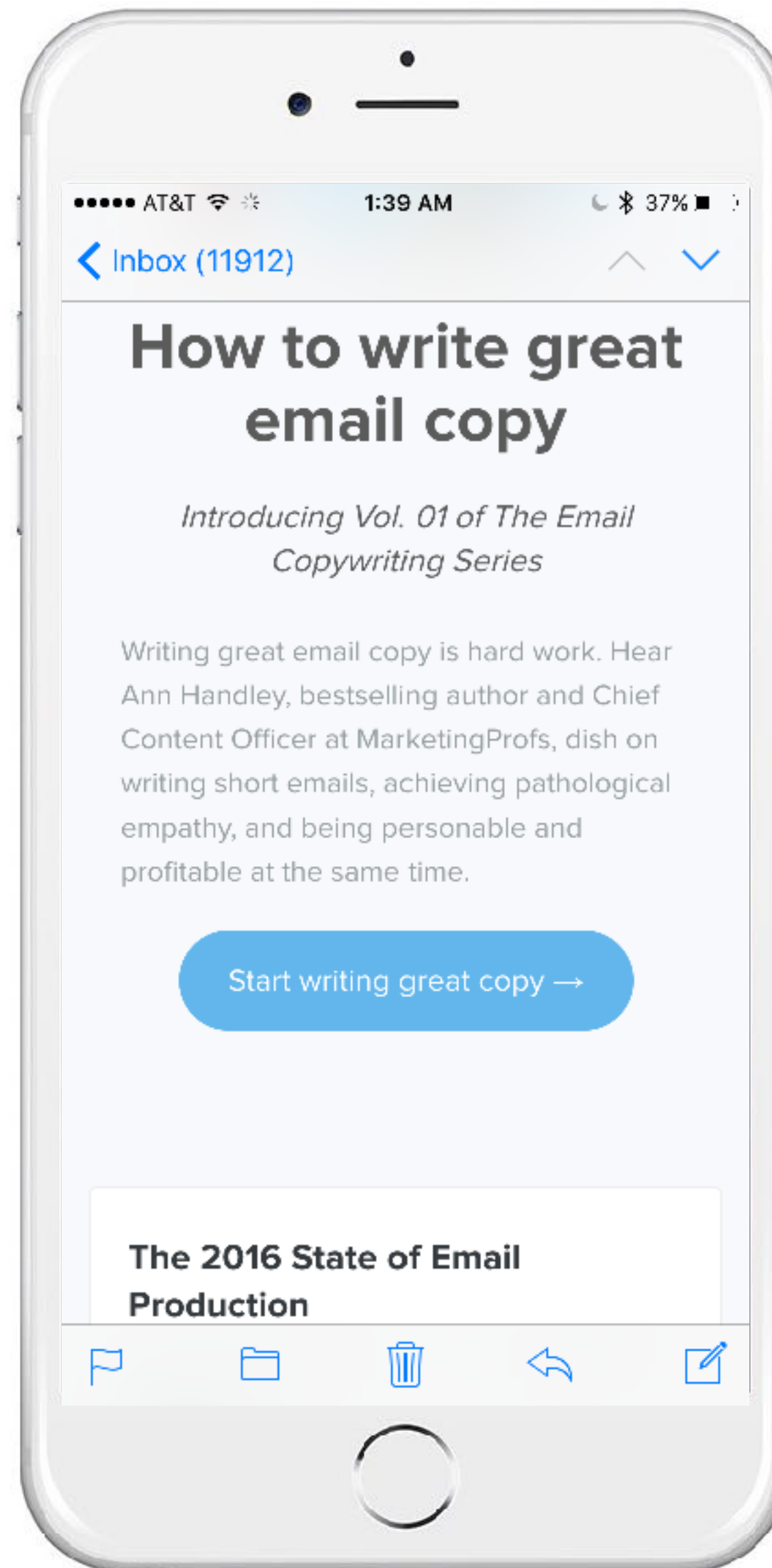
[Shop Stickers](#)

Slim up your headers.



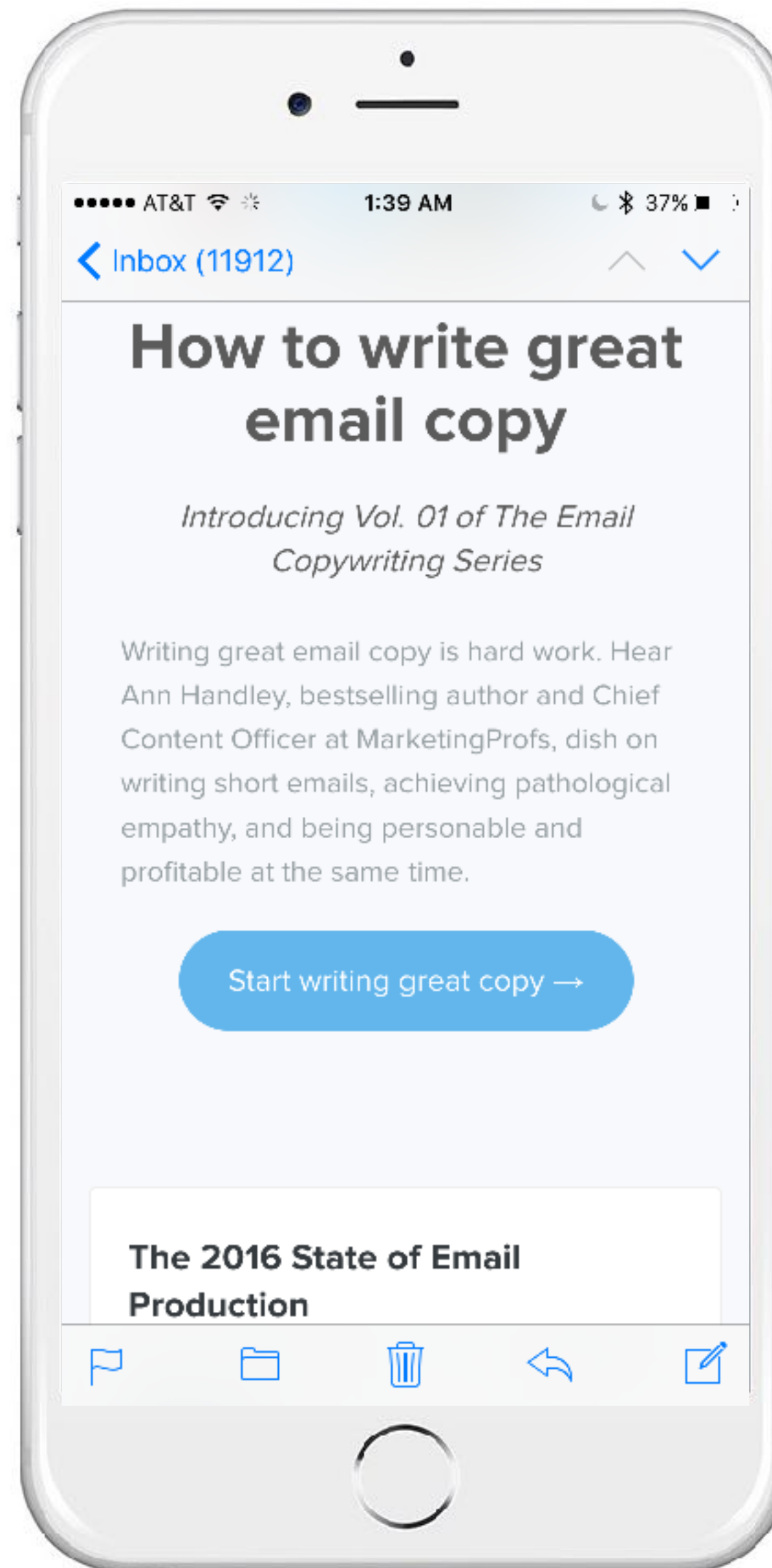
Fonts and buttons, oh my!

Headlines
30px+



Body copy
16px+

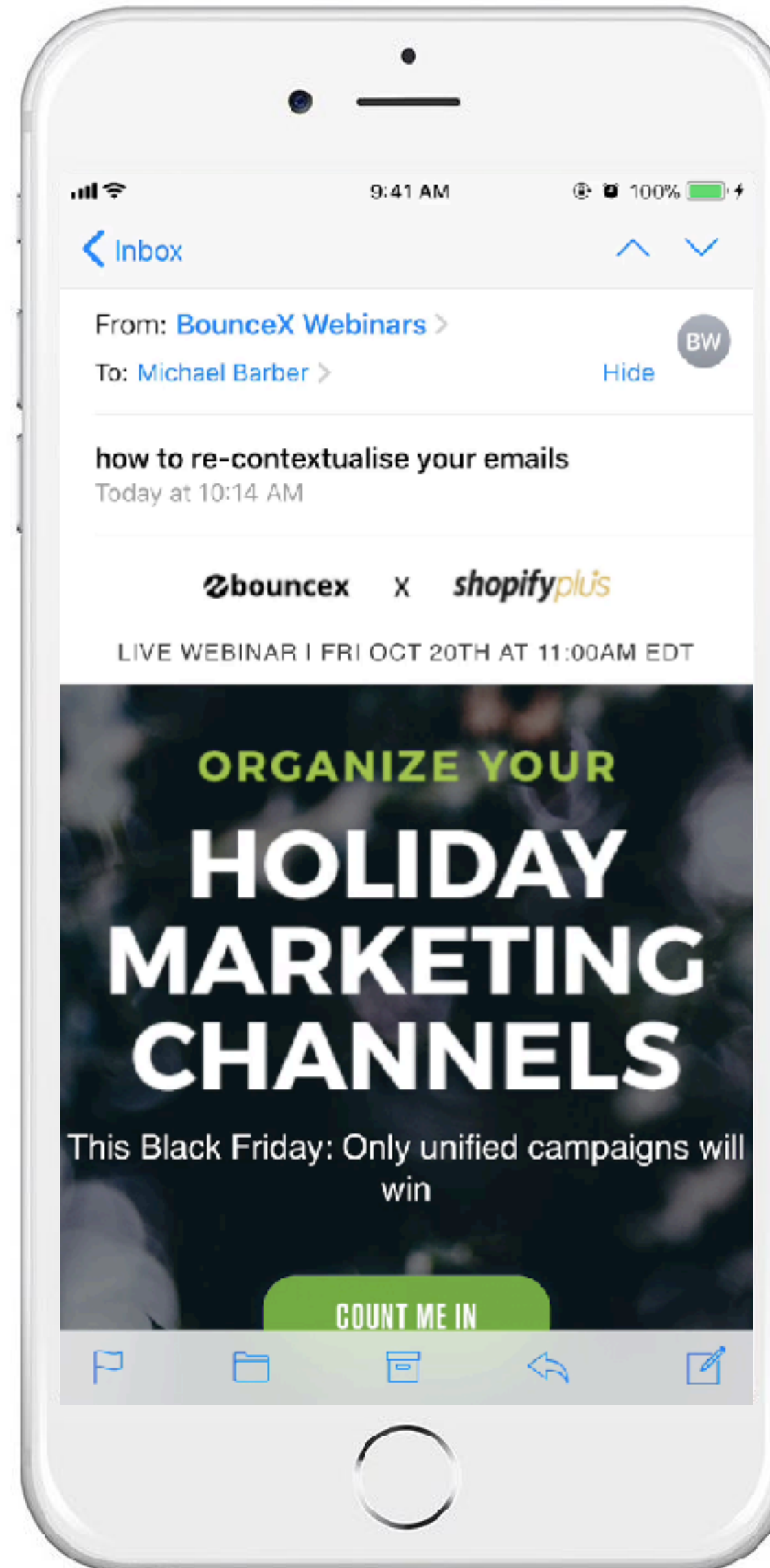
Fonts and buttons, oh my!



