

# BLOODY HELL!

## The Convergence of Content, Email, and My British Mum

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

Michael Barber

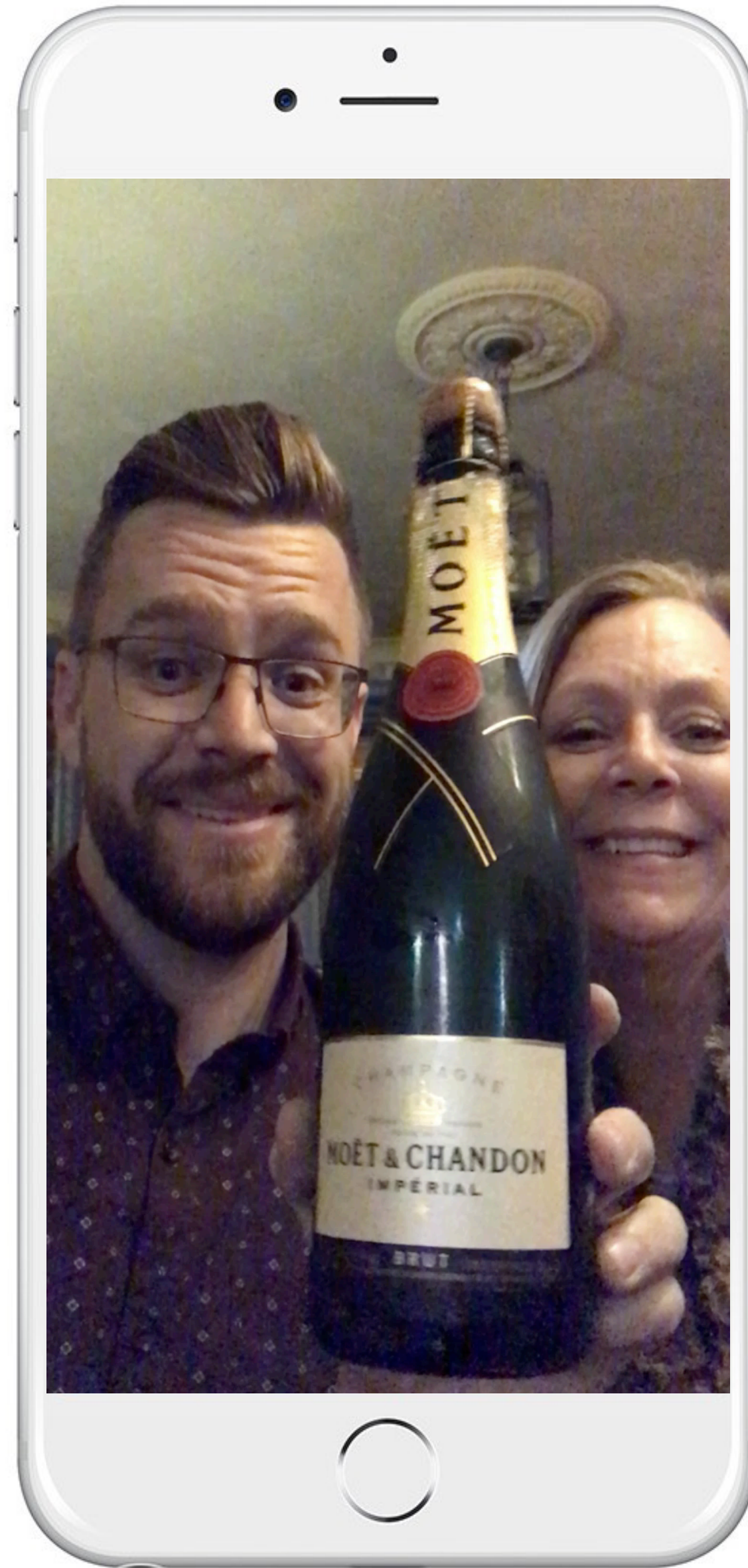
*SVP, Chief Creative Officer, Godfrey*

@michaeljbarber

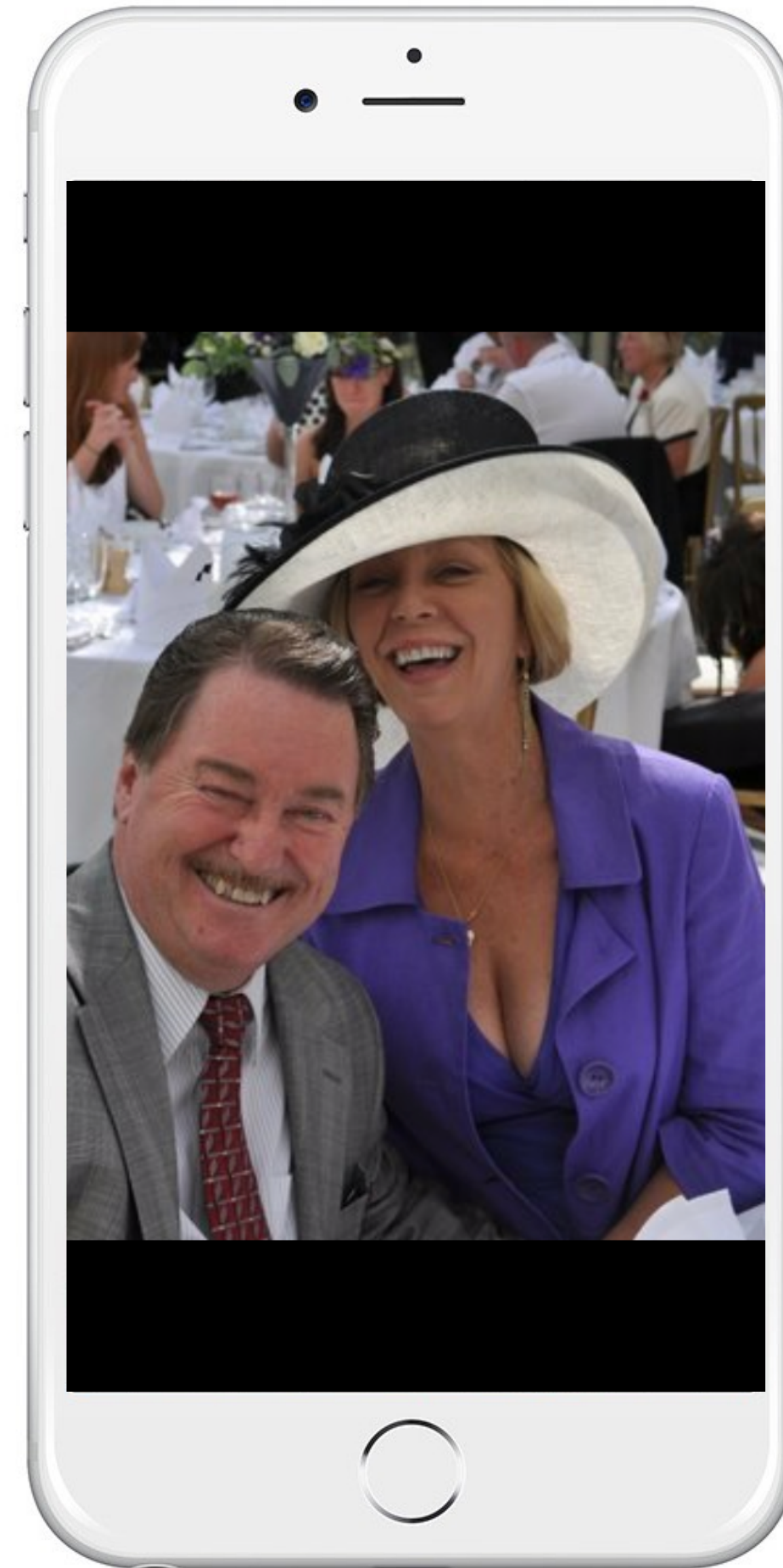
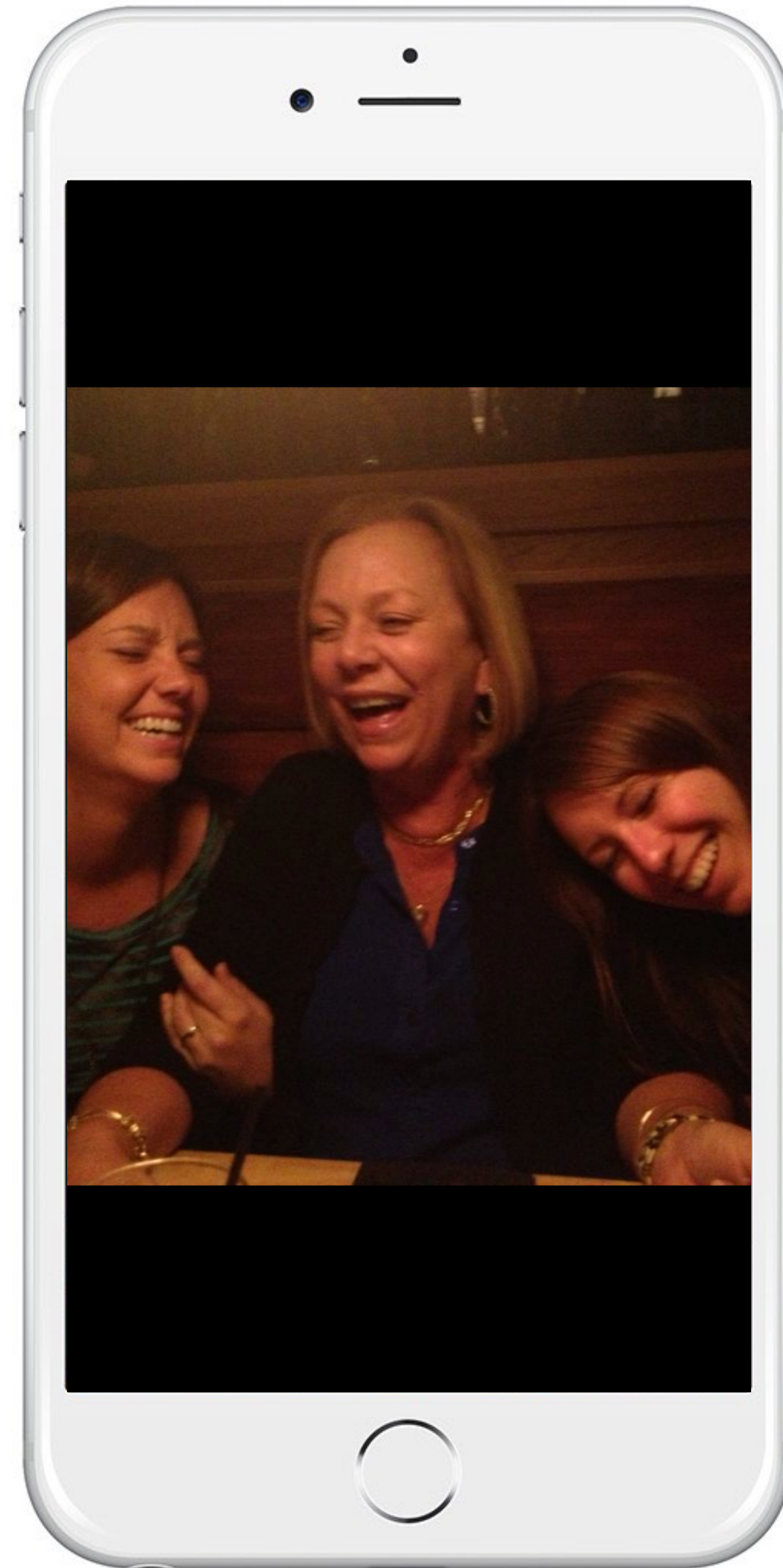




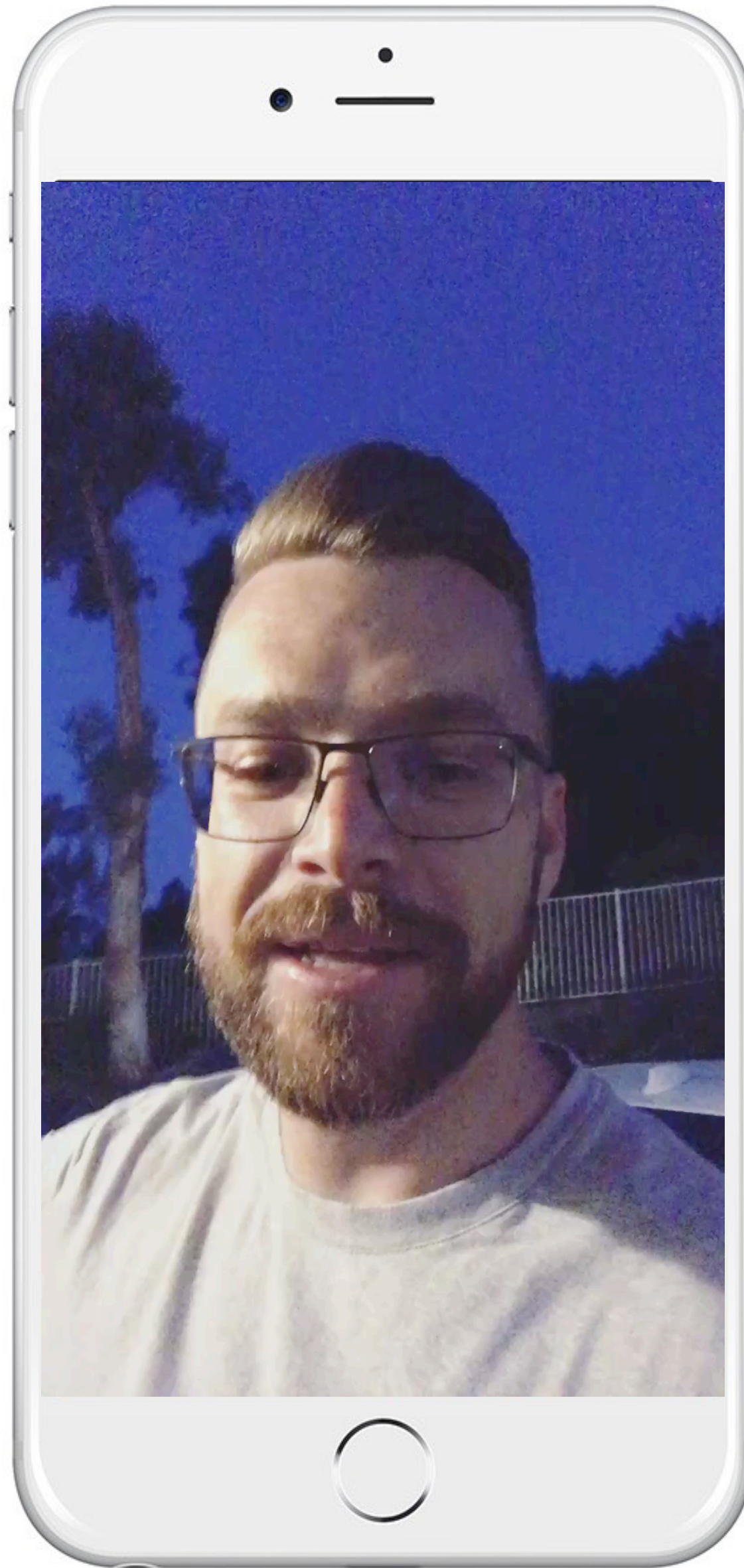




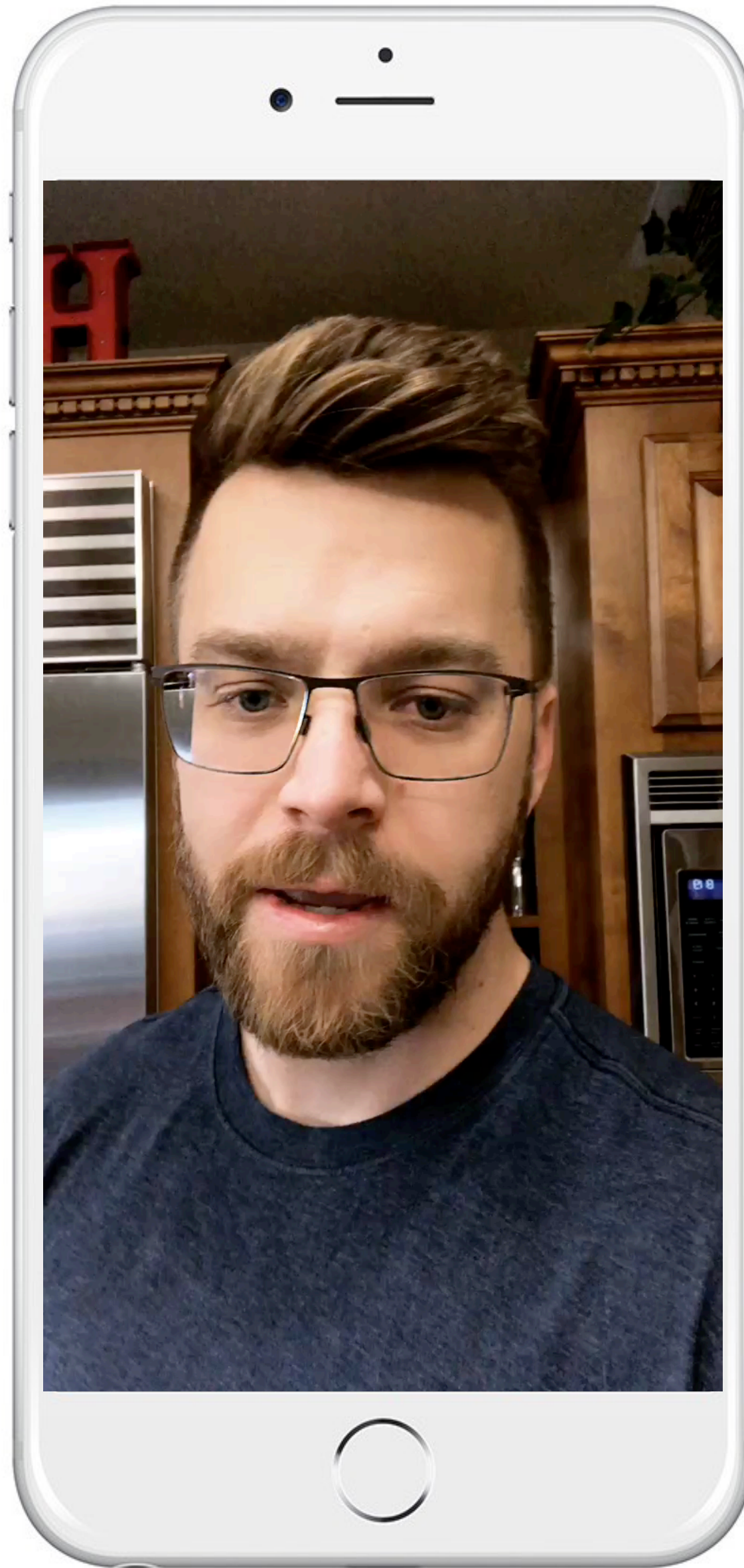




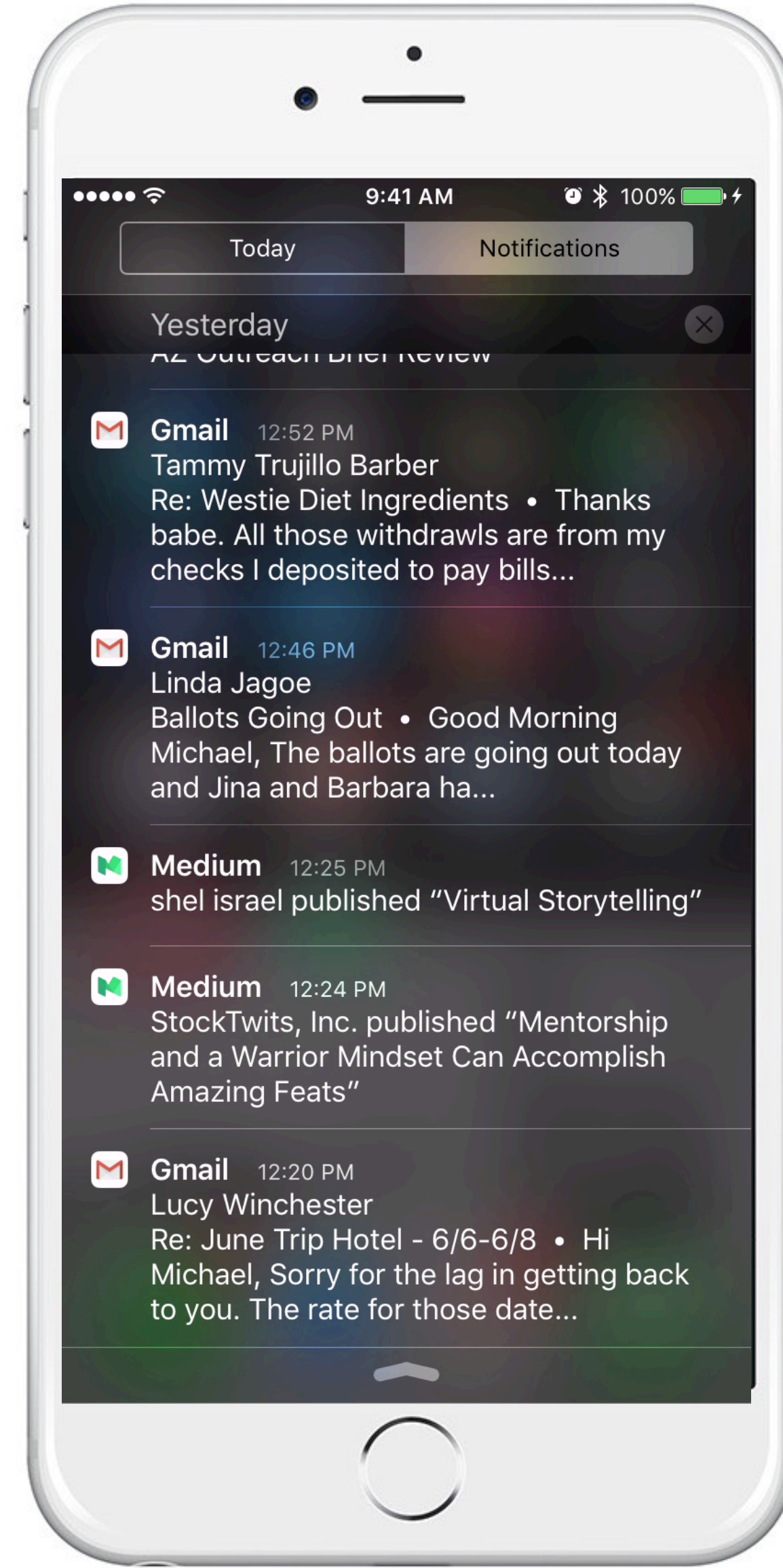
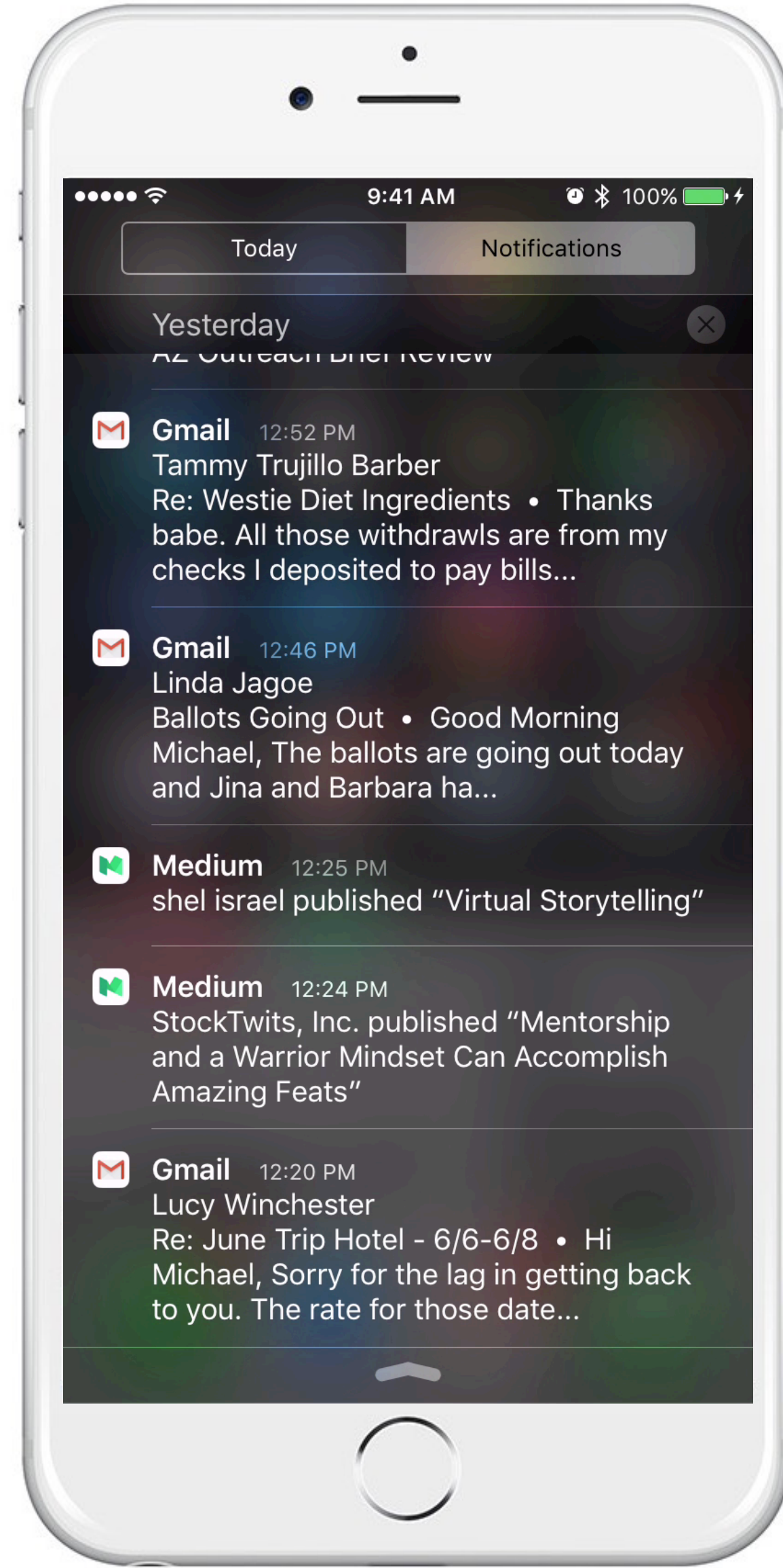
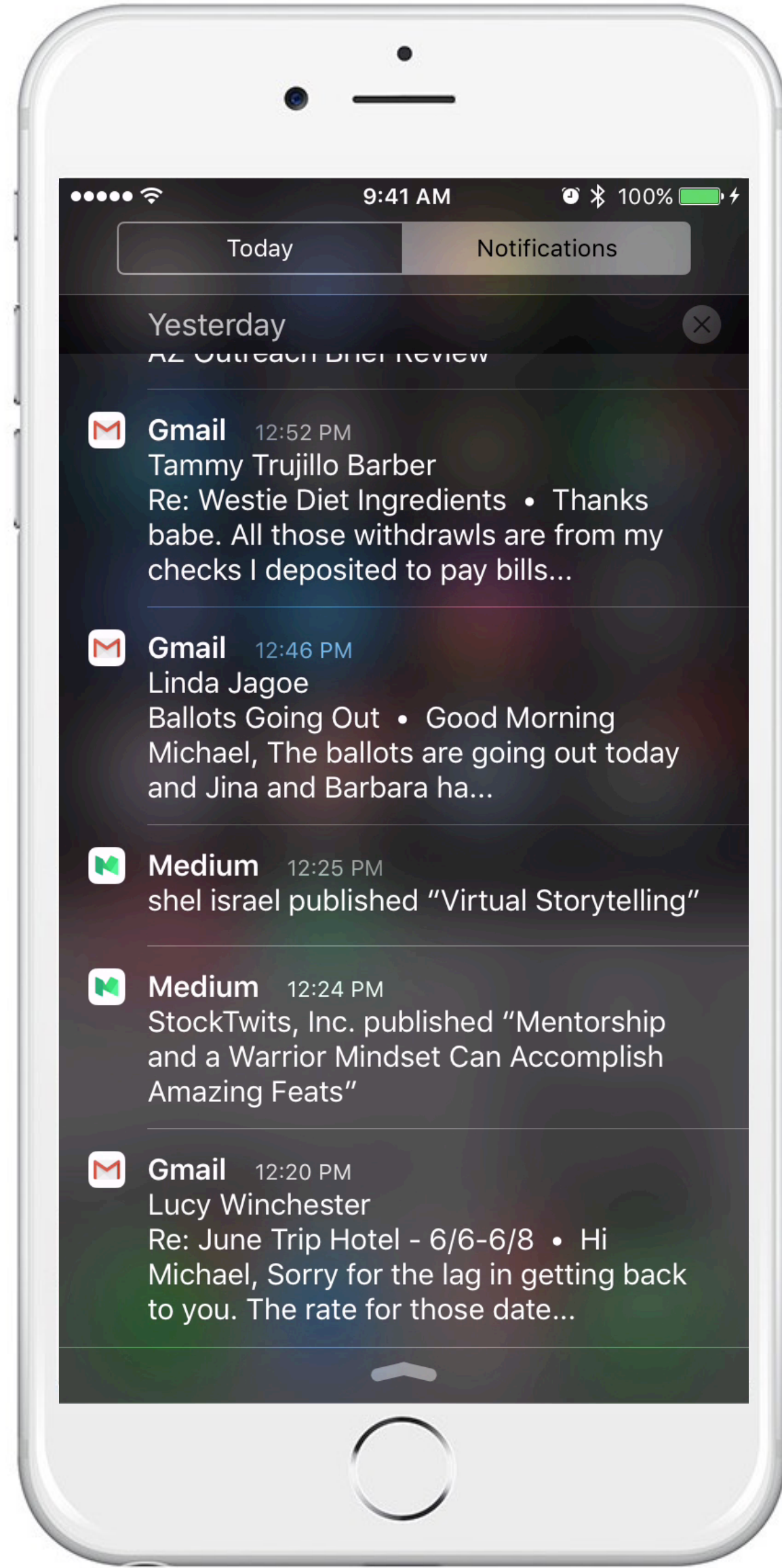
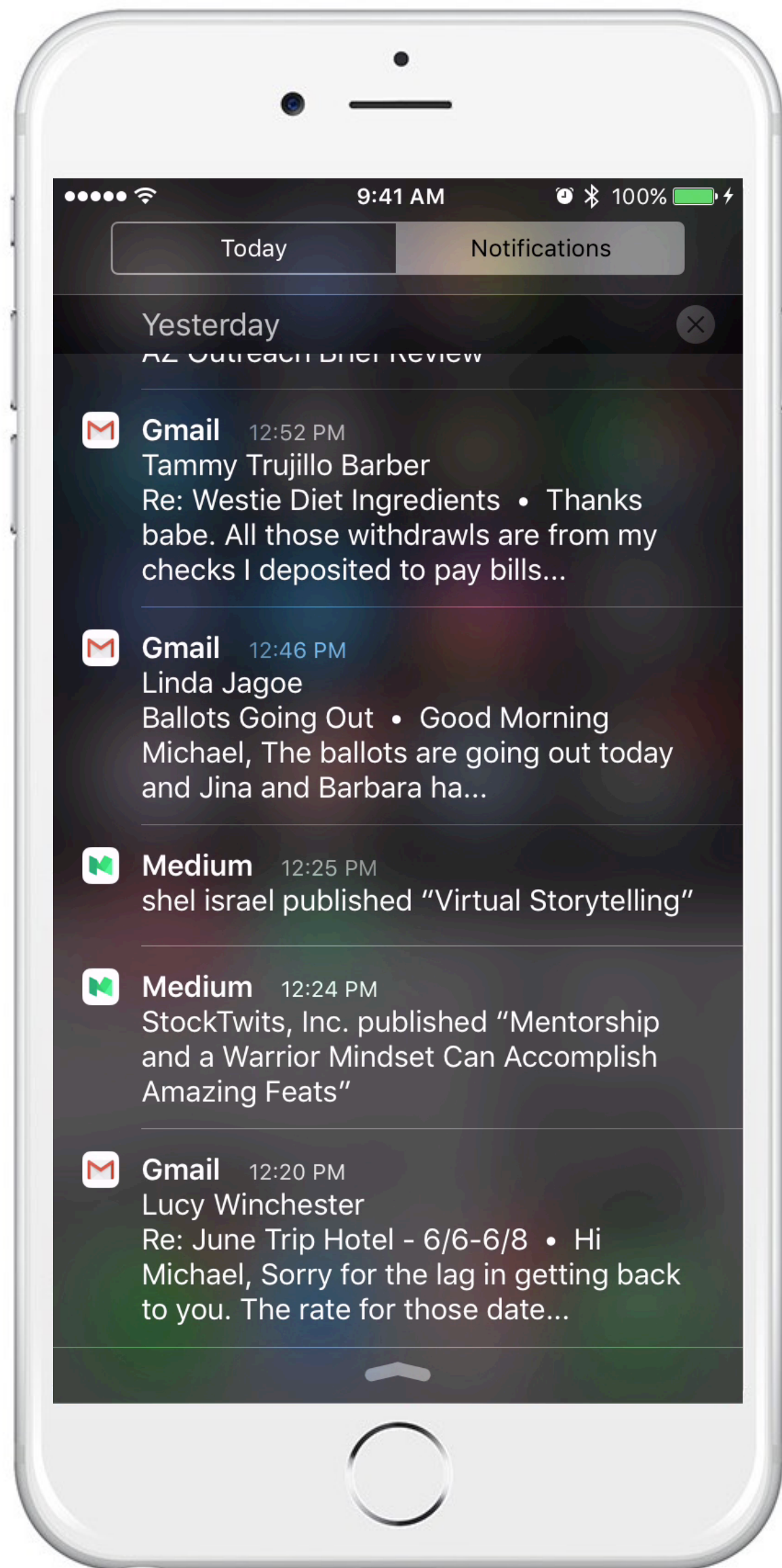