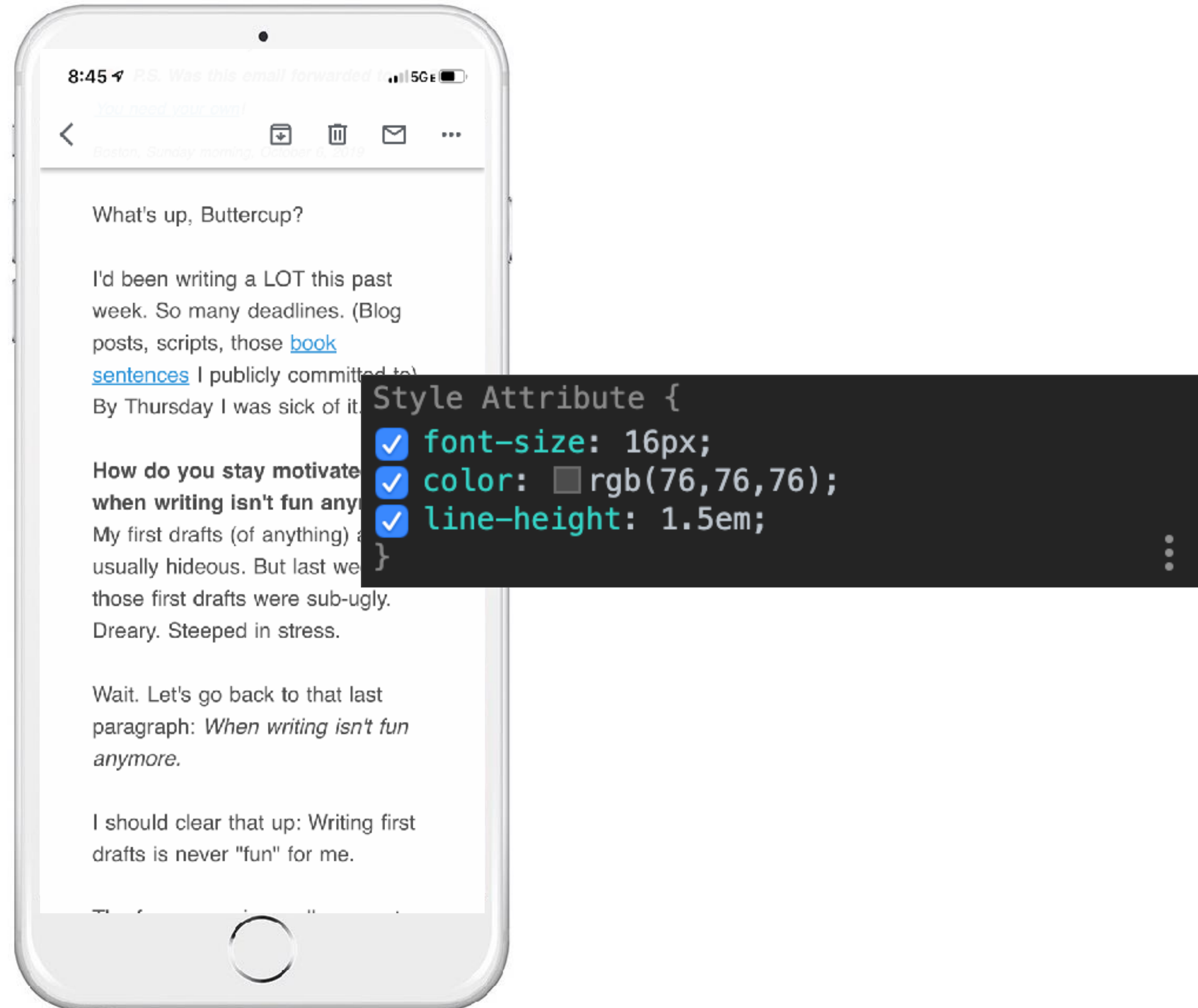
Buttons

44 x 44 points

Fonts and buttons, oh my!



Ann Handley knows what's up!



Use your platform's power features.



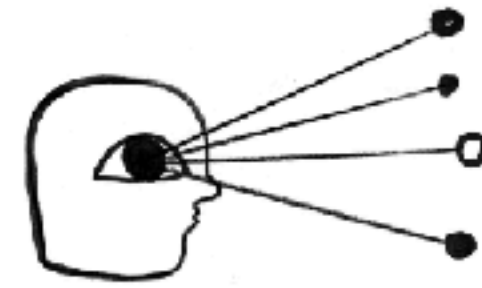
Talk to people with shared traits

Sort contacts based on data you've collected, like location or signup source.



Target based on engagement

Let the way people engage with your marketing guide how you talk to them.



Use your own unique insights

Filter by details unique to your needs using tags and custom form fields.



See what we can predict for you

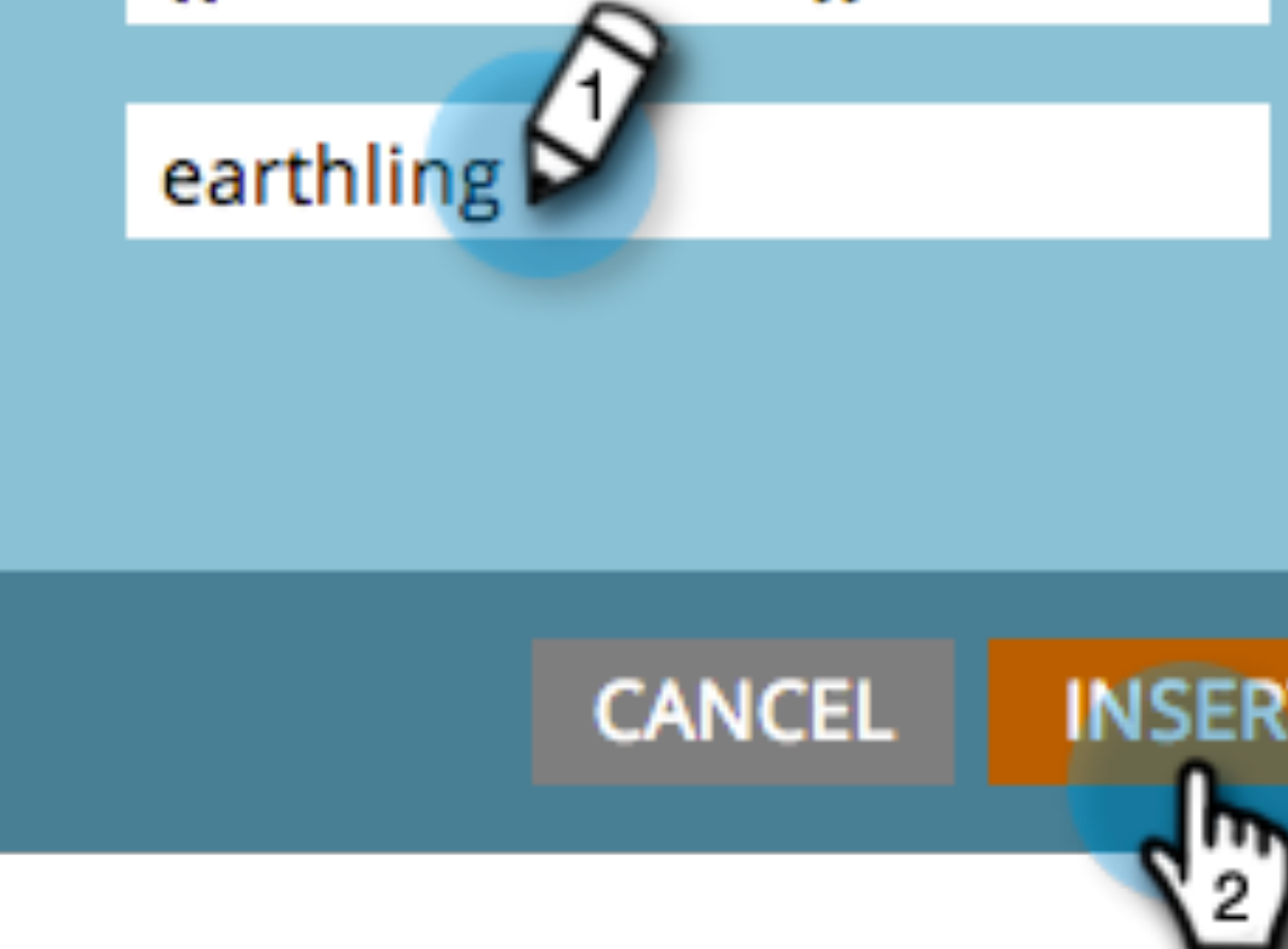
Target your marketing based on predictive insights about purchase behavior.

Use your platform's power features.

Insert Token ✕

Token: *

Default Value:



The diagram illustrates a two-step process for inserting a token. Step 1, indicated by a pencil icon with the number '1', shows the 'Token' field being edited to contain the placeholder text '{{lead.First Name}}'. Step 2, indicated by a hand icon with the number '2', shows the 'INSERT' button being clicked to save the configuration.

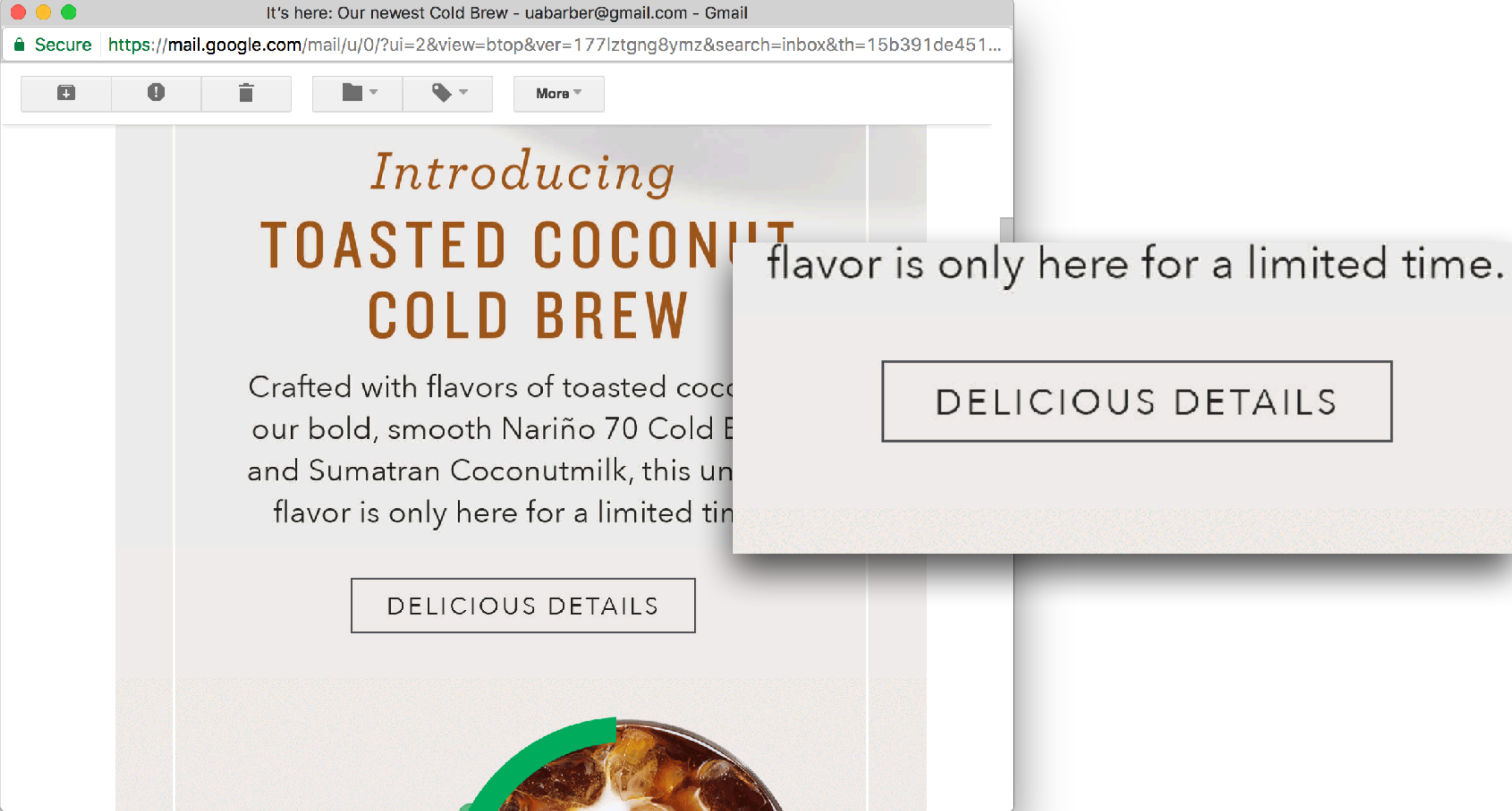
Be Bloody Brilliant.