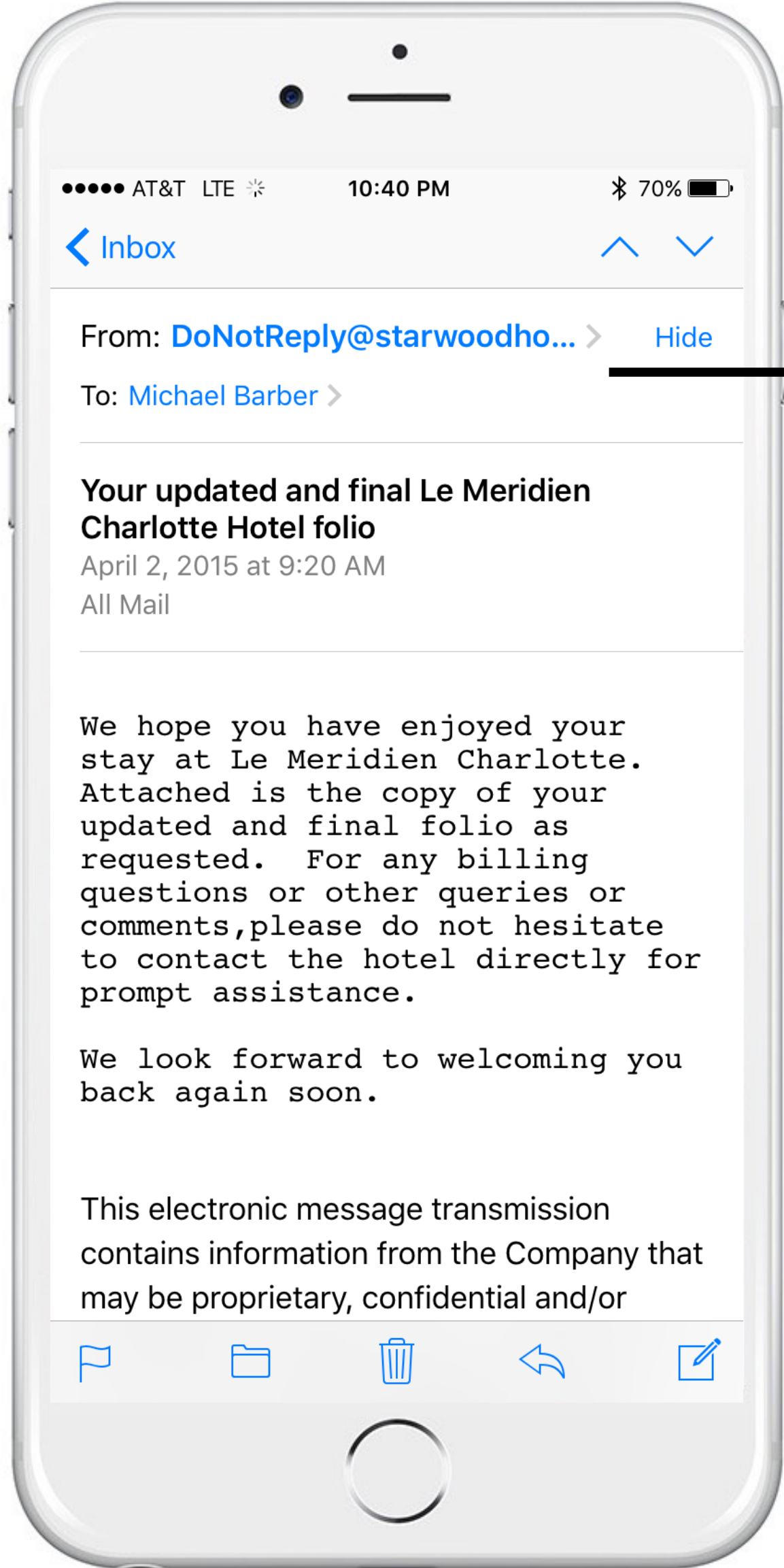








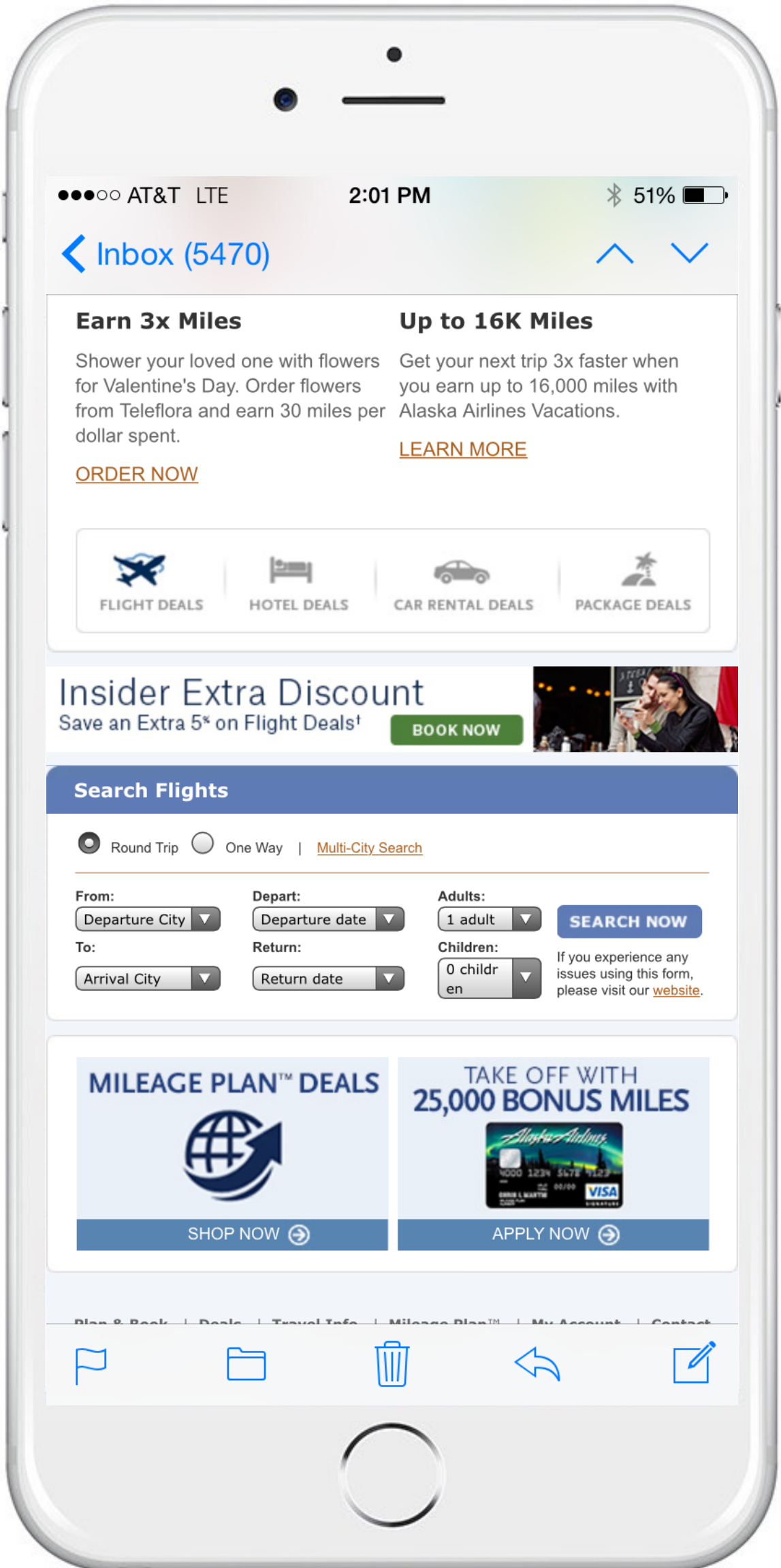
# We Don't Want to Talk to You



From: [DoNotReply@starwoodho...](mailto:DoNotReply@starwoodho...) > Hide

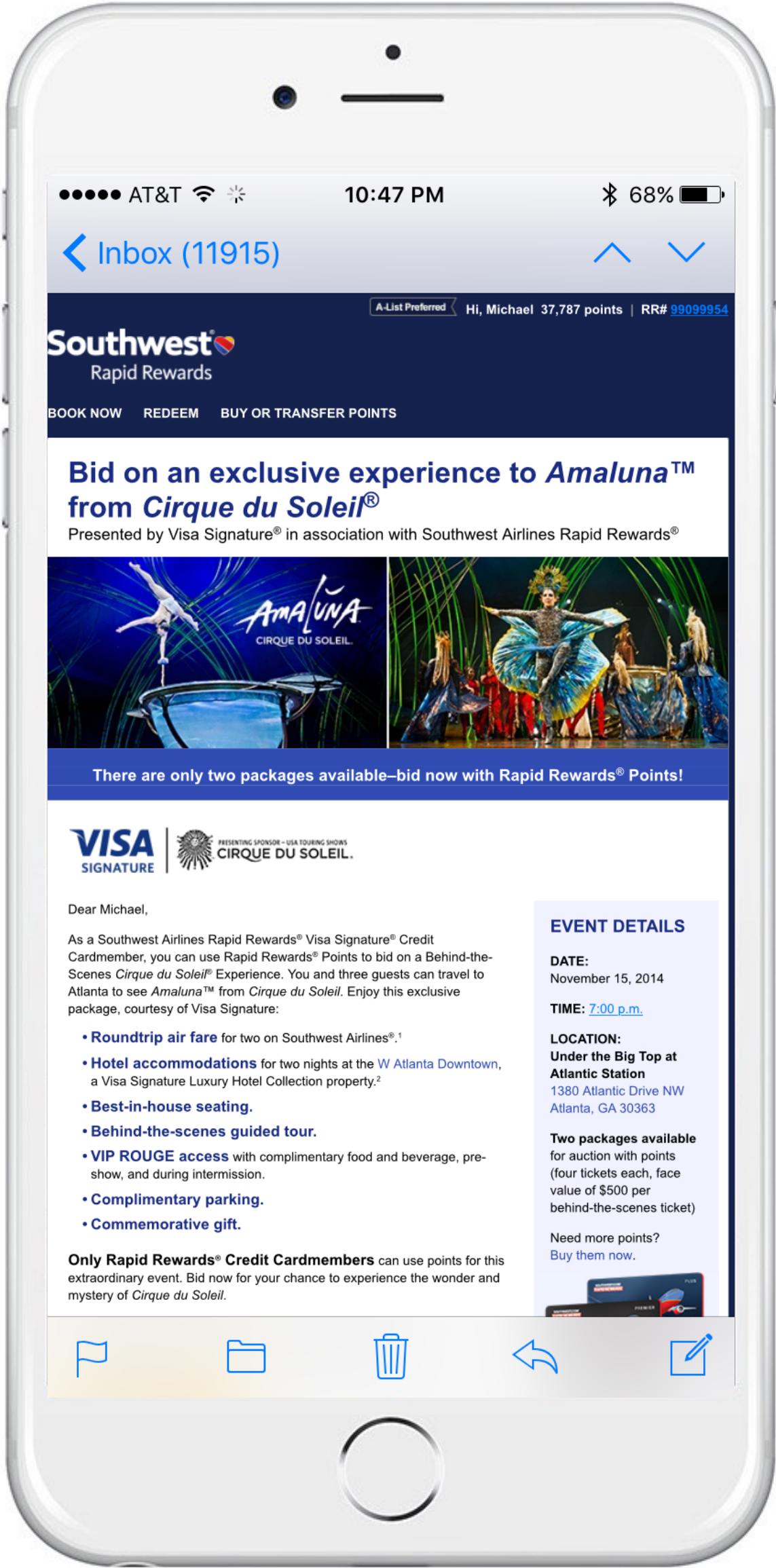


# Can You Read This?



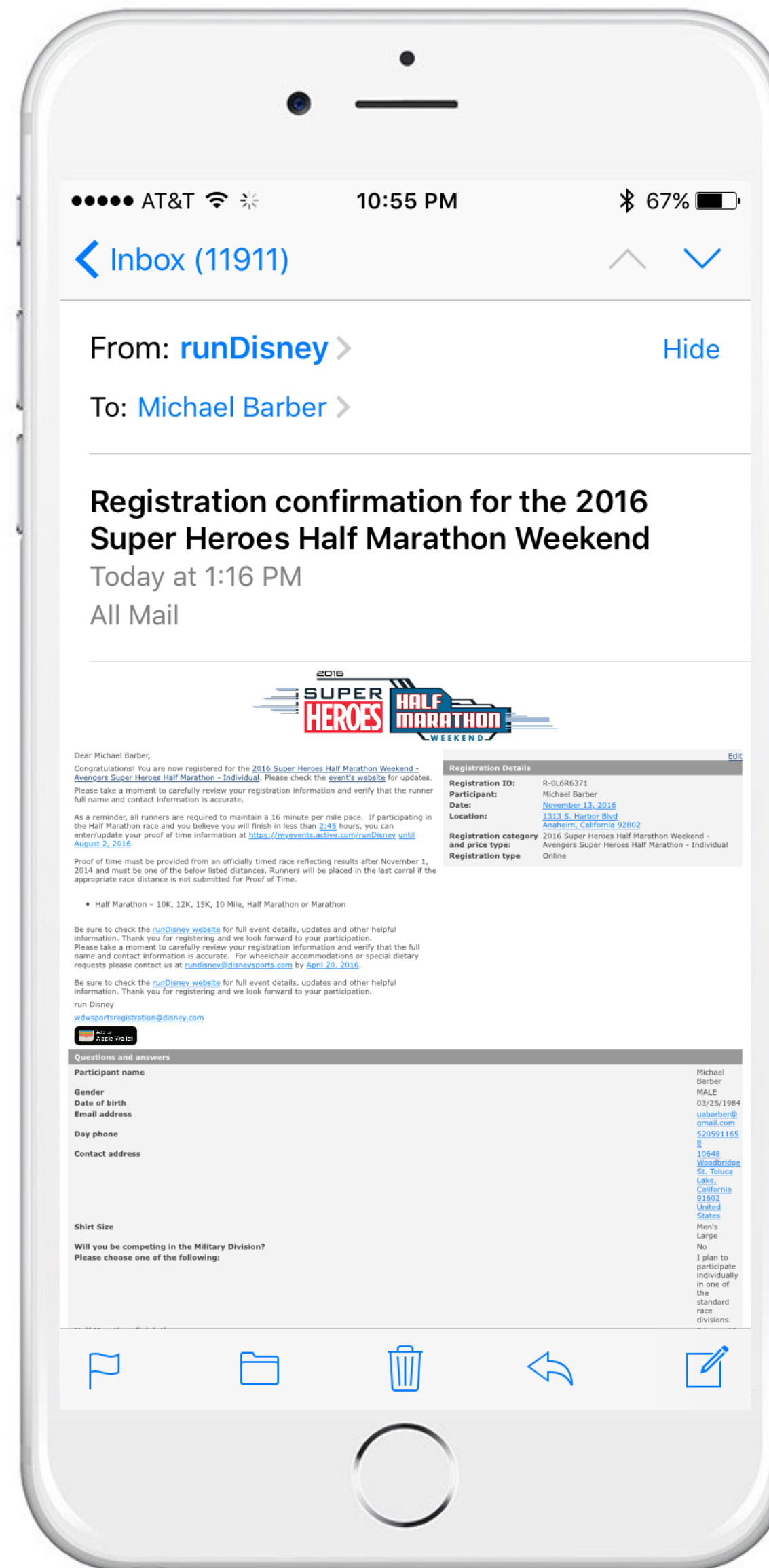


# Yeah, Neither Can I



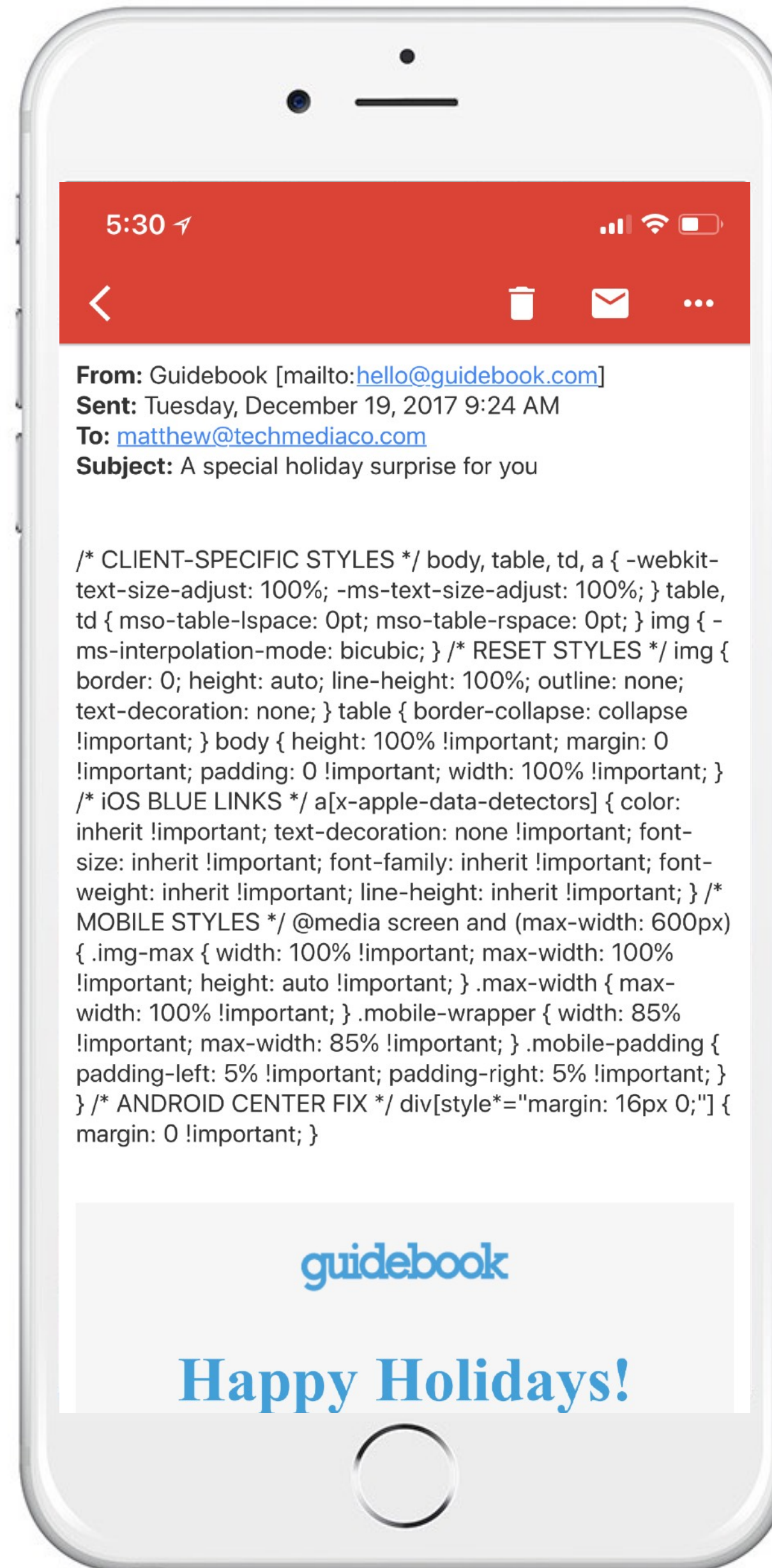