Build ~~better~~ the best emails.



It's Always the Little Things, My Love.
Personalization and interactivity matter.

Contextual buttons.



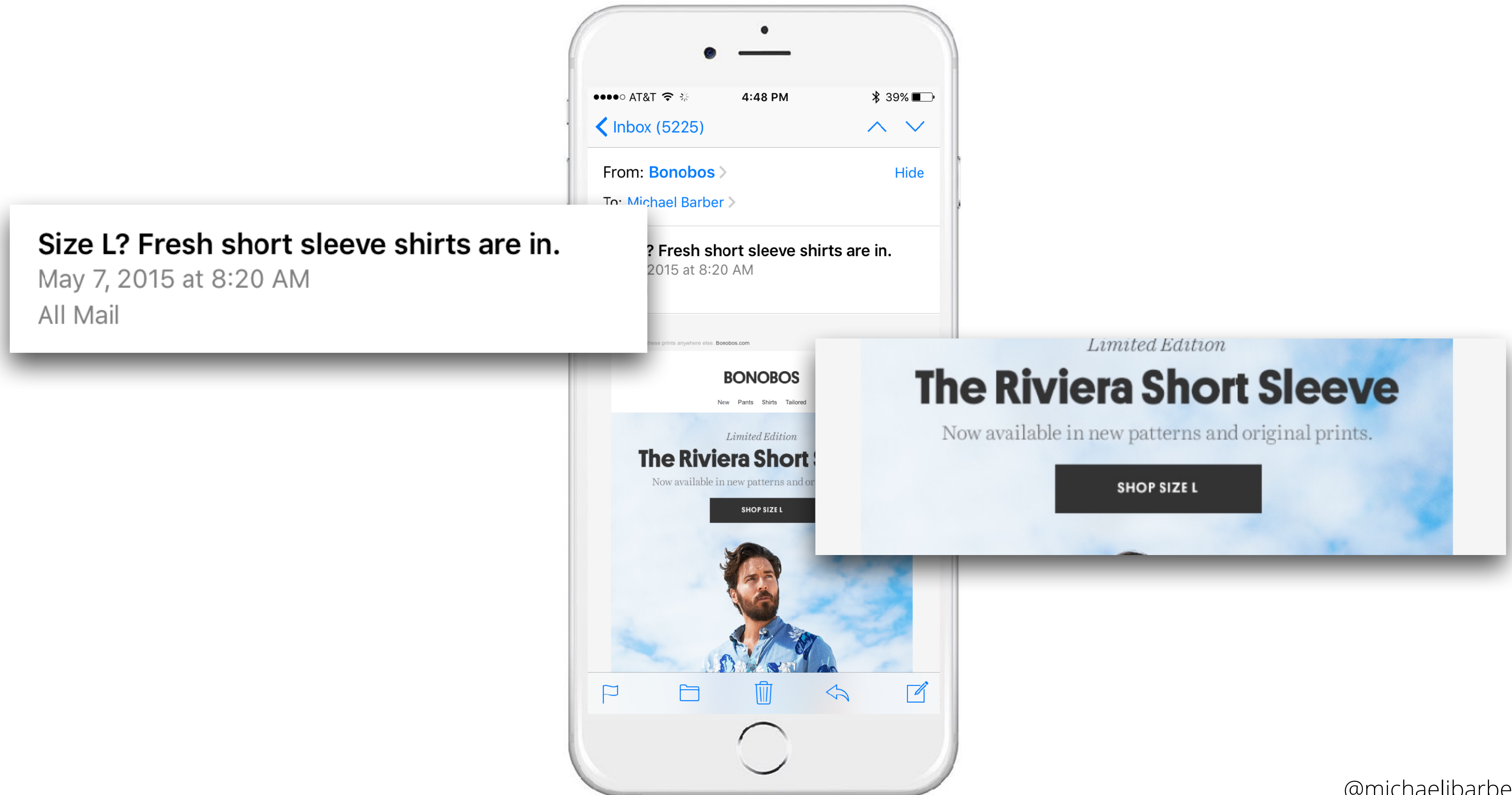
Contextual buttons.



flavor is only here for a limited time.

ORDER NOW

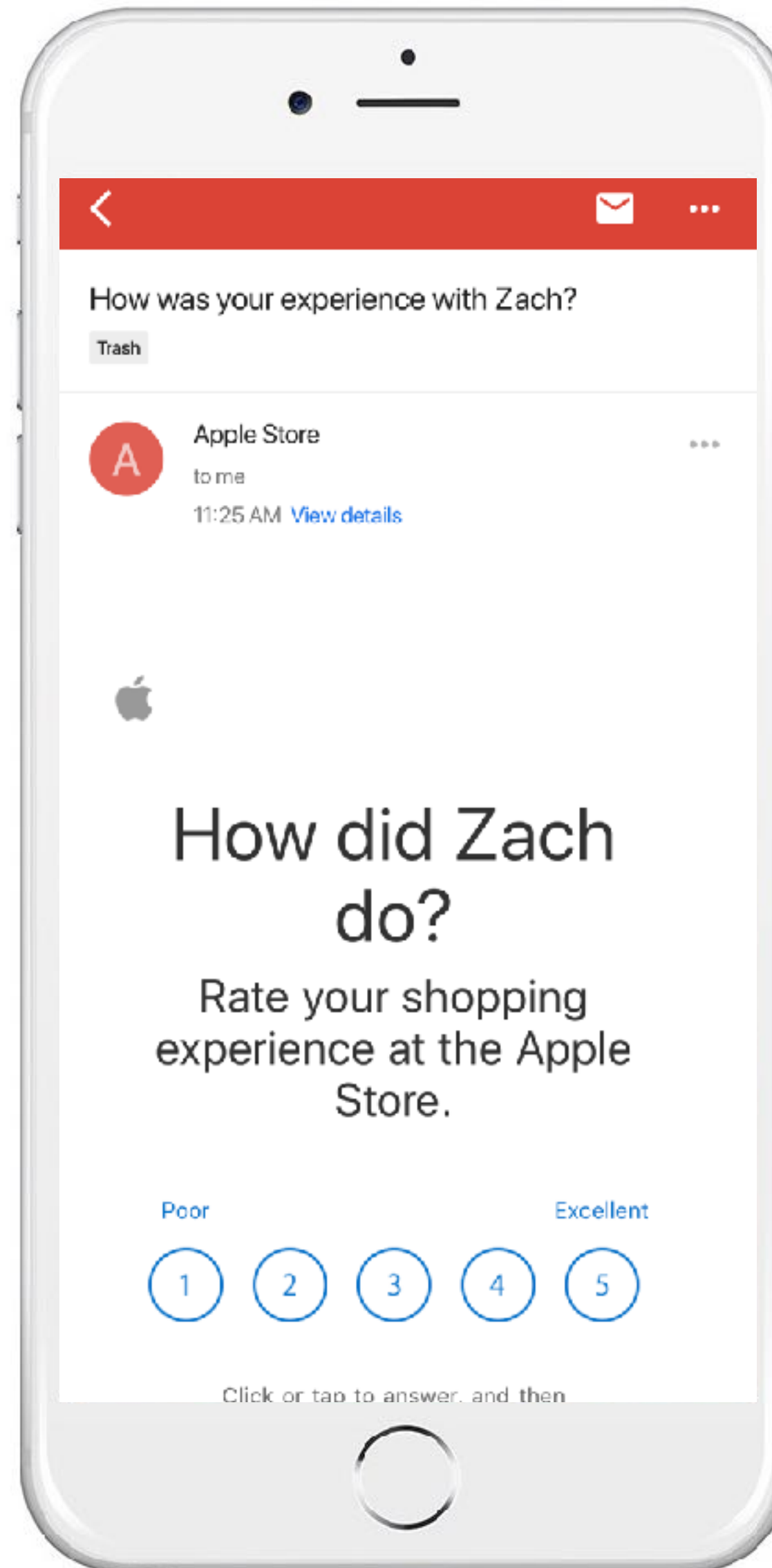
Post purchase personalization.



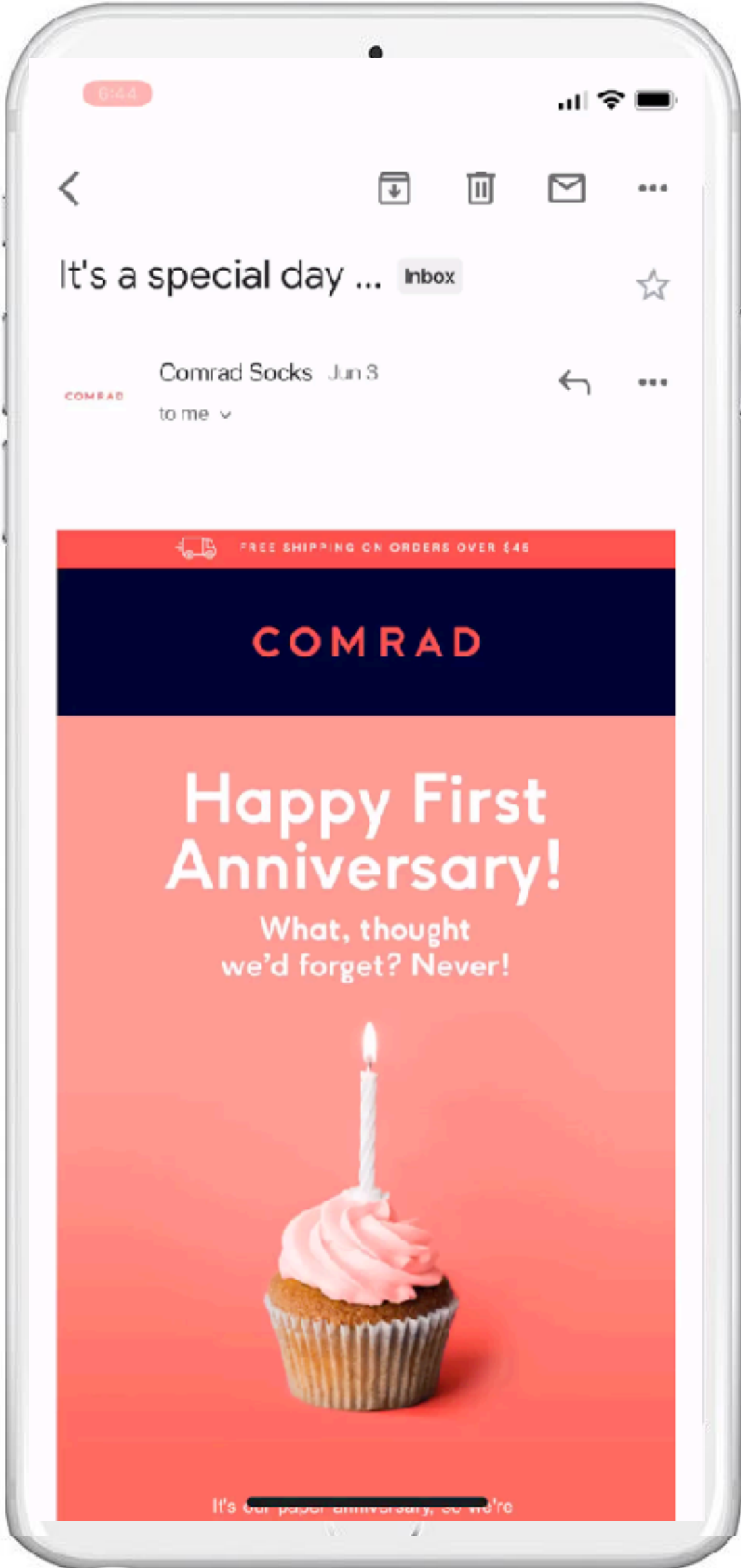
Size L? Fresh short sleeve shirts are in.
May 7, 2015 at 8:20 AM
All Mail