# I Mean, Come On...



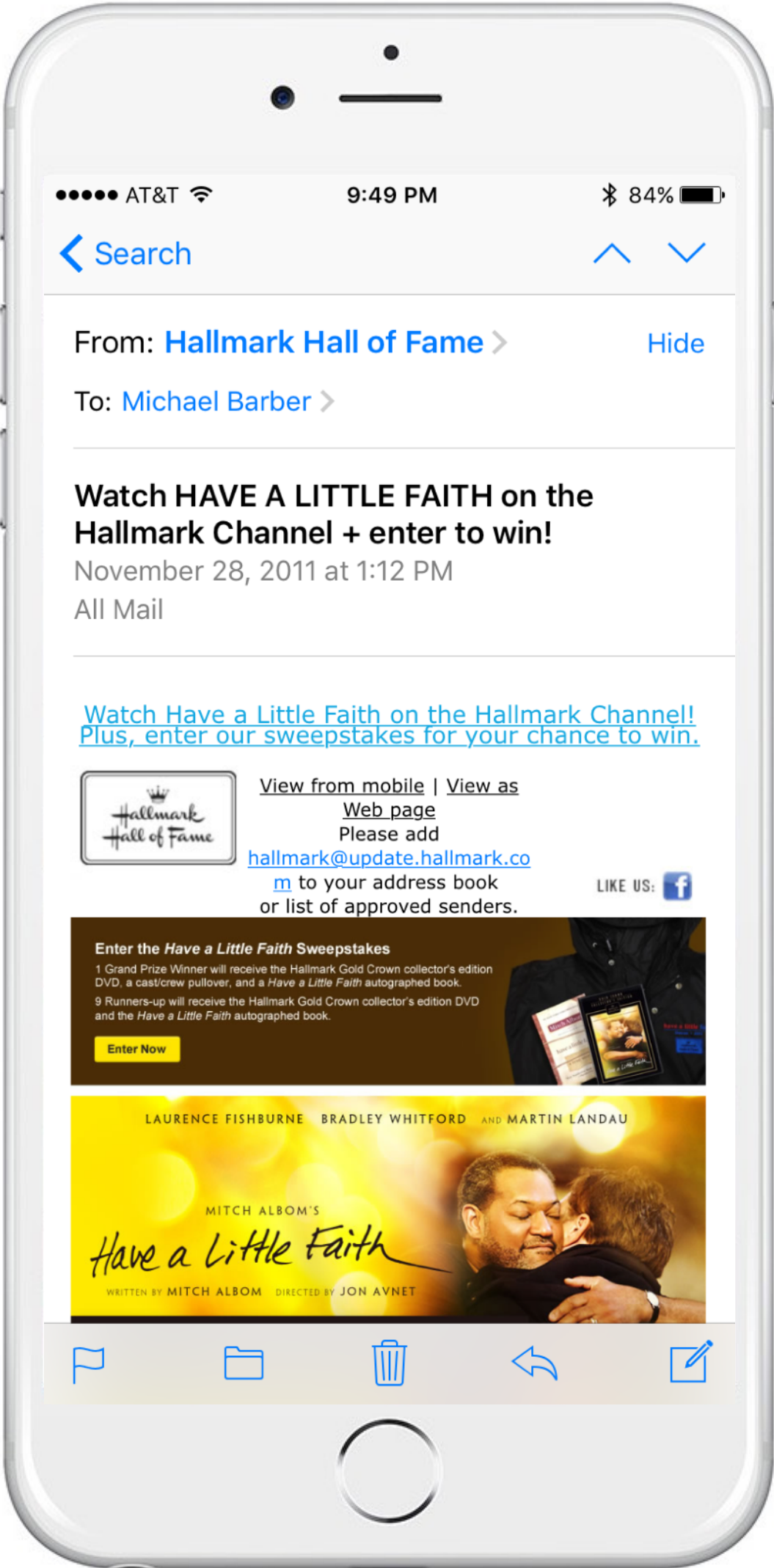


# Nailed It





# You Just Used Half the Screen



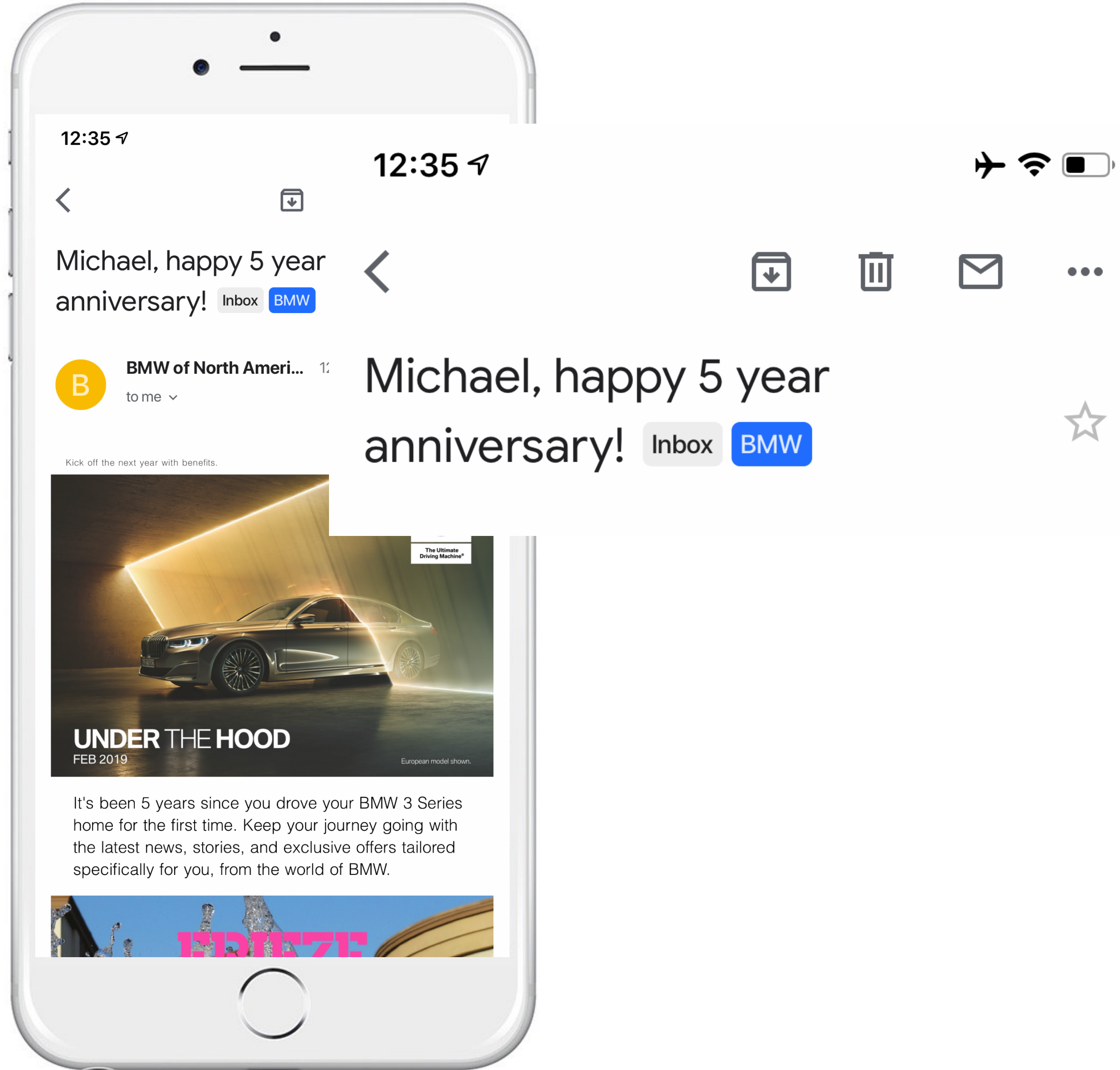


# Sharing Testing Is Caring



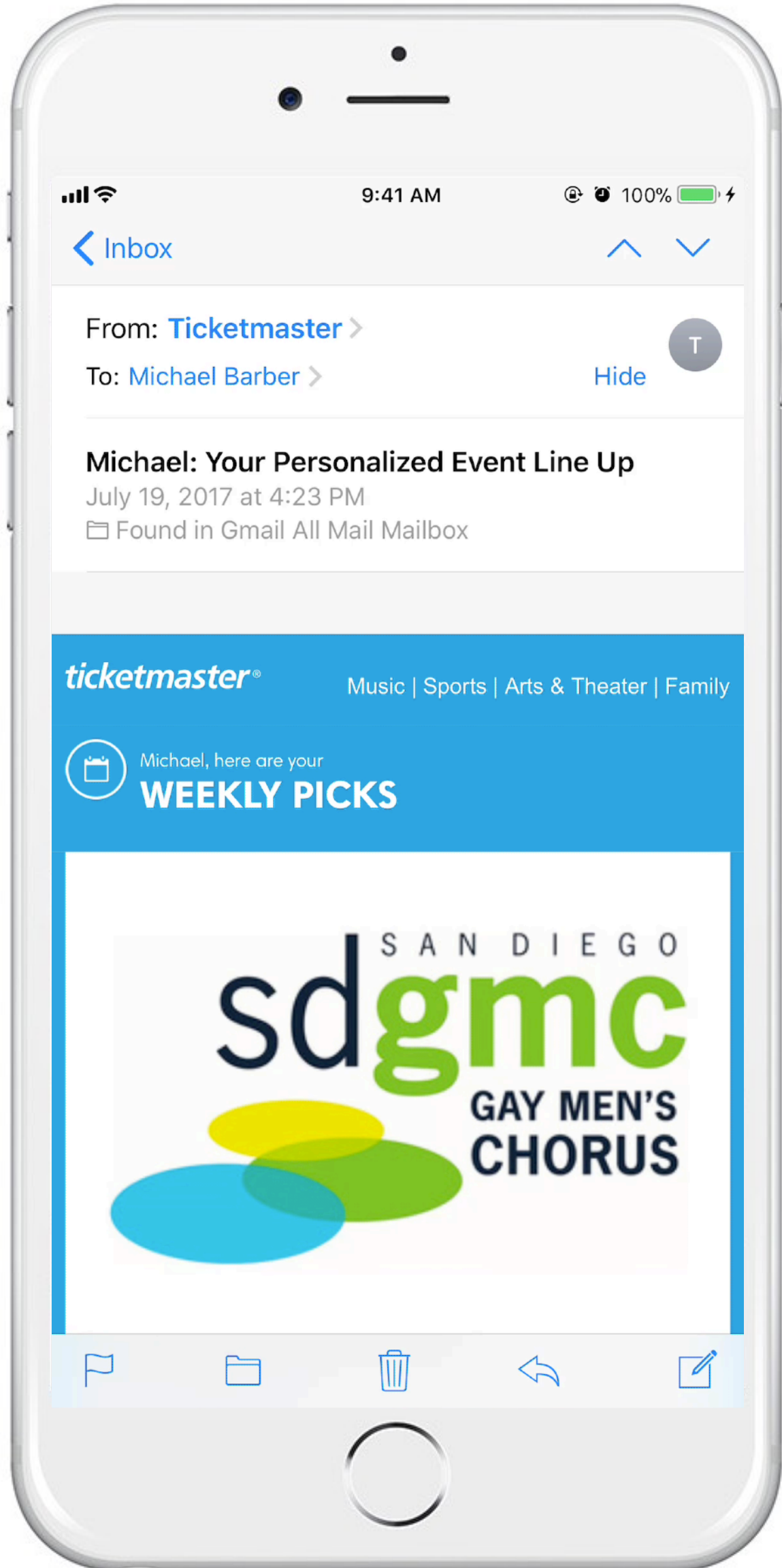


# Haven't Had This Car for 6 Months



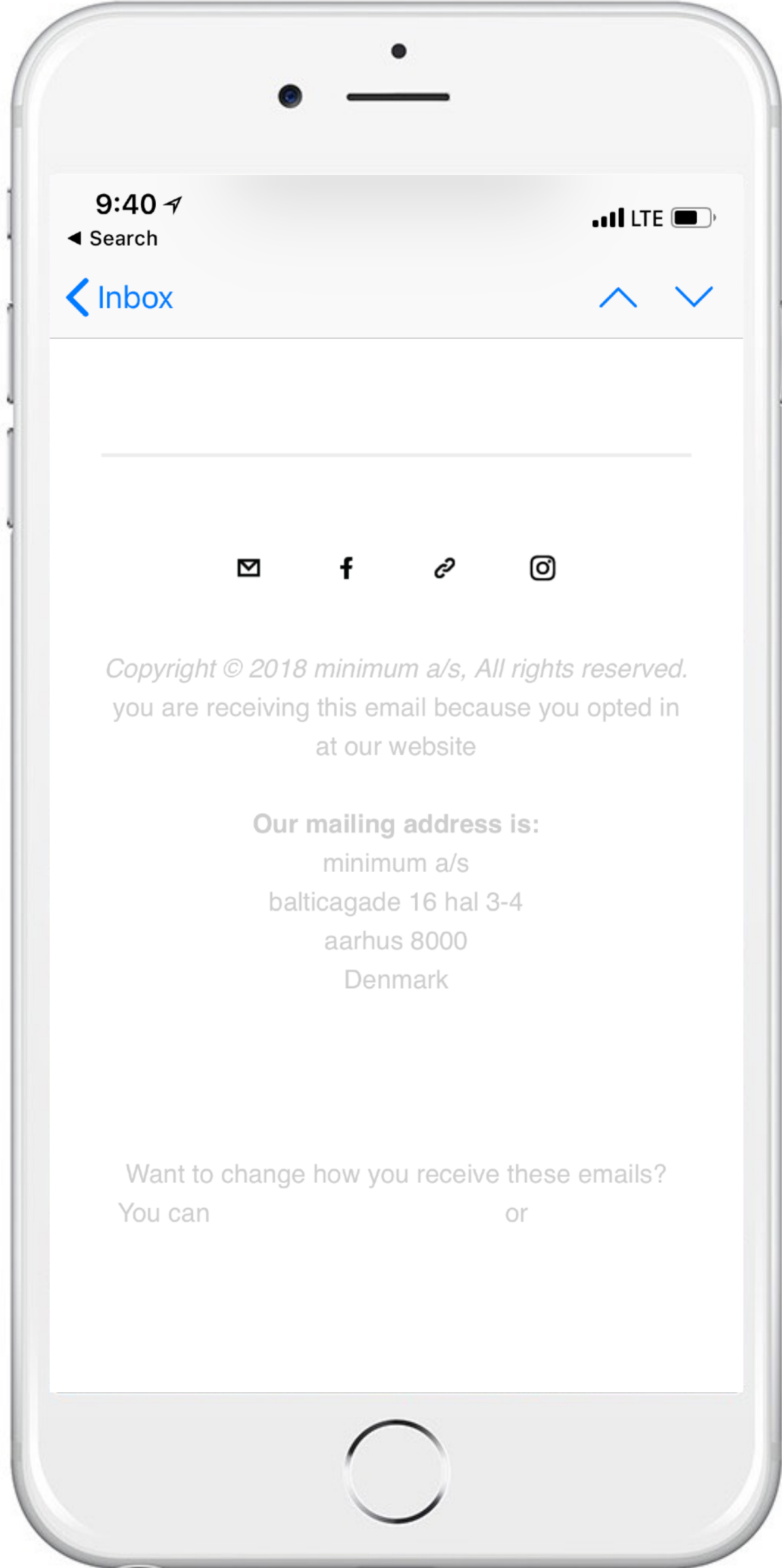