Limited Edition
The Riviera Short Sleeve
Now available in new patterns and original prints.
SHOP SIZE L

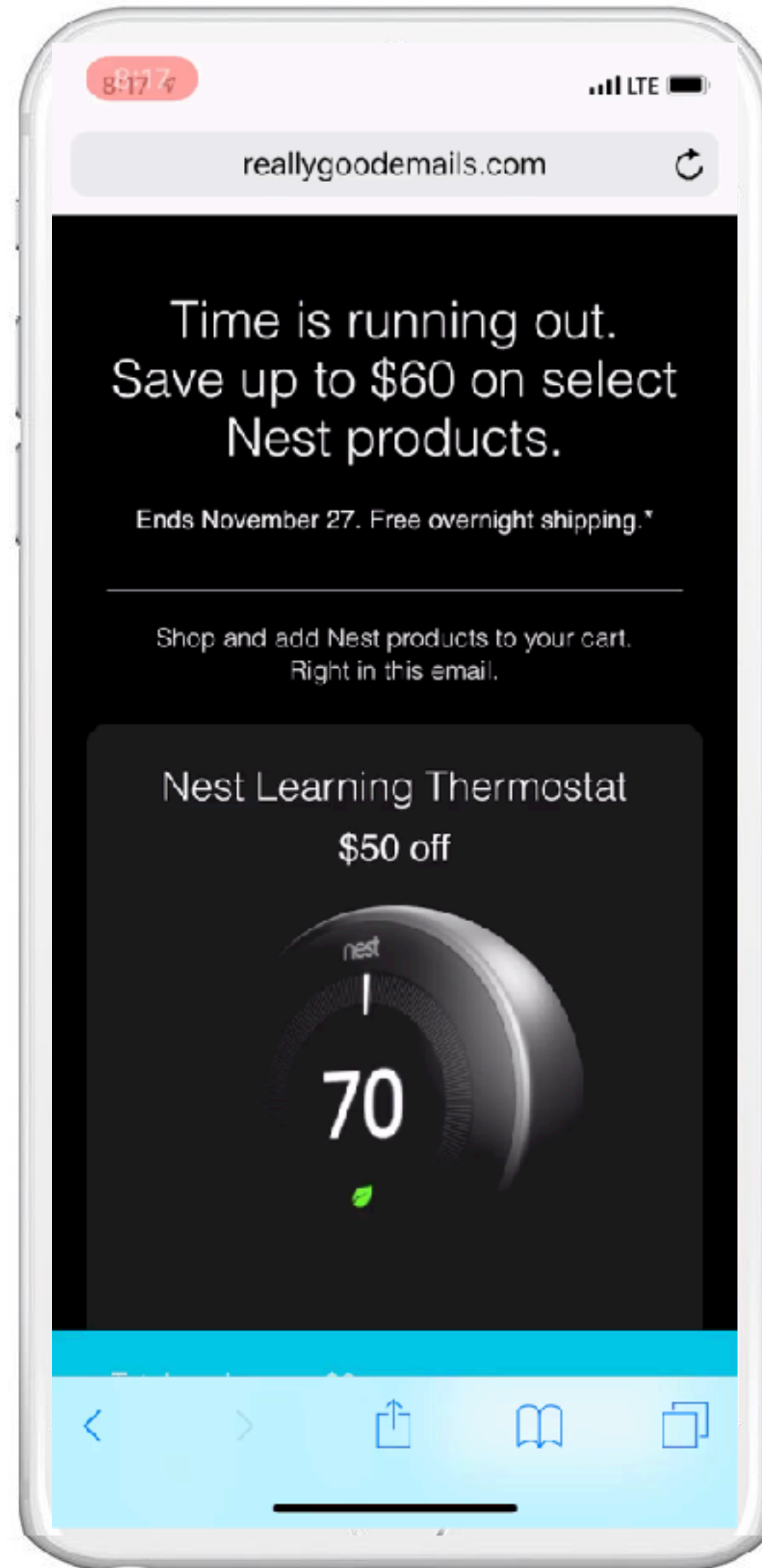
Post service personalization.



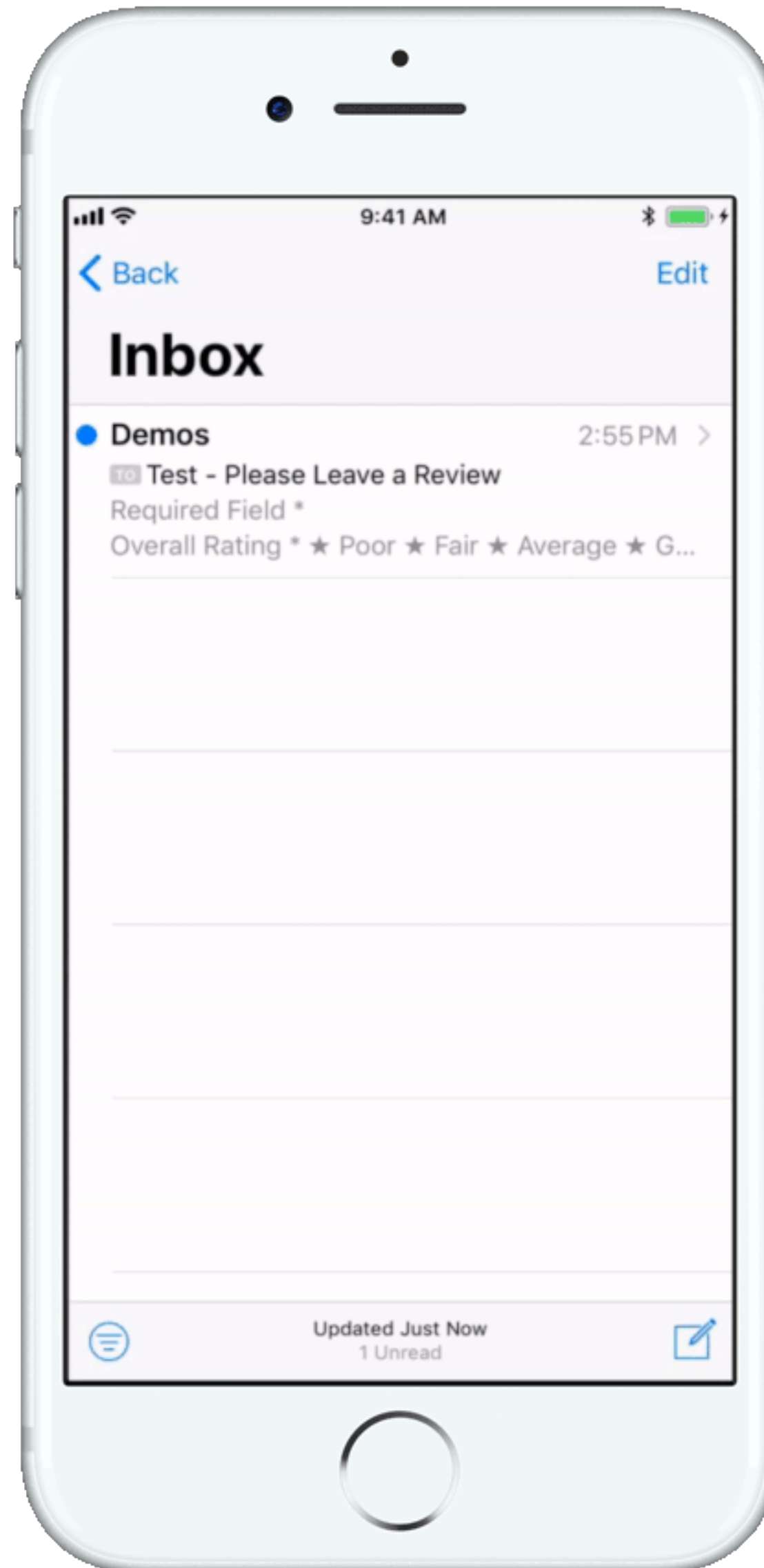
Celebrations / Milestones.



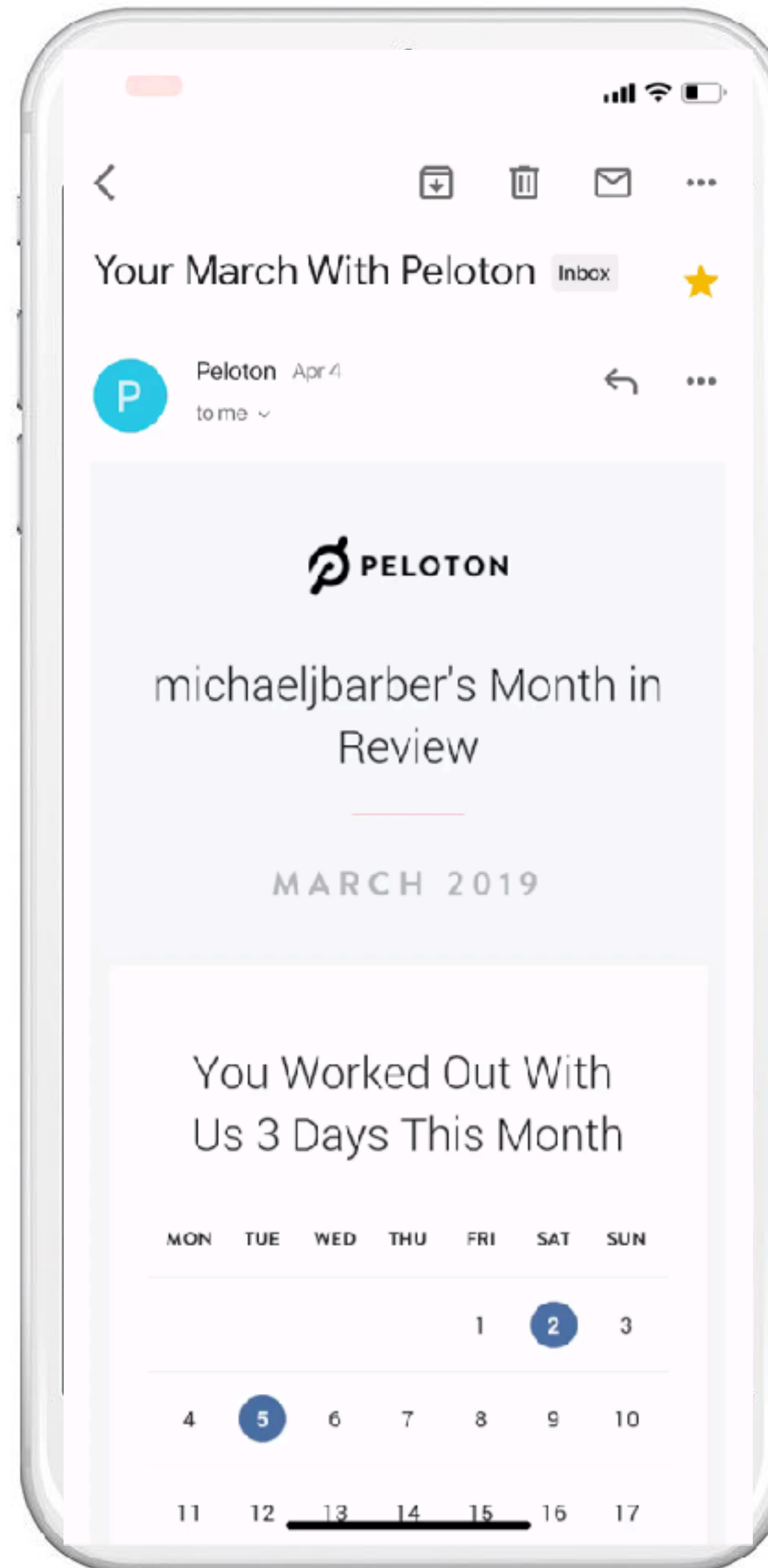
Inbox is the cart.



Reviews natively.



Data that provides utility.



Personalization of all forms.

GEOGRAPHICS

- Country
- City
- Density
- Language
- Climate
- Area
- Population

DEMOGRAPHICS

- Age
- Gender
- Income
- Education
- Social status
- Family
- Life stage
- Occupation

PSYCHOGRAPHICS

- Lifestyle
- AIO: activity, interest, opinion
- Concerns
- Values
- Personality
- Attitudes

BEHAVIORAL

- Benefits sought
- Purchase pages
- Intent
- Occasion
- Buyer stage
- User status
- Life cycle stage
- Engagement

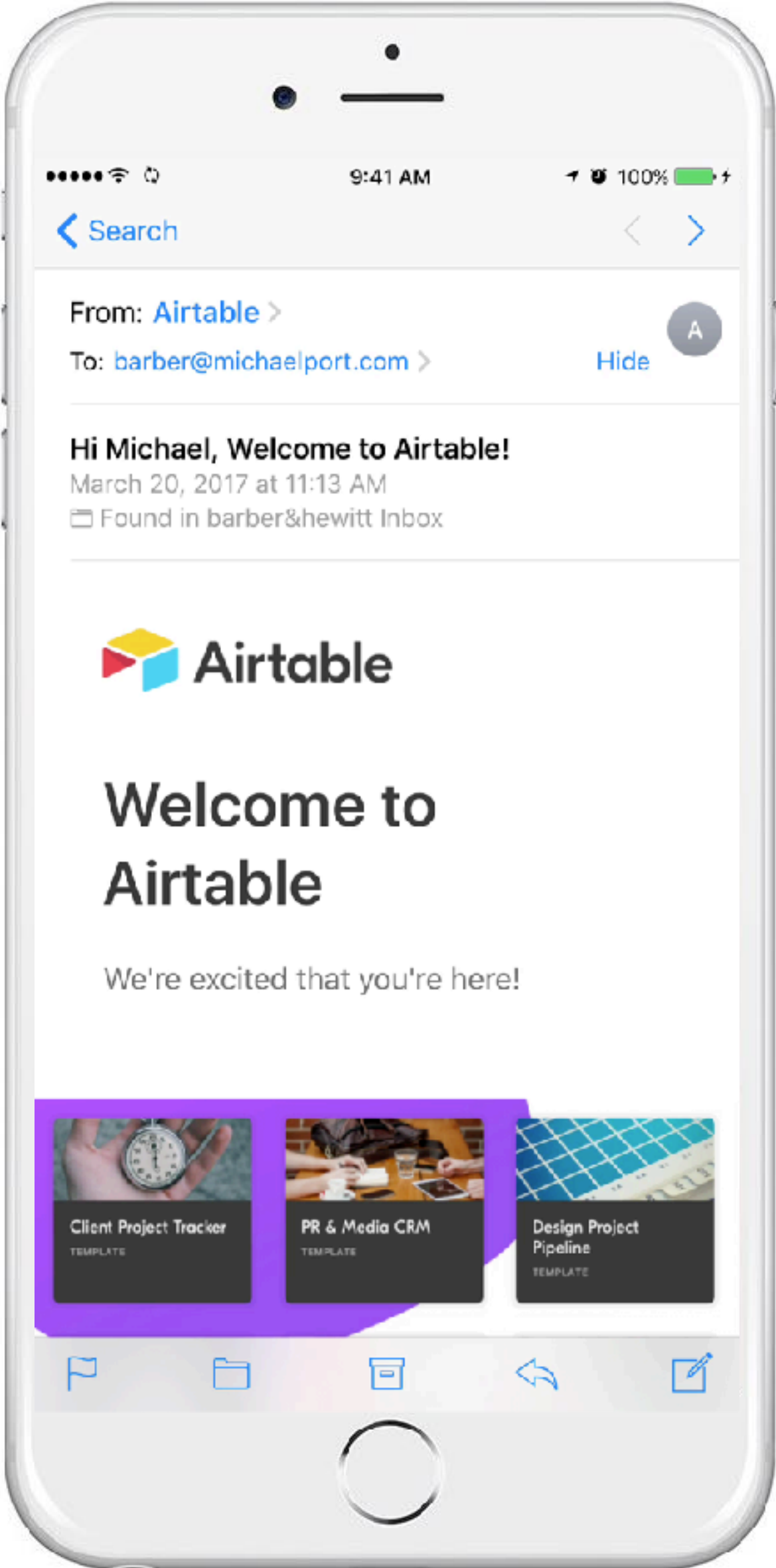
It's Always the Little Things, My Love.
Personalization and interactivity matter.



Be kind.

Empathy is required, even in the Inbox.

Always say hello.



Grow your list organically, always.

the security fence and at IDF troops and are burning tires, throwing rocks and launching flaming objects with the intention of igniting fires in Israeli territory and harming IDF troops. IDF troops are responding with riot dispersal means and fire, and are operating according to standard operating procedures.”

Get the best of *The New Yorker* in your in-box.

Enter your e-mail

Sign me up

Footage from sites on the Gaza side of the fence confirmed that some of the protesters were hurling rocks and burning sticks at the fence, which serves as a border barrier separating Israel and the Gaza Strip. But the Palestinians, unlike the Israelis, were mostly unarmed, and none of them have successfully crossed the border. Indeed, some of the shooting victims appear to have been a good distance away from it.

Grow your list organically, always.

The image shows a browser window displaying the Godfrey website. The URL is <https://www.godfrey.com/#digitalsummit>. The website header includes the Godfrey logo and navigation links: ABOUT, INDUSTRIES, SERVICES, WORK, INSIGHTS, and CONTACT. The main content area features a large image of a meeting with the text "FINE-TUNED FOR YOUR INDUS" and "Godfrey is a 100% B2B marketing agency. We know exactly you're coming from." A chatbot window is overlaid on the right side of the page, titled "B2-B2". The chatbot message reads: "2019 Preconference Shared with Dropbox [Dropbox icon] Would you also like to have the latest B2B marketing trends, news, tips and articles delivered to your inbox?". Below the message are two buttons: "Yes, I would like to sign up to receive email updates from Godfrey." and "No, I do not want to receive email updates from Godfrey." At the bottom of the chatbot window, it says "Choose an option above..." and has icons for attachments and emojis.

Grow your list organically, always.

Logged in user

With cellphones and emails, it's much easier to inundate a large number of people and to catch one person at a vulnerable moment. In the past, the grifter would have a lot of misses. Now, they don't care if they'll have a thousand misses. All they need is one hit.

You've earned so far over \$200,000 at the table. Few writers make that sort of money. Will you be quitting your day job?

For the next year, yes. But I'm never going to stop being a writer. Why can't I do both? I love poker. Why would I stop?

Sign up for Science Times

We'll bring you stories that capture the wonders of the human body, nature and the cosmos.

[Sign Up](#)

Logged out user

money. Will you be quitting your day job?

For the next year, yes. But I'm never going to stop being a writer. Why can't I do both? I love poker. Why would I stop?



Sign up for Science Times

We'll bring you stories that capture the wonders of the human body, nature and the cosmos.

You will receive emails containing news content, updates, and promotions from The New York Times. You may opt-out at any time.

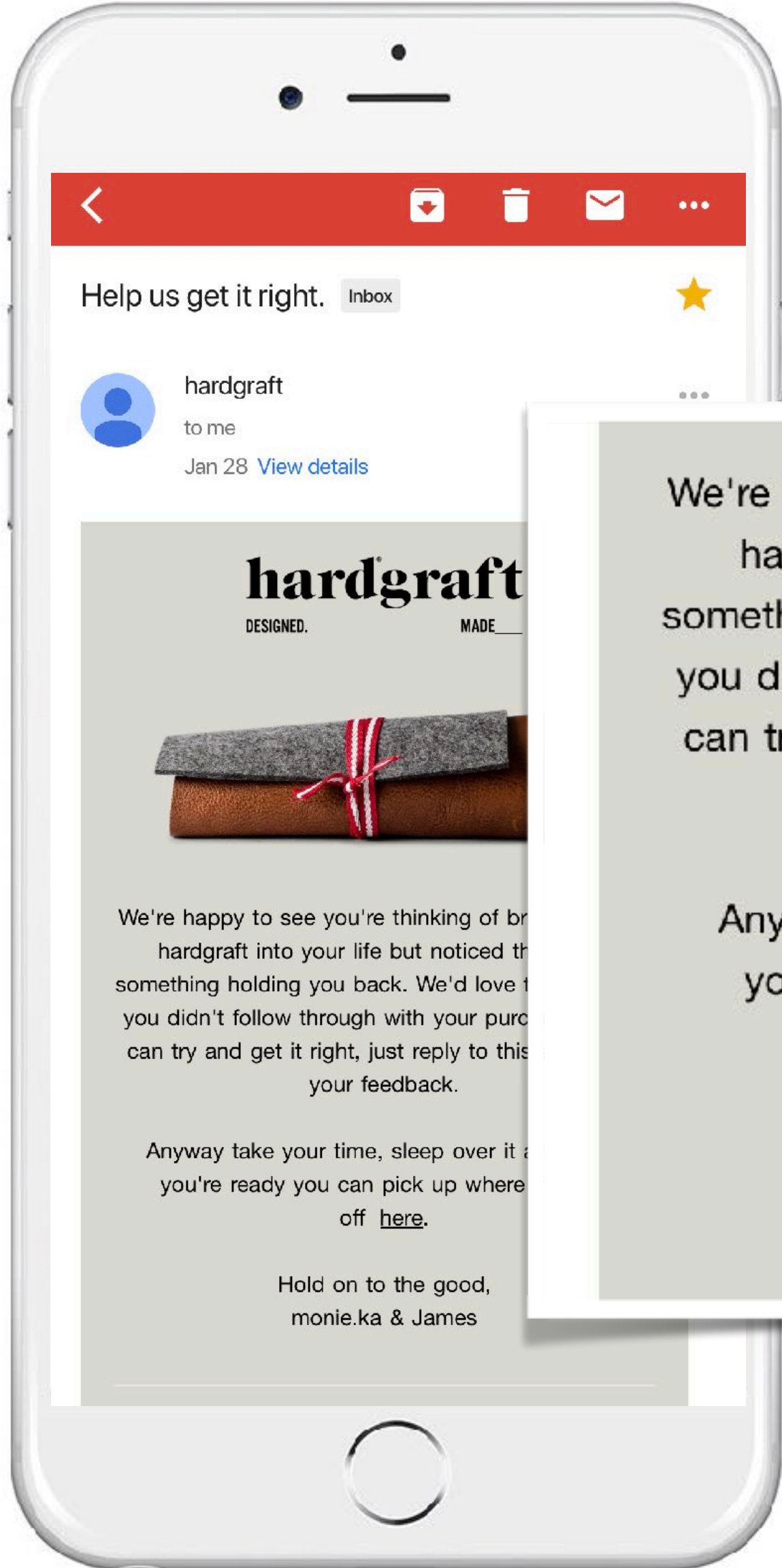
protected by reCAPTCHA
[Privacy](#) [Terms](#)



[Sign Up](#)

[MANAGE EMAIL PREFERENCES](#) | [OPT OUT OR CONTACT US ANYTIME](#) | [PRIVACY POLICY](#)

Speak like a human.