# #CREEPY



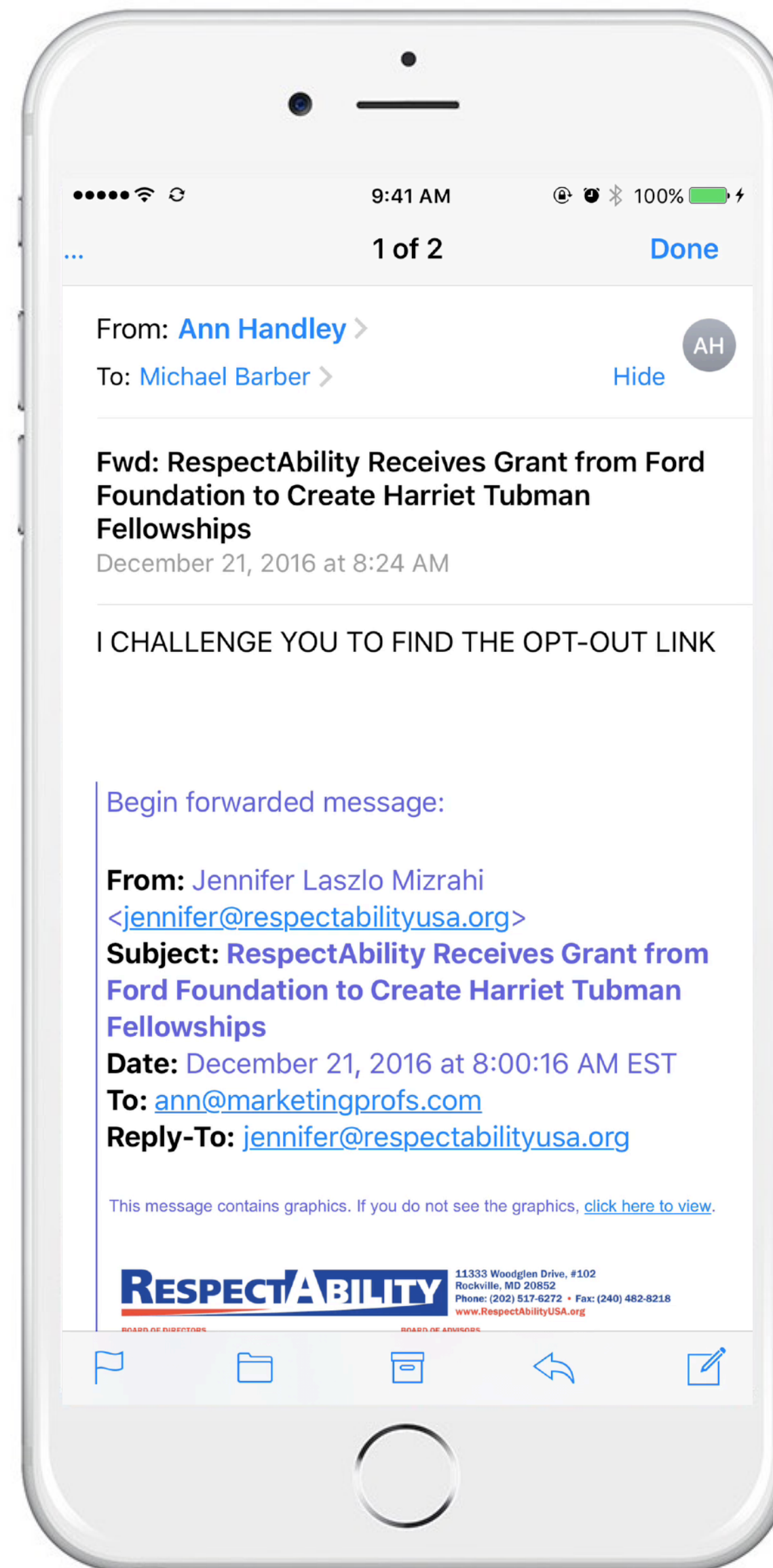


# No You Can't Unsubscribe



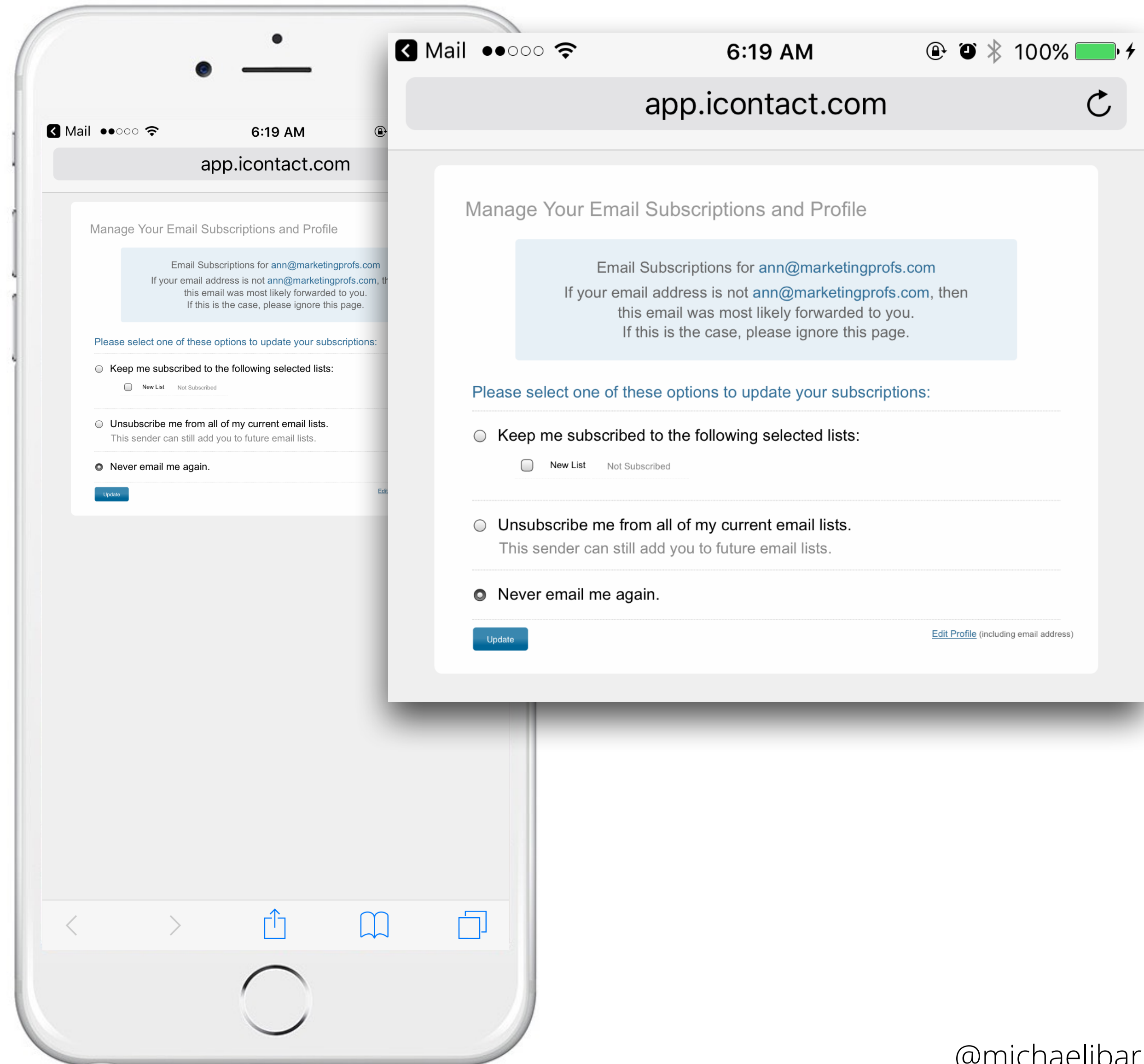


# I Challenge You to Find the Opt Out



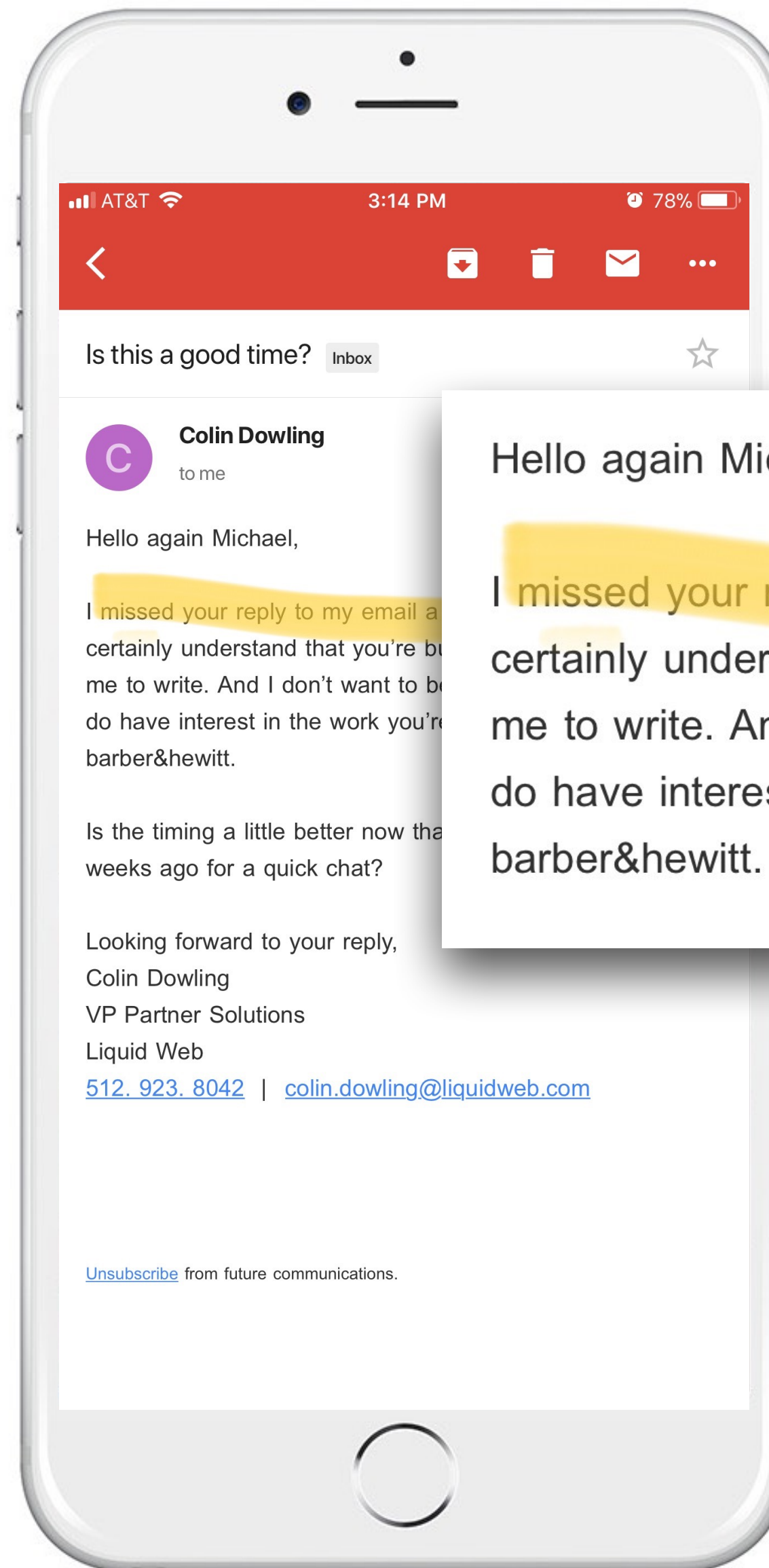


# Just Stop Sending Me Email





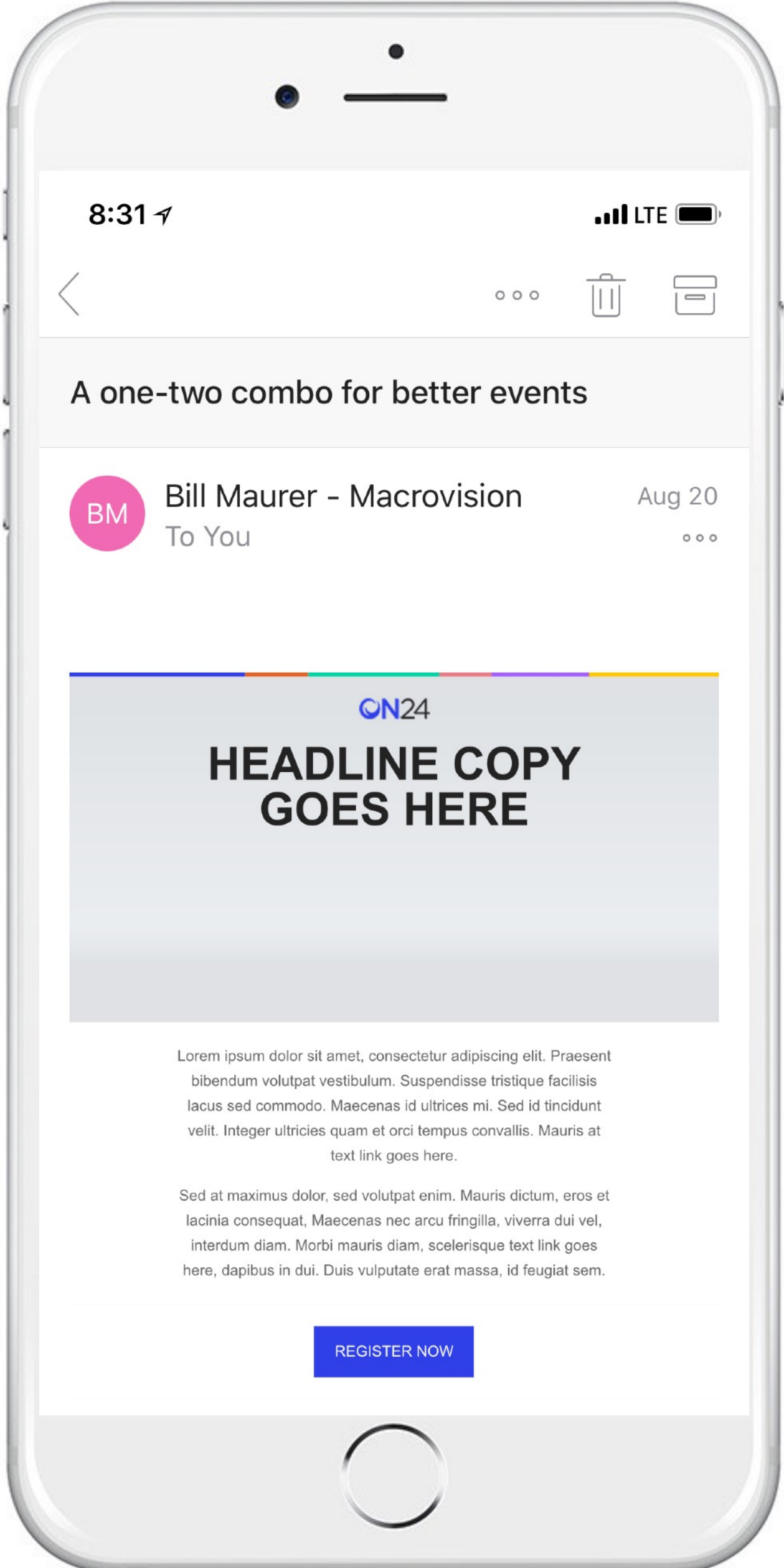
# Lying



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.