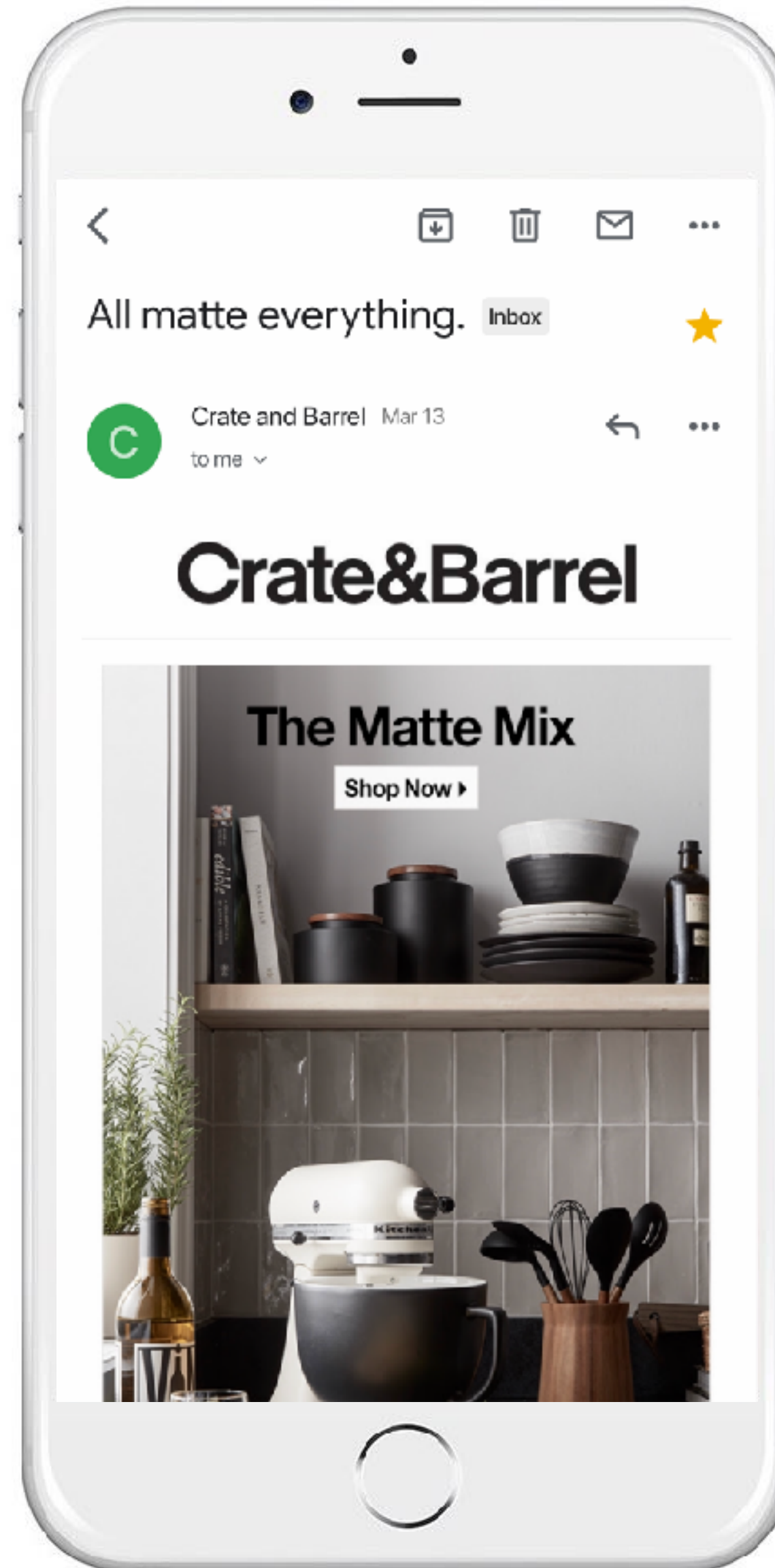


We're happy to see you're thinking of bringing some hardgraft into your life but noticed there was something holding you back. We'd love to know why you didn't follow through with your purchase so we can try and get it right, just reply to this email with your feedback.

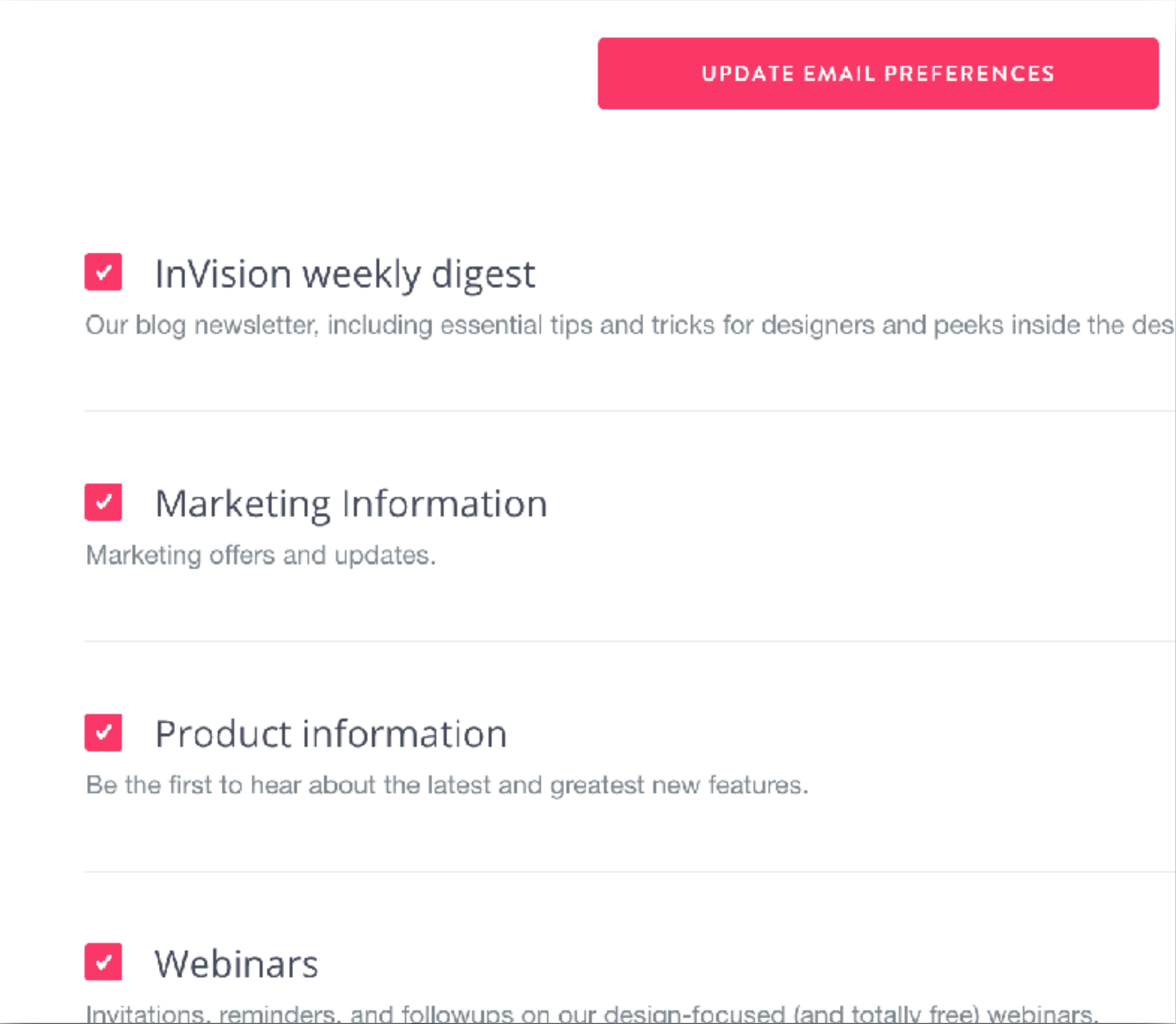
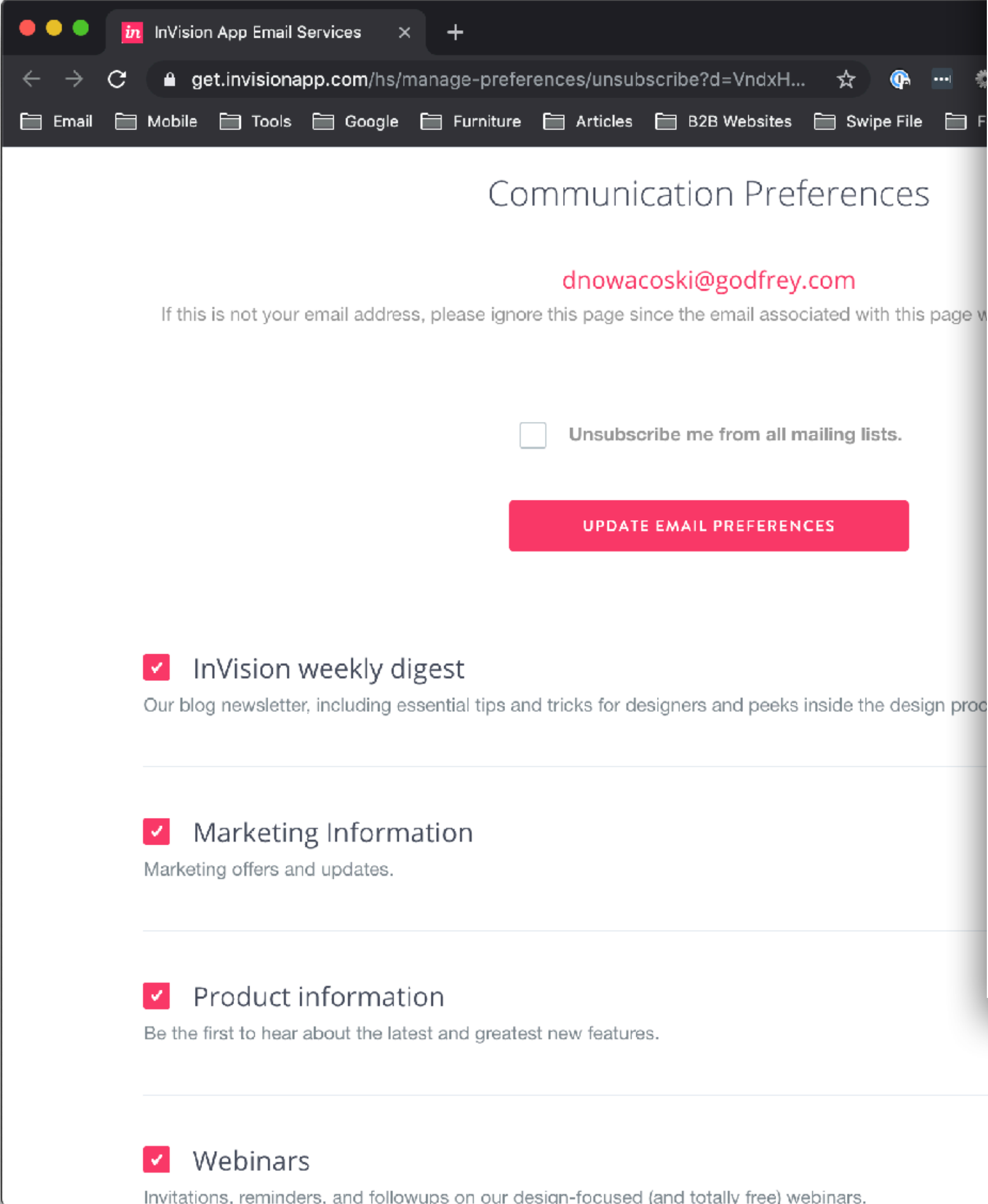
Anyway take your time, sleep over it and when you're ready you can pick up where you left off [here](#).

Hold on to the good,
monie.ka & James

Respect time.

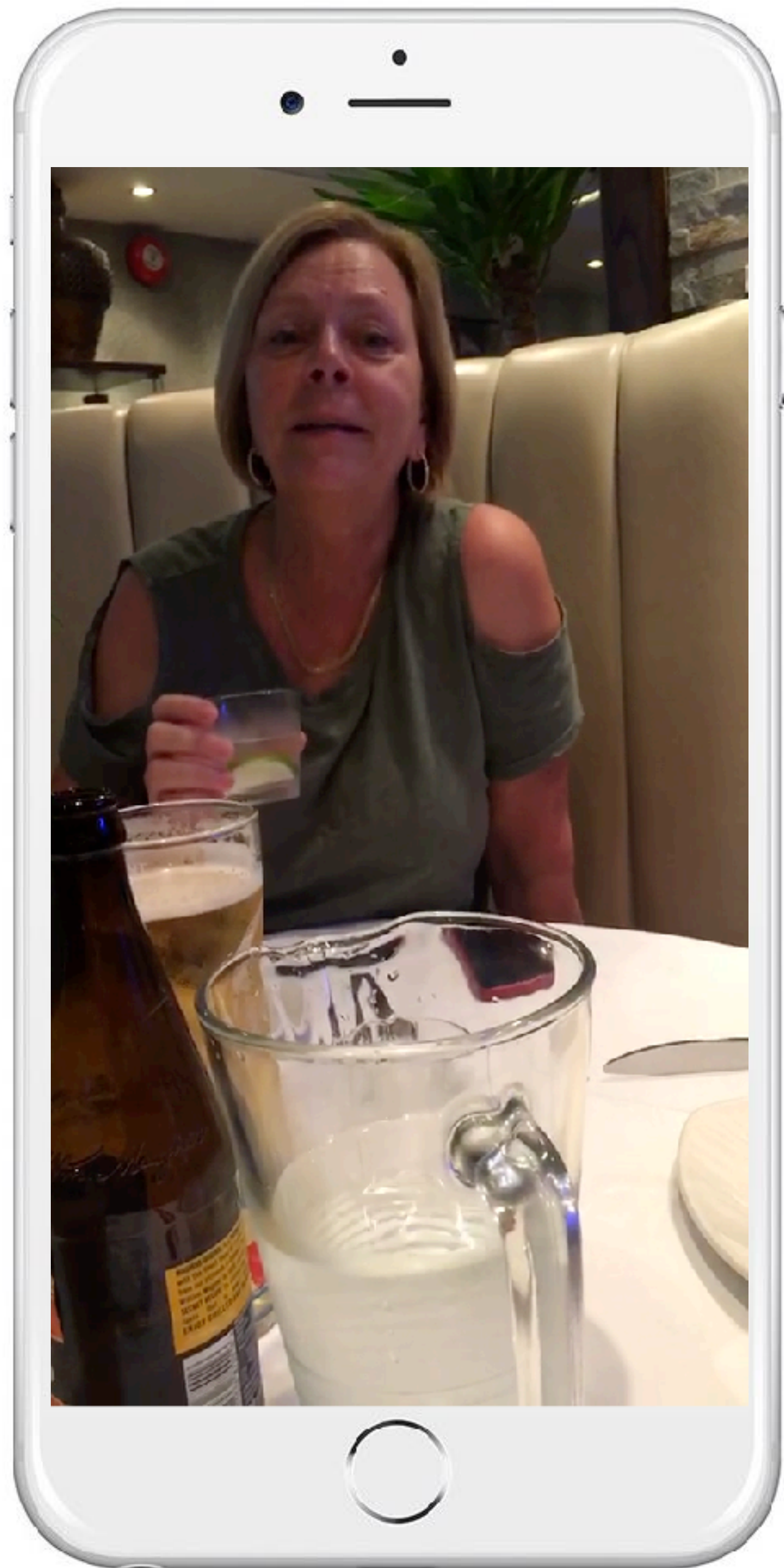


Content preferences, FTW.



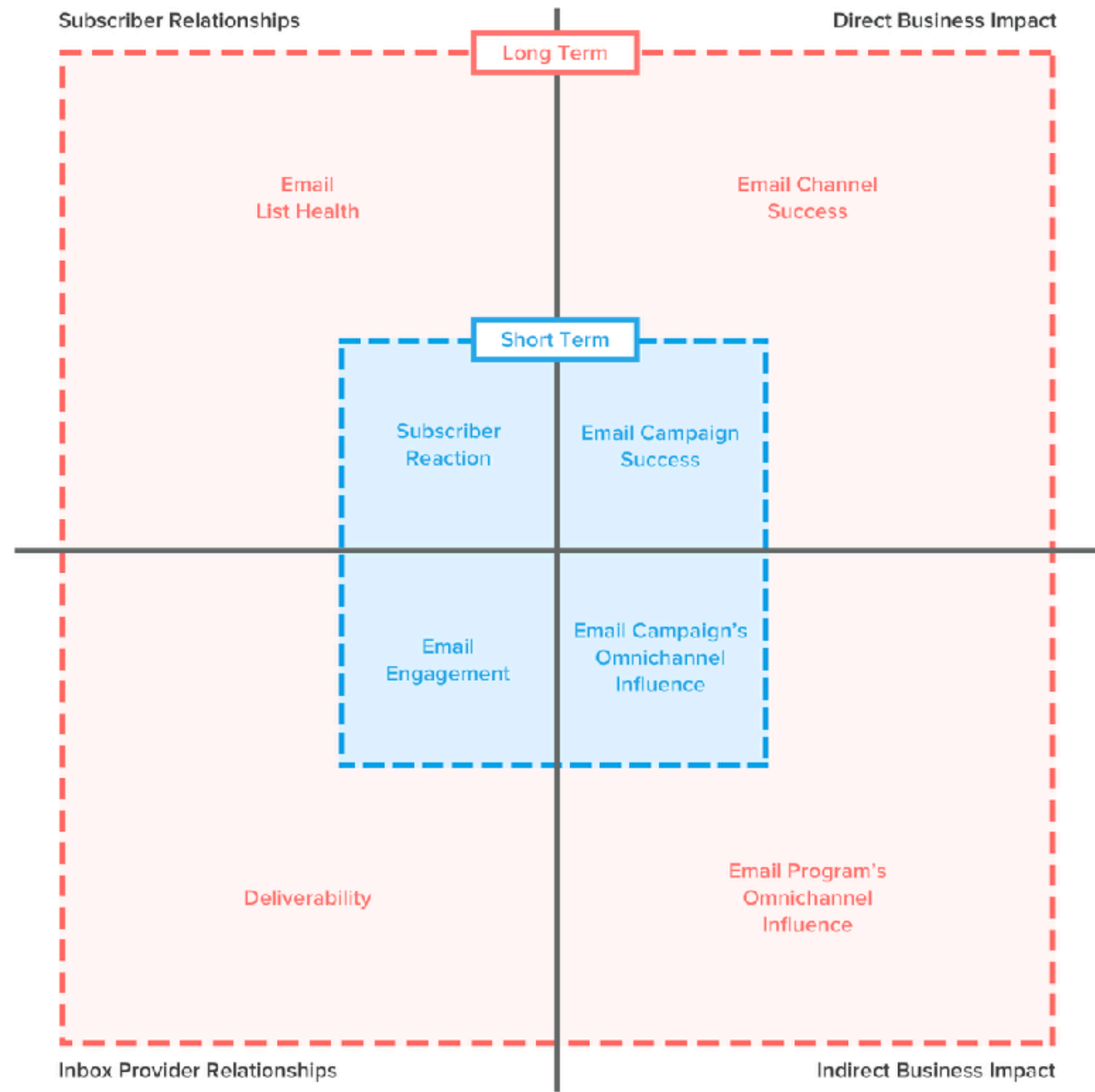
Be kind.

Empathy is required, even in the Inbox.



Consistency above all, darling.

Measure all ways and always.