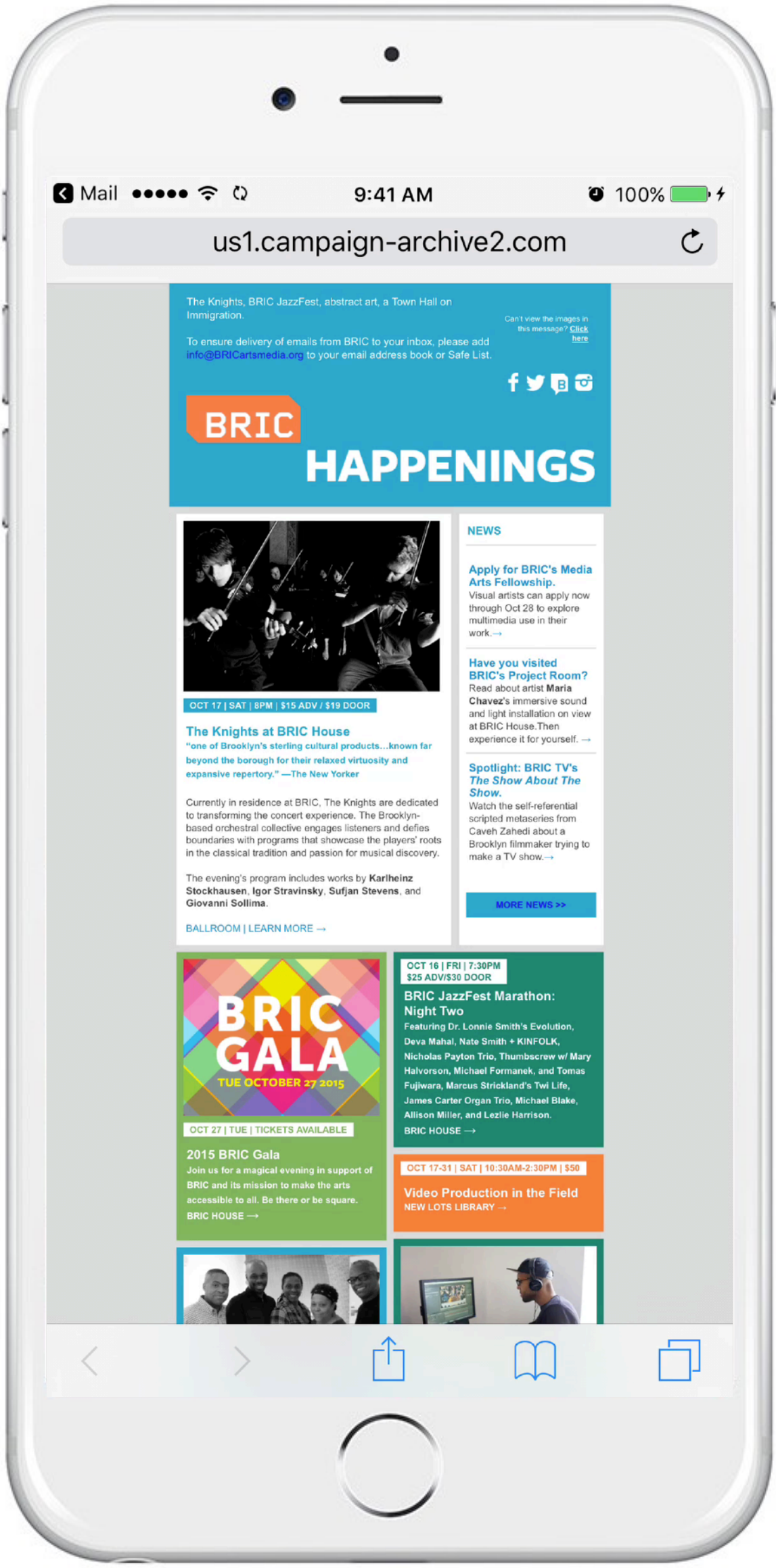


# #MOREBLAH



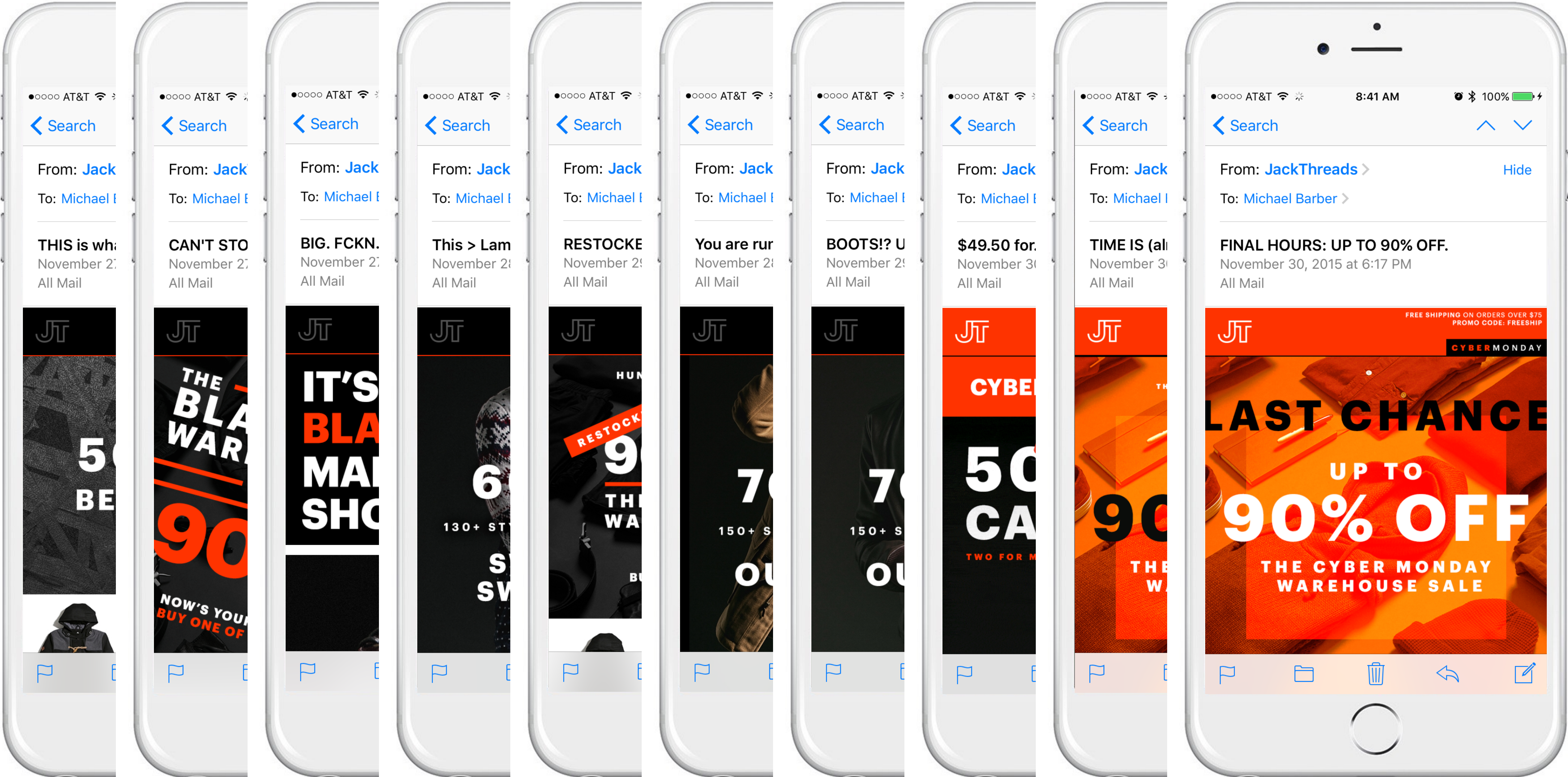


# Columns & Pitch+Zoom = 🙄





# 72 hours, 10 emails, WTH





# Or this...

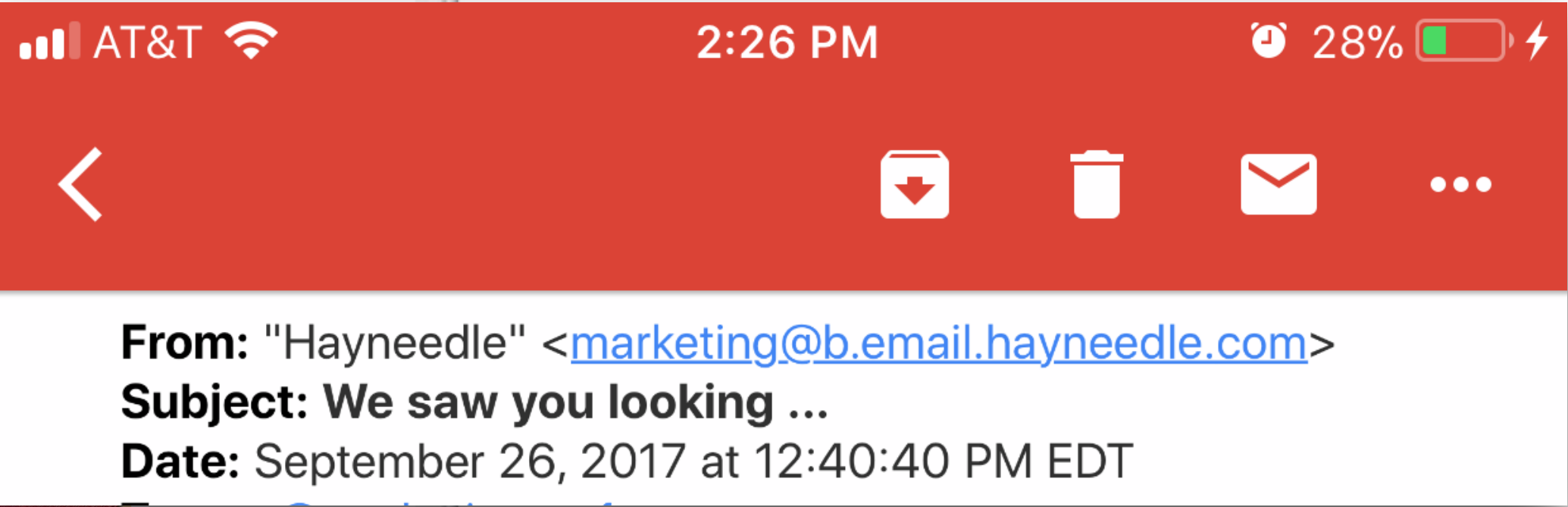
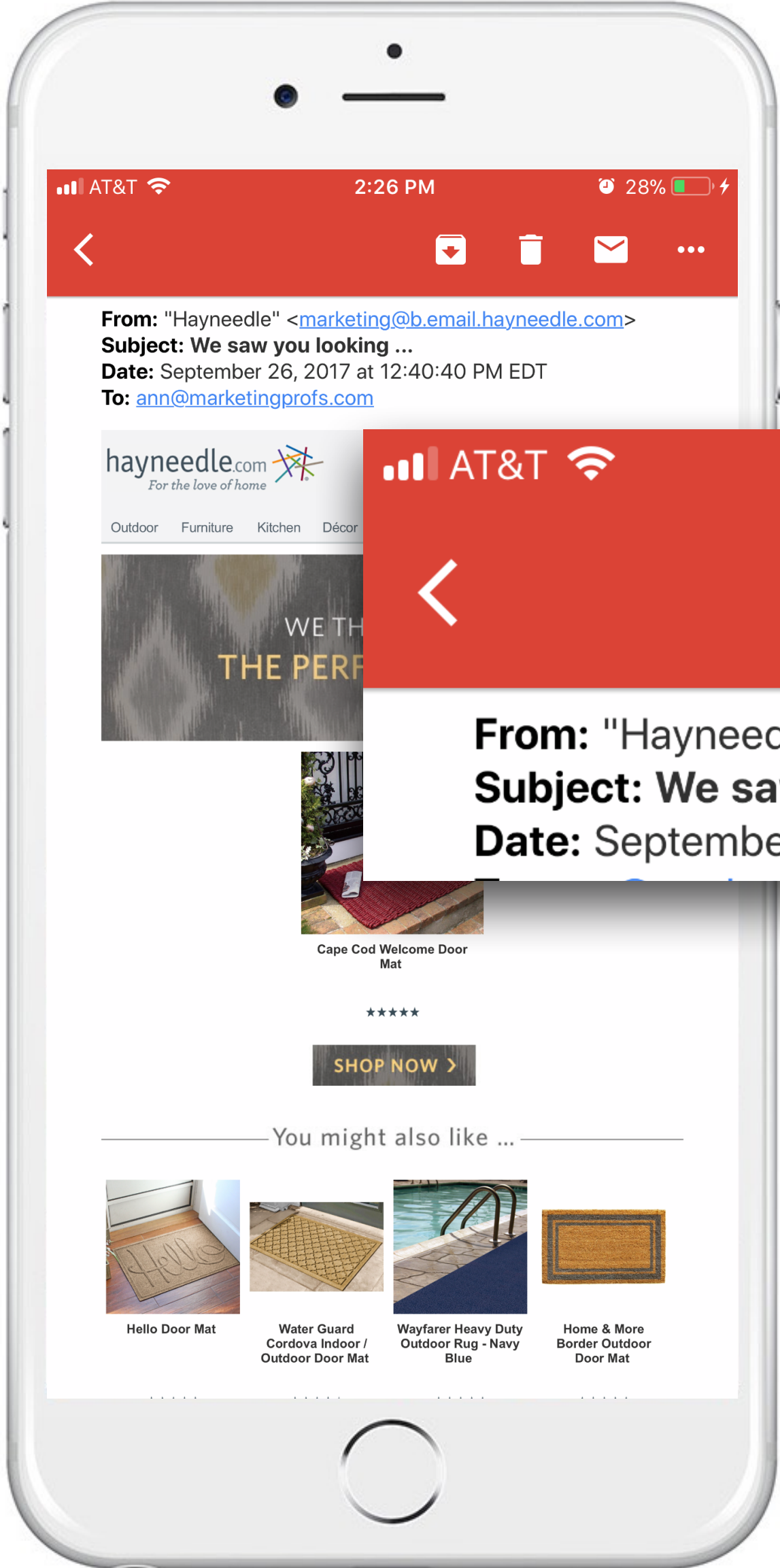
● **Today's important news** 7:00PM >  
My baby died after being left in a hot car from early June to earlier months, here are our 15 best park recipes if you cannot read this email, please click here. Thursday, June...

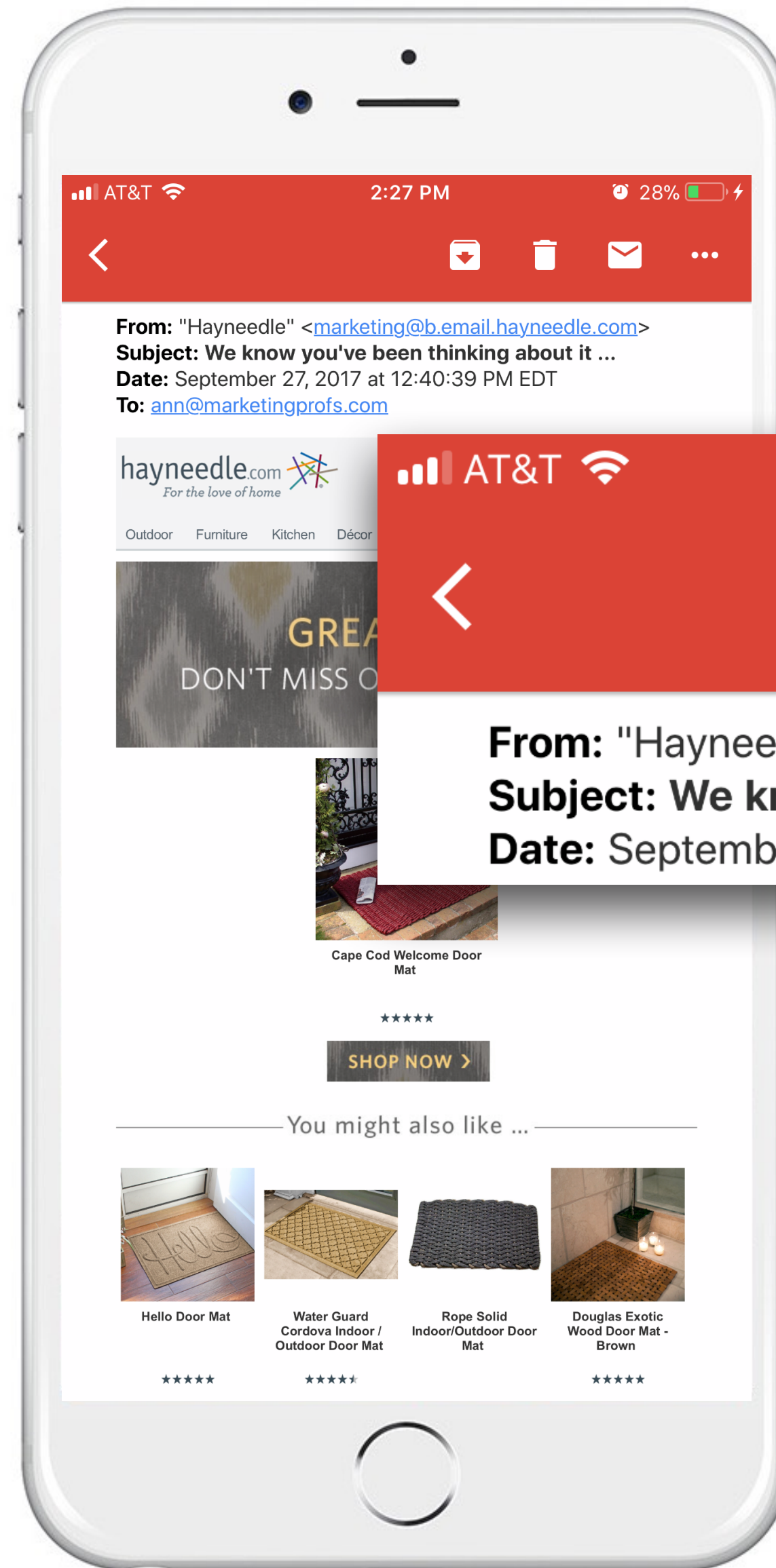
# Yeah.

- **Today'sparent.com** 7:02 PM >  
TO My baby died after being left in a hot car  
From crispy bacon to tender roasts, here are  
our 15 best pork recipes If you cannot read  
this email, please click here. Thursday, June...



# You're Not the NSA

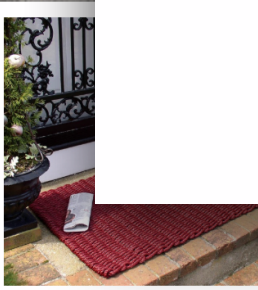




AT&T 2:27 PM 28%

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 ...



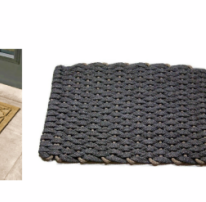
Hello Door Mat

\*\*\*\*\*



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?

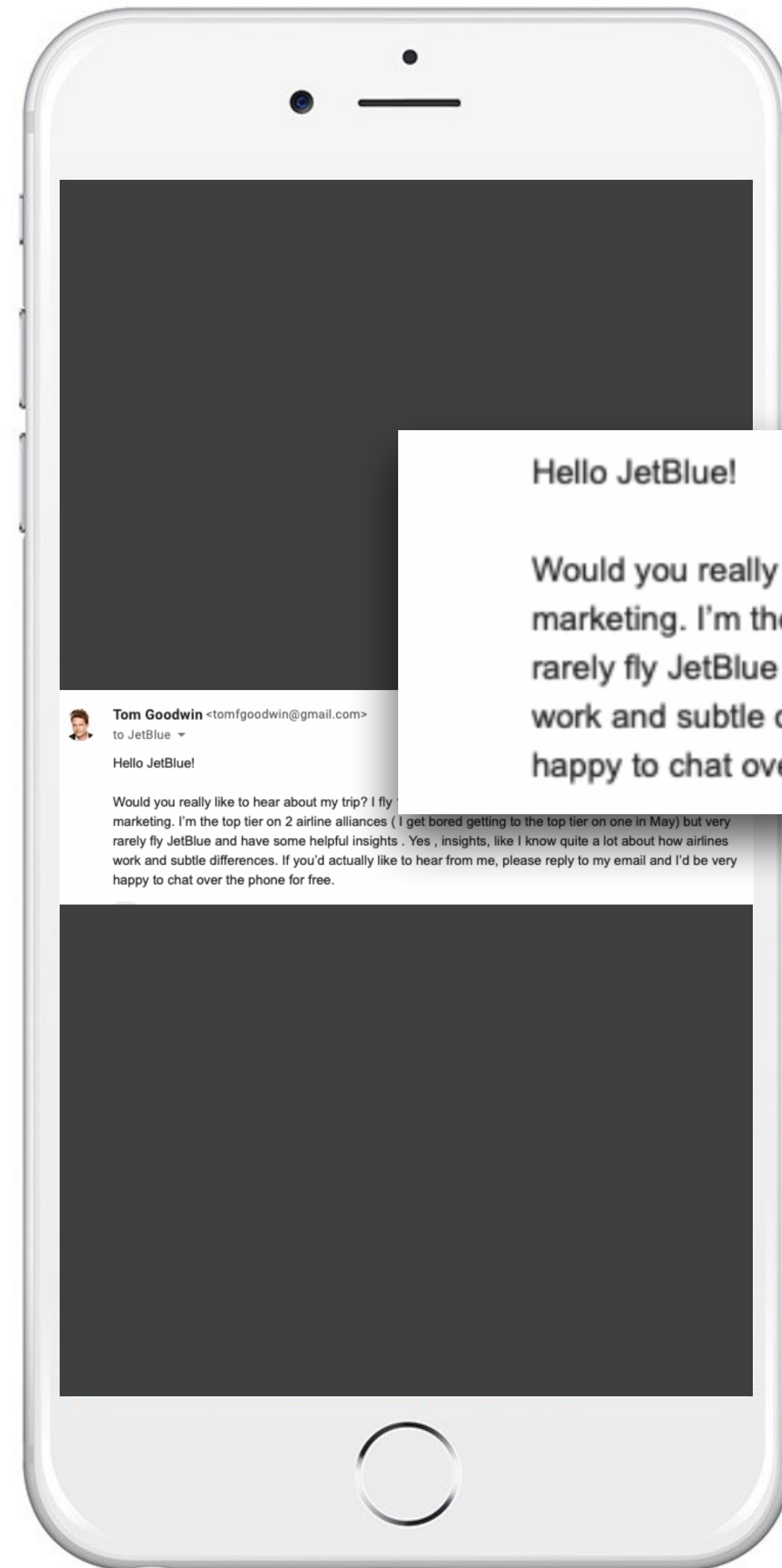


jetBlue®

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.