Direct Business Impact

Long Term

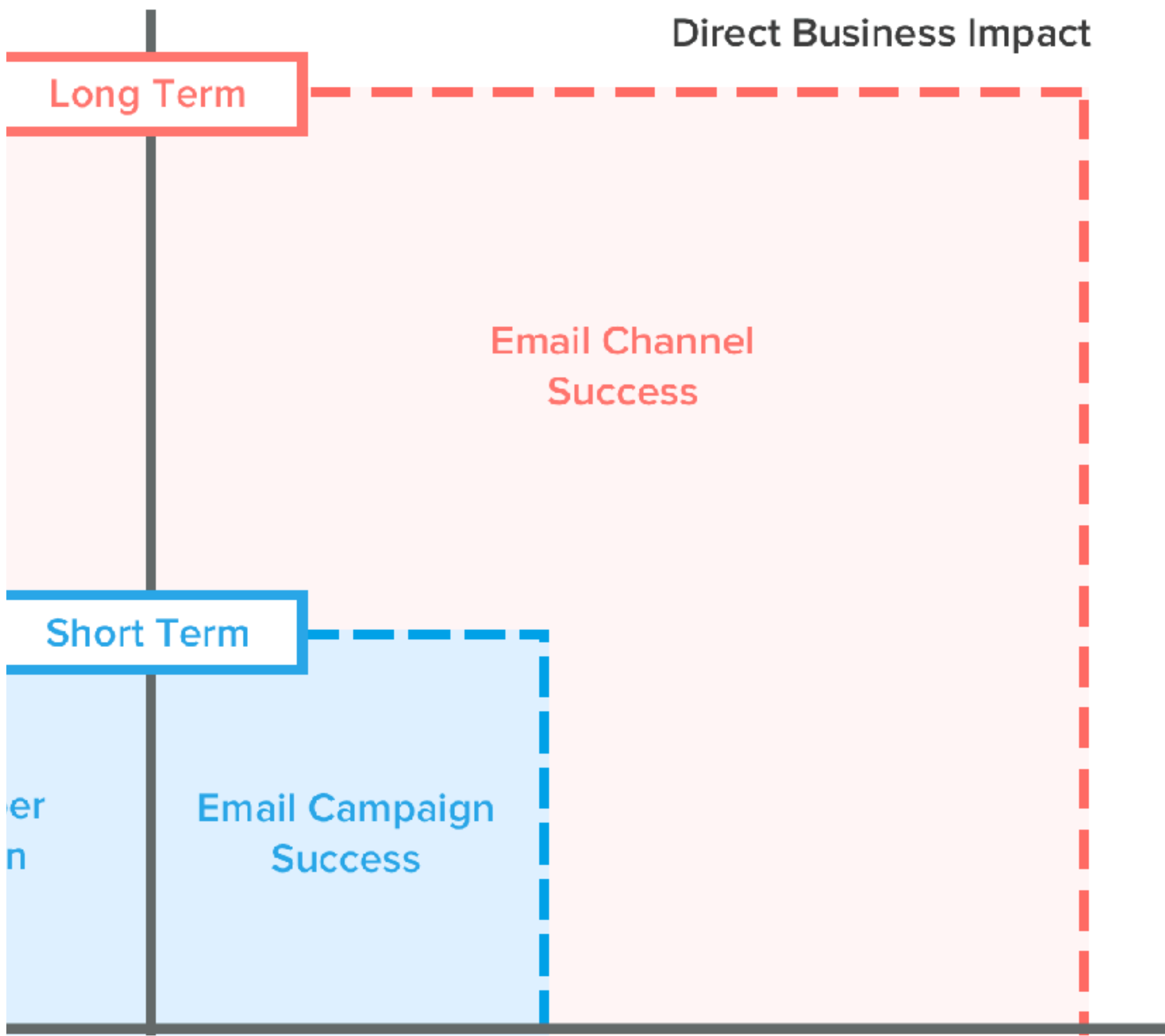
Email Channel
Success

Short Term

Email Campaign
Success

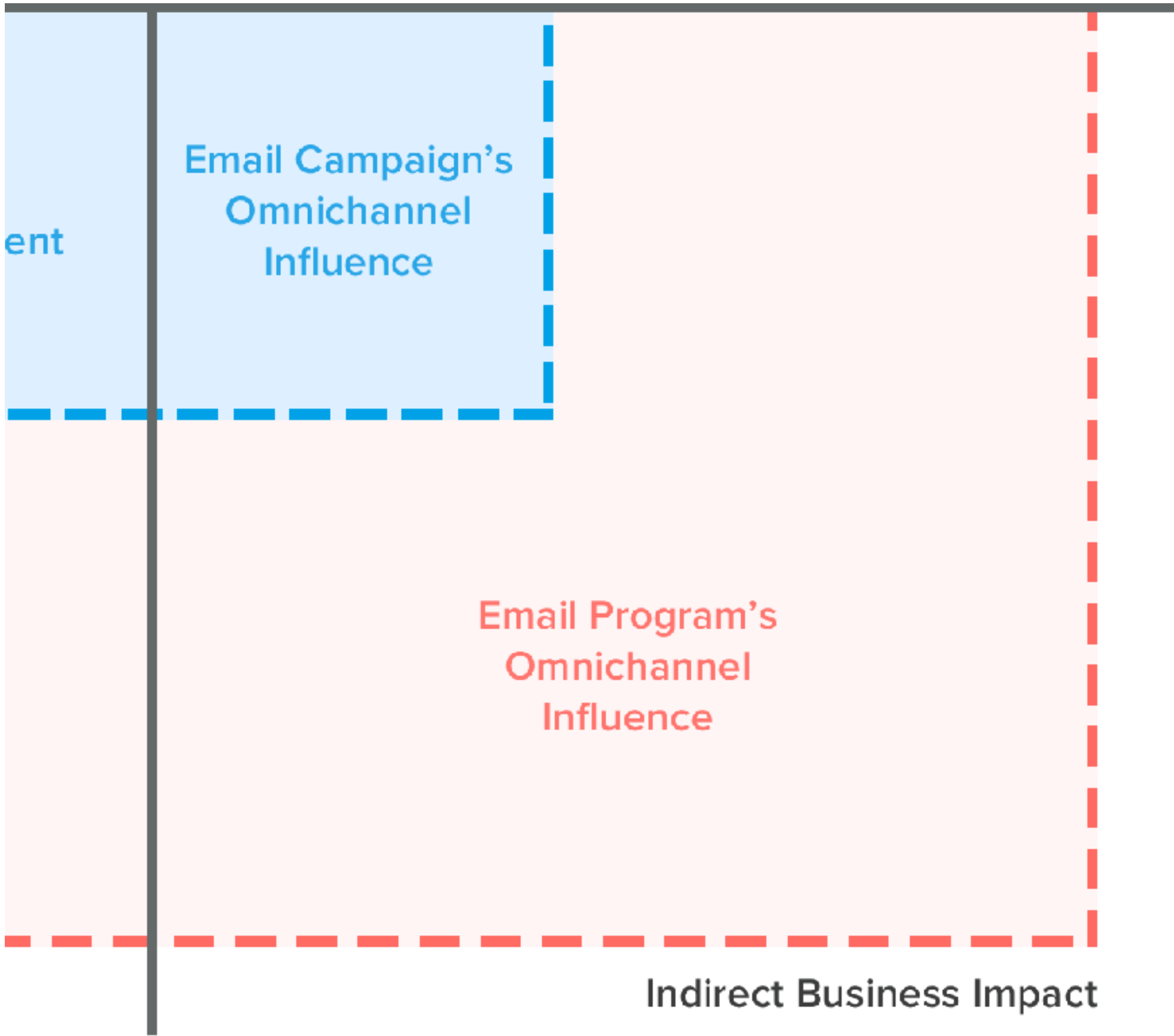
Email Campaign Success

- Clicks & click rate
- Duration of engagement
- Post-click behavior (browsing, carting, etc.)
- Conversions & conversion rate
- Email campaign revenue & profit
- Lead generation



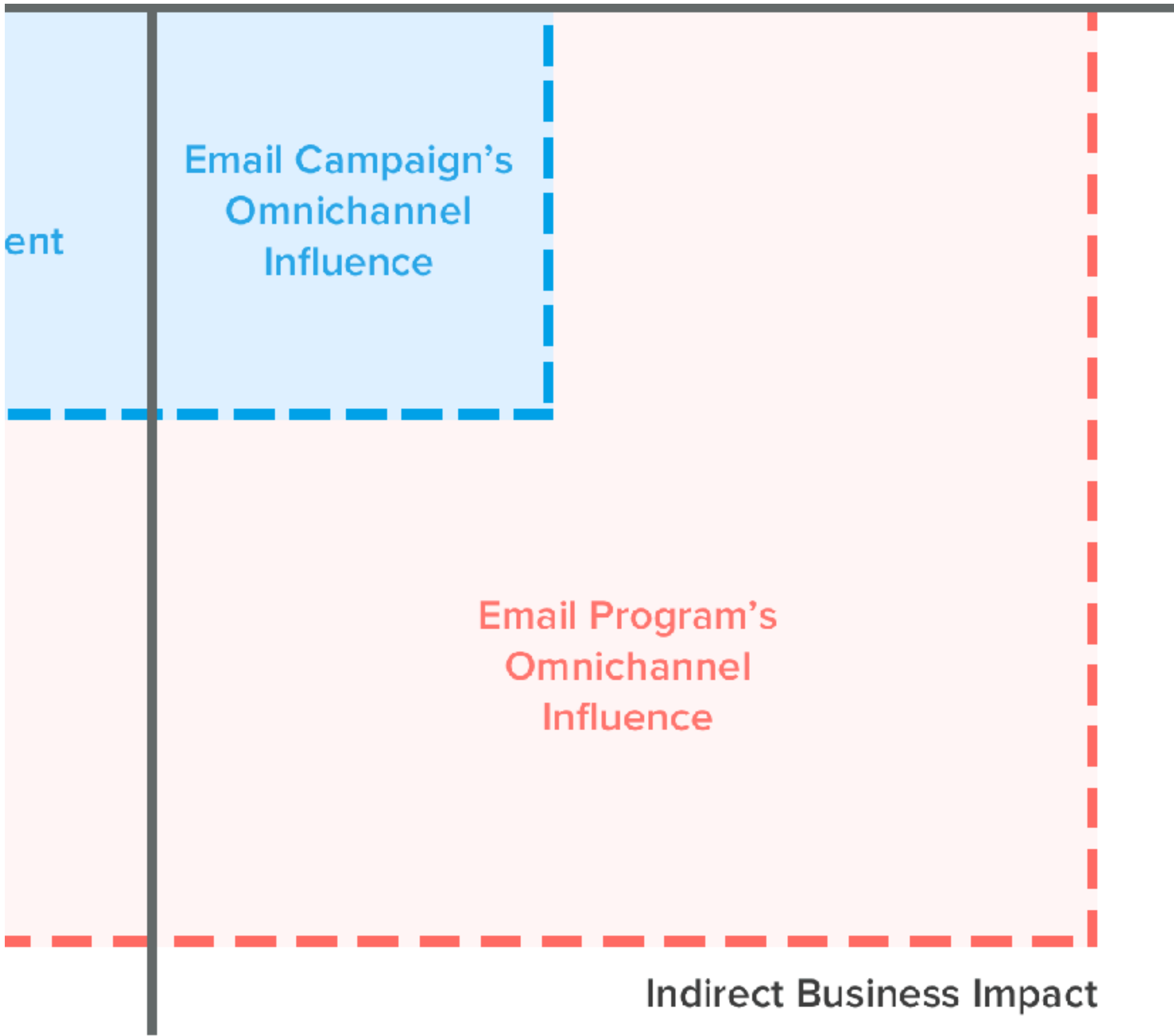
Email Channel Success

- Email program revenue & profit
- Email revenue per email or subscriber
- Subscriber lifetime value
- Subscriber RFM (recency, frequency, monetary)
- Email marketing ROI
- Lead pipeline impact



Email Campaign Omnichannel Influence

- Web traffic & sales
- Mobile app activity
- Store traffic & sales
- Social media activity
- Direct mail effectiveness
- Call center volume



Email Program's Omnichannel Influence

- Web traffic & sales
- Mobile app activity
- Store traffic & sales
- Social media activity
- Direct mail effectiveness
- Call center volume
- Customer lifetime value of subscribers vs. non-subscribers
- Customer RFM (recency, frequency, monetary) of subscribers vs. non-subscribers

Hypothesis, always.

Don't test without making an educated guess.

Test automated/operational emails.

74% of companies don't.

Focus on tests that move your needle.
Your needle, your tests.

Test similar and different audience segments .

Different strokes for different folks.

Test your active subscriber segment.

Actives are different than the sidelines.

Share results, everywhere.

Your tests can impact other channels.

Consistency above all, darling.

Measure all ways and always.

Let's recap.
How does Mum do email?

Be bloody brilliant.

Build ~~better~~ the best emails.

Be bloody brilliant.

Build ~~better~~ the best emails.

It's always the little things, my love.

Personalization matters.

Be bloody brilliant.

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Personalization matters.

Be kind.

Empathy is required, even in the Inbox.

Consistency above all, darling.

Measure all ways and always.

She's the best.



Thank you, #amawm!
Say hello @michaeljbarber

MarketingProfs



Imagine What's Possible

Ask me *anything* at the post-presentation huddle!



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#mpb2b