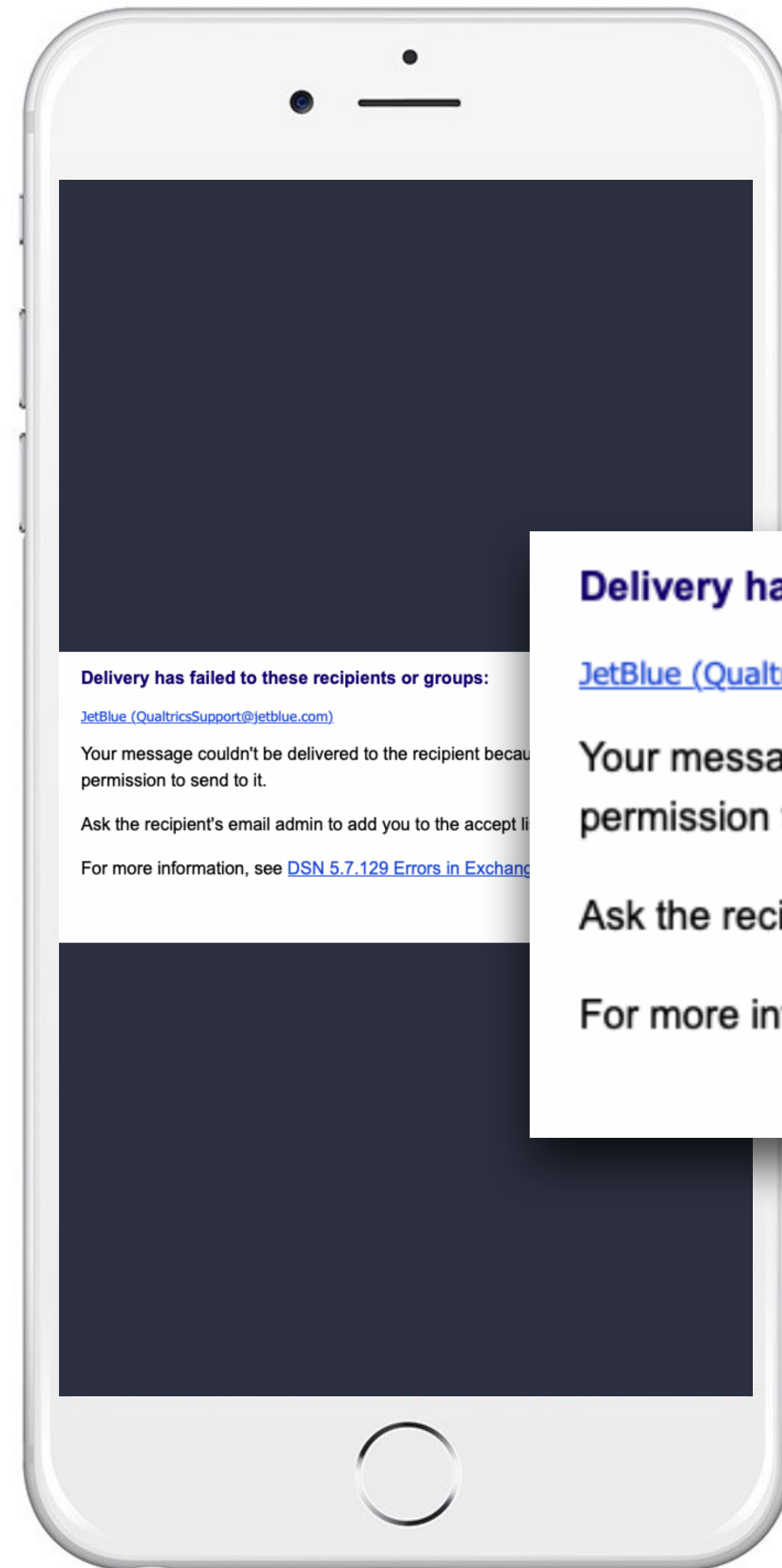
**Tom Goodwin** <tomfgoodwin@gmail.com>  
to JetBlue

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](#).

# #iveemailedyou5times #idontcare #goaway



**Ann Handley**

June 20 · 🌐

A real email I got first thing this morning. (Subject line: "are you OK Ann?") Annnnd then my RESPONSE below. I'm sure he's a nice guy. I was just in a mood. 😂

Like Comment Share

Buffer

732

51 shares

204 Comments



# #iveemailedyou5times #idontcare #goaway

On Jun 20, 2017, at 1:18 AM,  wrote:

Hey Ann,

I wanted to drop by your inbox one last time because I see a tremendous opportunity for MarketingProfs to save some serious time when it comes to writing high quality blog posts with our service.

I'm going to assume that you're not dead or kidnapped. Are you in prison???

If I don't hear back then I'll assume you're like me and have a million different things going on. I'll plan on reconnecting in a couple months, unless you let me know you're ready to evaluate sooner.

If you are in jail, don't worry – I'll post bail for you. Just let me know the best way to connect so I know where to send the money :)

PS- If indeed it still makes sense to connect then just let me know a couple times that work and I'll give you a call.

--

Regards,

  
Co-Founder, 



# #iveemailedyou5times #idontcare #goaway

DEAR ~~██████████~~

THIS EMAIL IS TO INFORM YOU THAT ANN HANDLEY (INMATE #874992) IS CURRENTLY BEING HELD IN THE TRI-COUNTY WOMEN'S CORRECTIONAL FACILITY.

SHE IS BEING HELD WITHOUT BAIL PENDING TRIAL FOR CHOKING A SALES PERSON FOR SENDING UNSOLICITED MAIL.

SHE IS SUSPECTED OF USING HER BARE HANDS, ALTHOUGH THE WEAPON MIGHT ALSO HAVE BEEN A STRING OF EMAILS THAT SHE WOVE TOGETHER AND USED AS A ROPE ABOUT THE VICTIM'S NECK.

SHE CAN'T RESPOND PERSONALLY, AS HER ONE PHONE CALL WAS TO THE REV FATHER BRIGHT KOFI OF NIGERIA, WHO PROMISED HER \$50 MILLION IN EXCHANGE FOR ASSISTANCE WITH A BANK TRANSFER FOR INHERITANCE DUE TO HER THANK YOU KIND LADY.

THANK YOU FOR YOUR UNDERSTANDING.

SINCERELY

MR. ANTHONY WHALE  
DEPUTY DIRECTOR & TUESDAY AFTERNOON ARTS AND CRAFTS LEADER  
TRI-COUNTY WOMEN'S CORRECTIONAL FACILITY



**And, what happens with all these experiences?**

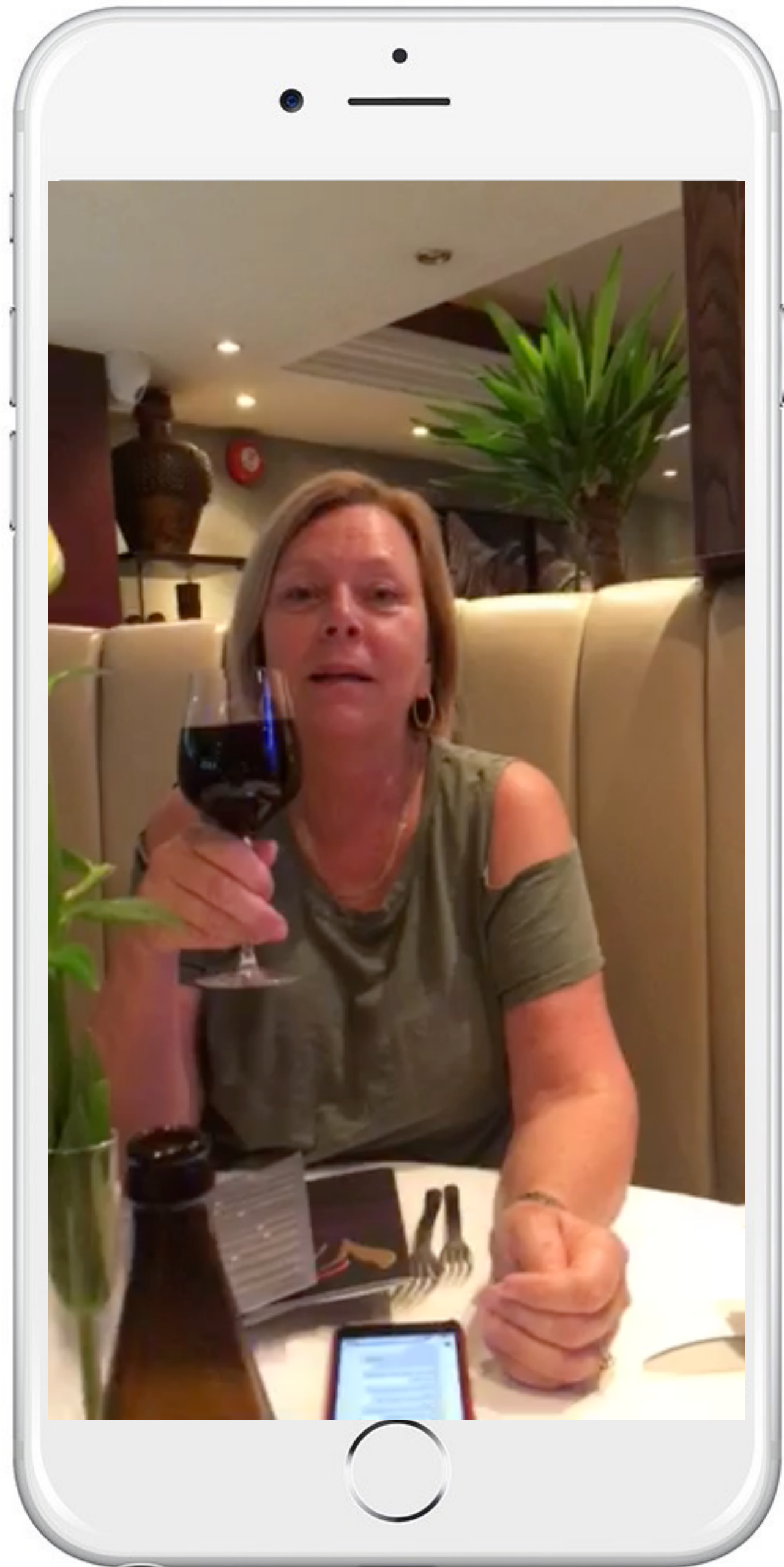
**Show them, Mum.**





**How do we get better?** Enter Mum.



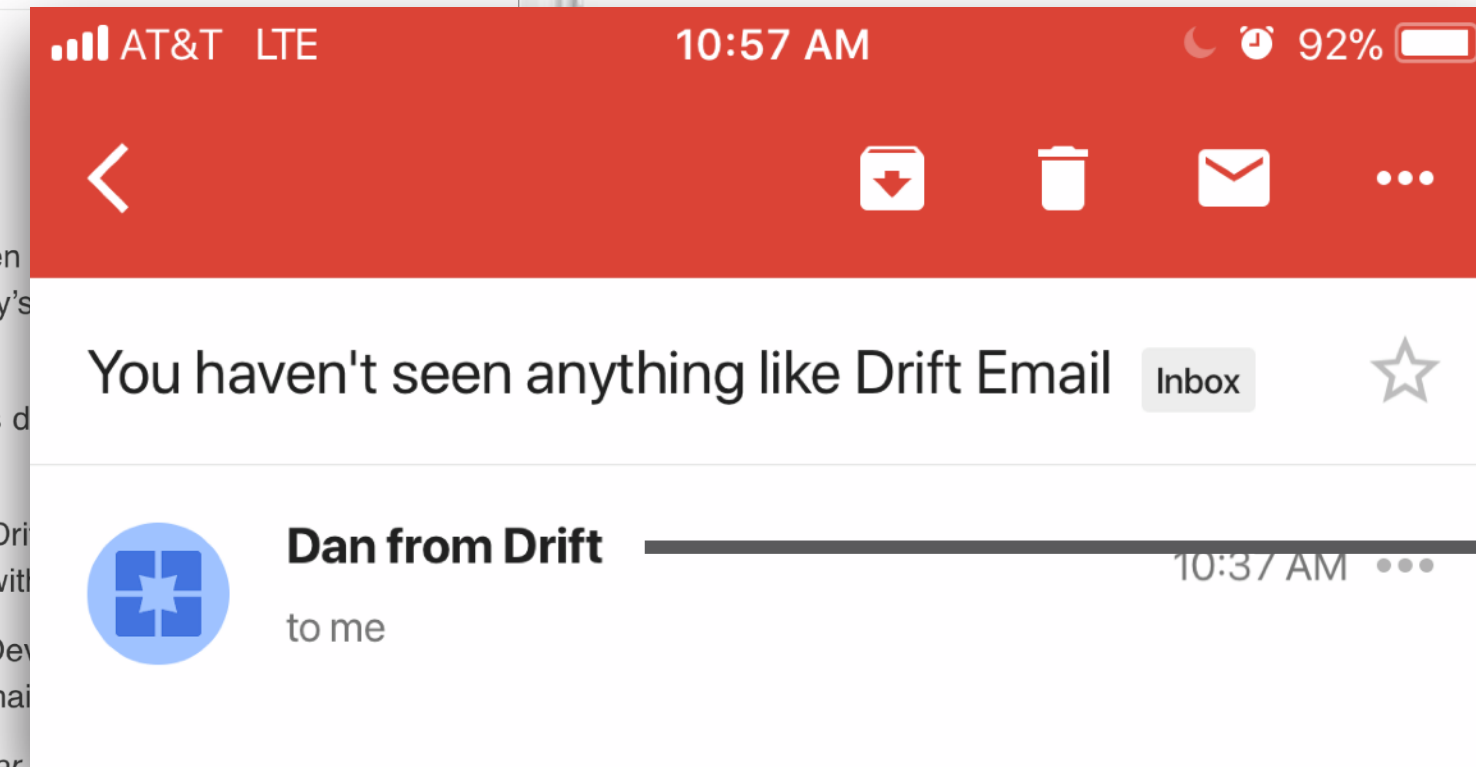
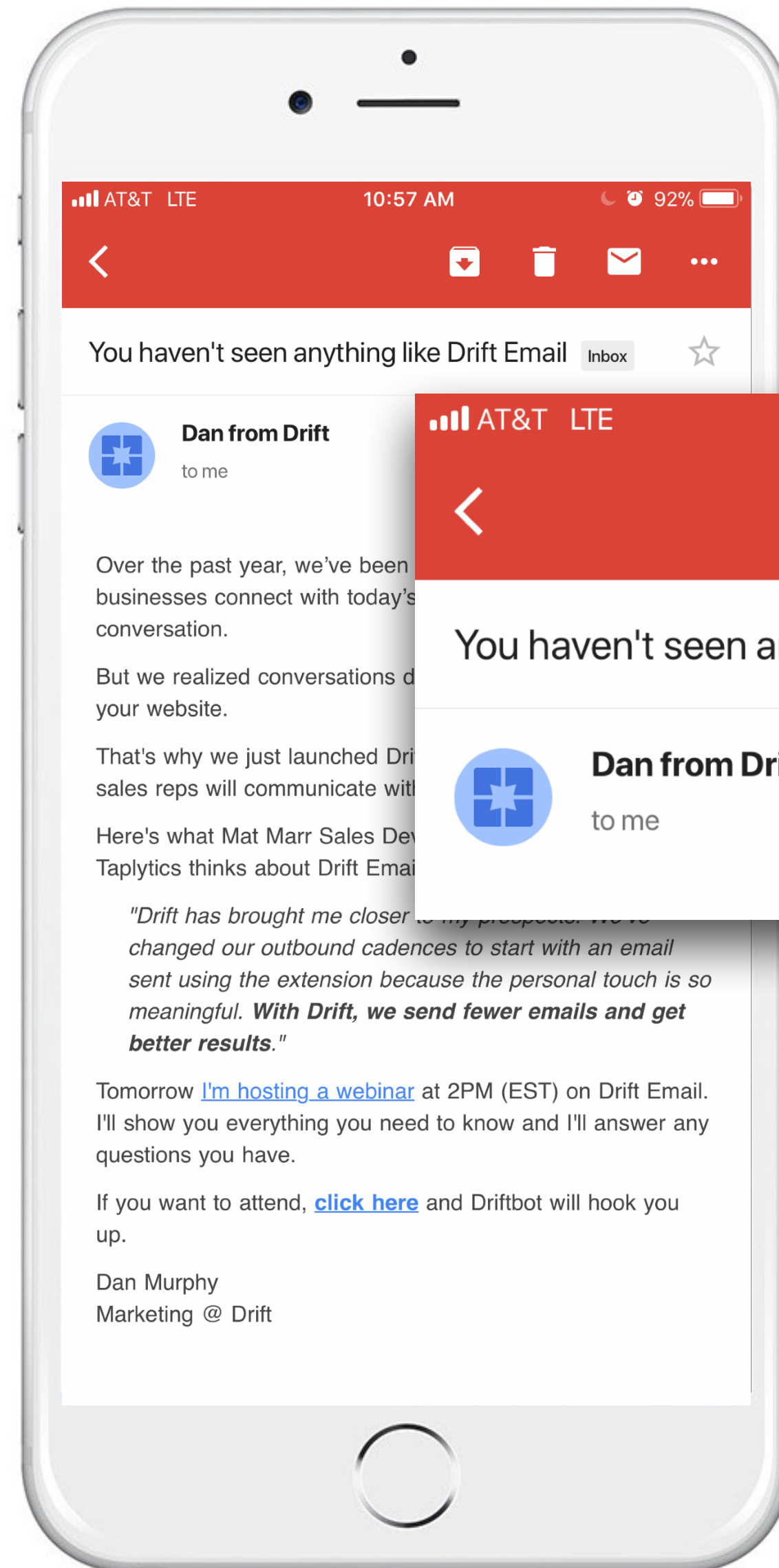


# Be Bloody Brilliant.

Build ~~better~~ the best emails.

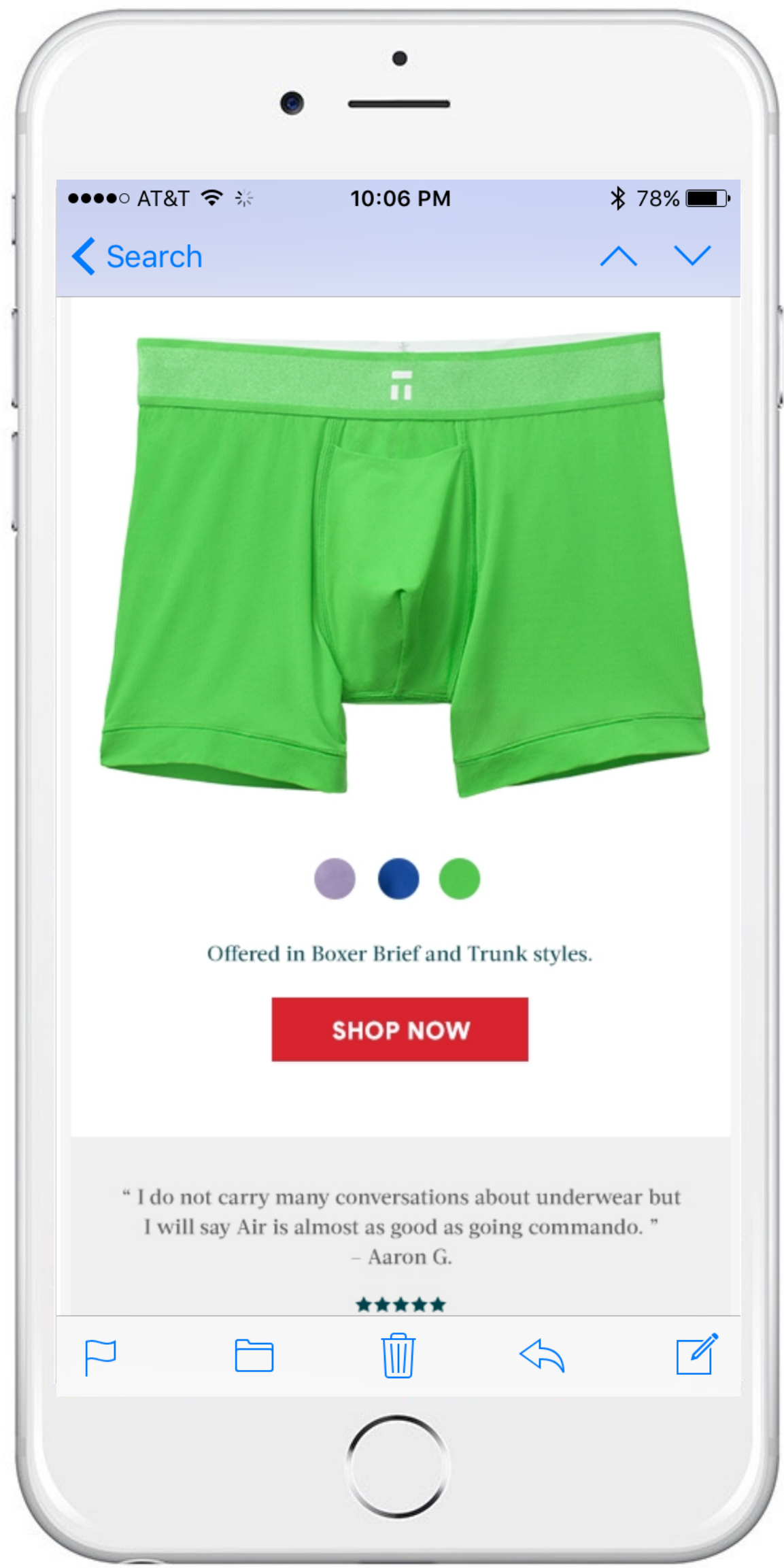
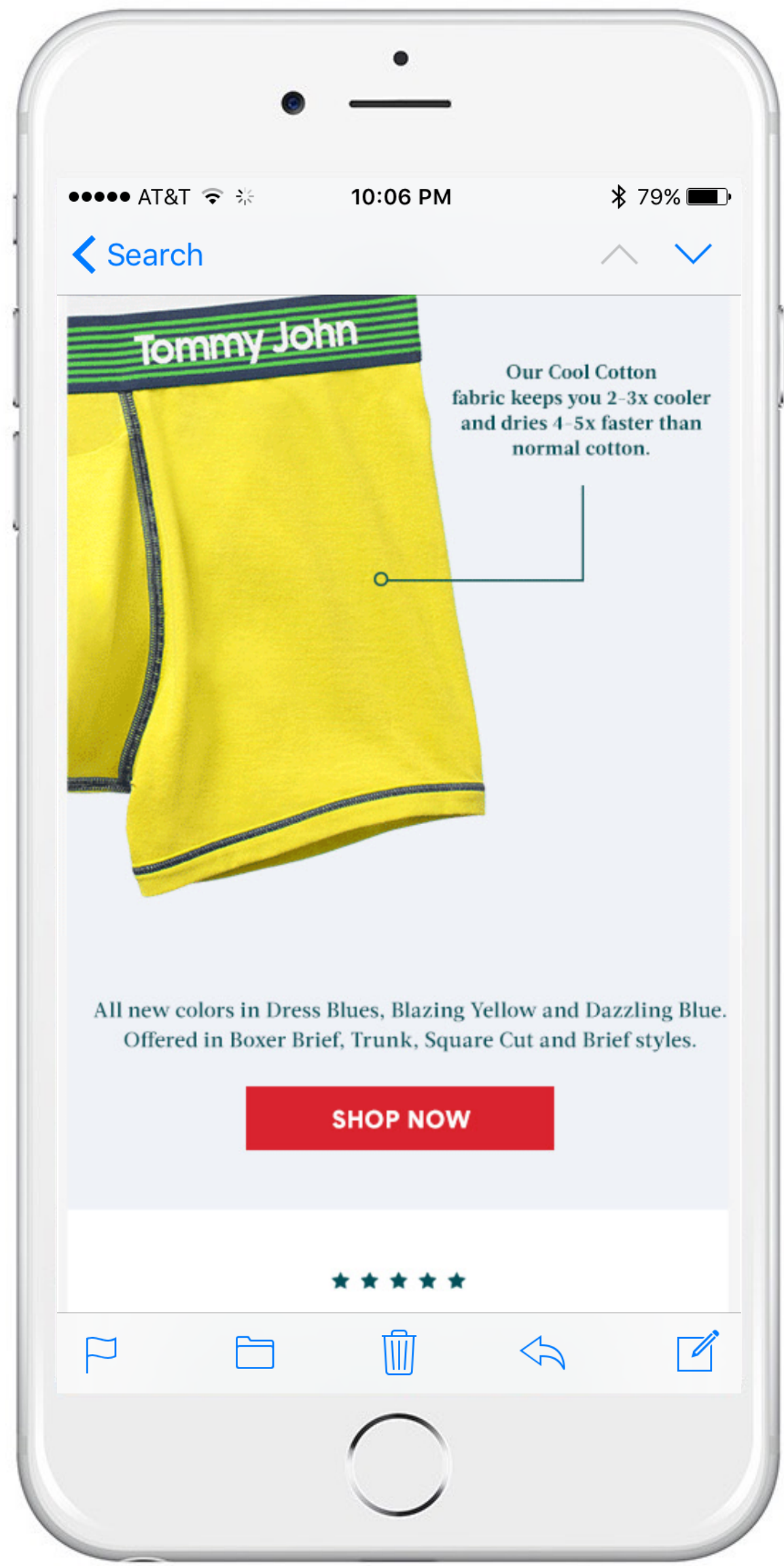
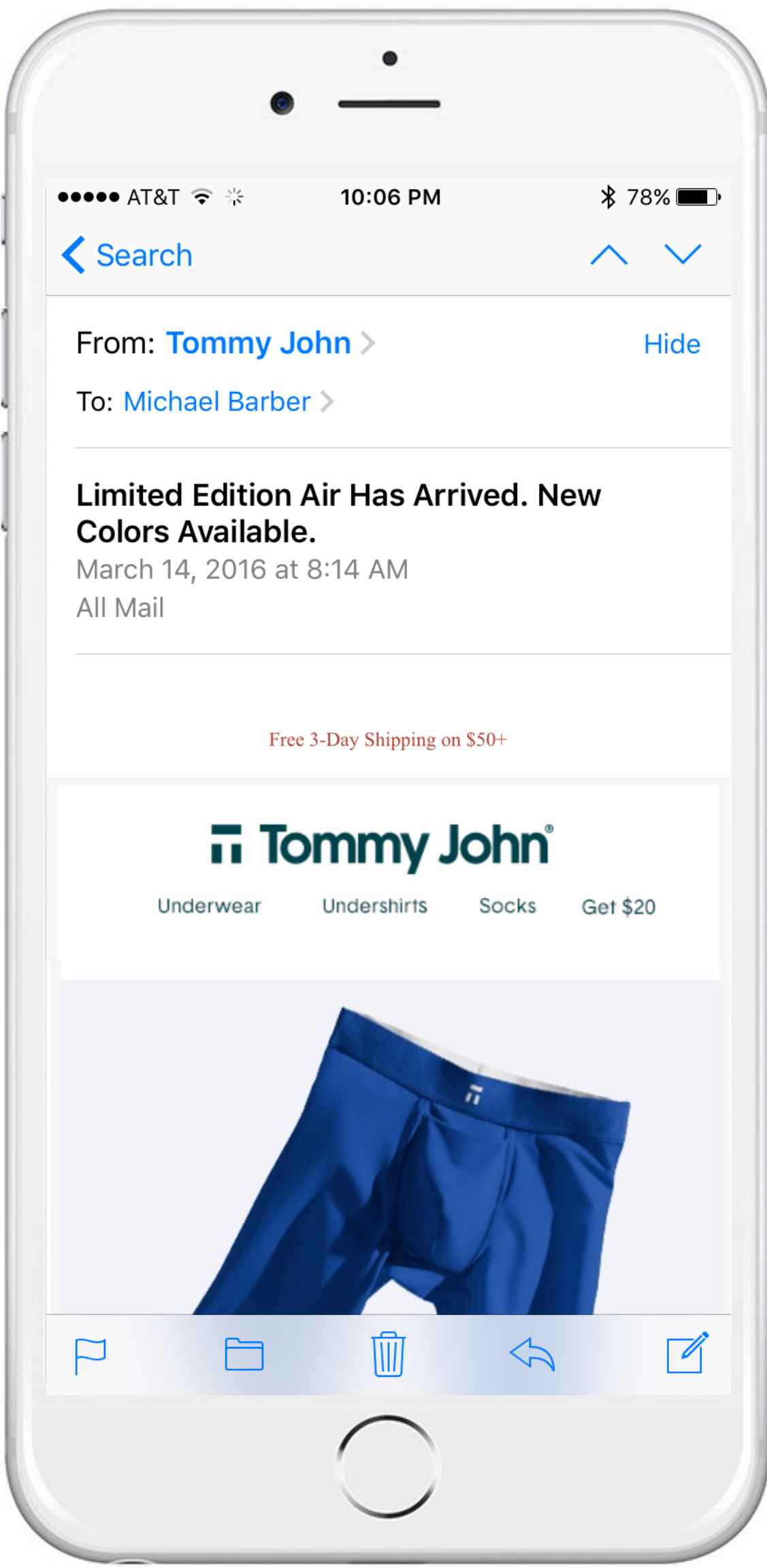


# From names matter, a lot.



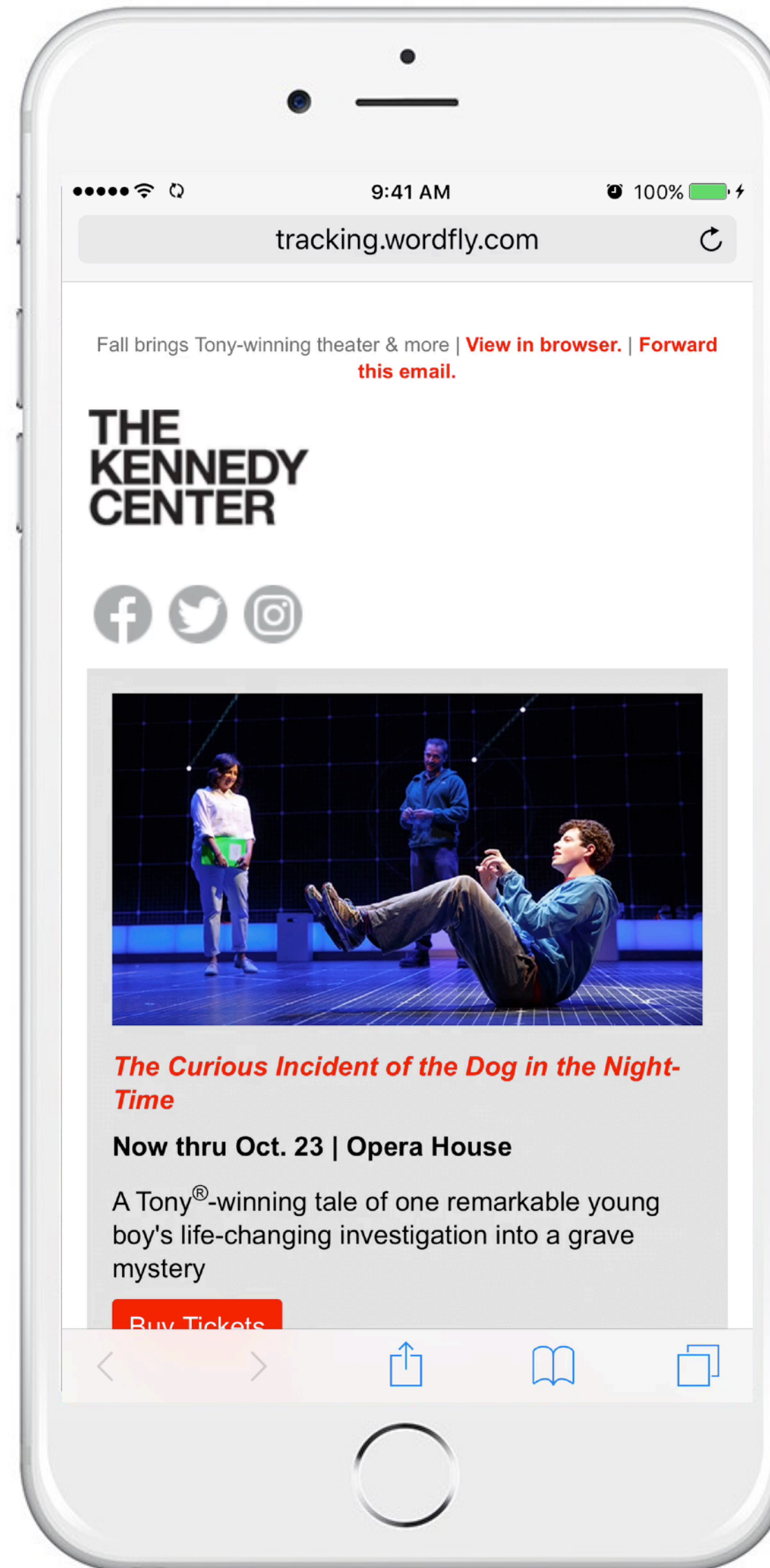
From Name

# Single column "skinny" layouts.

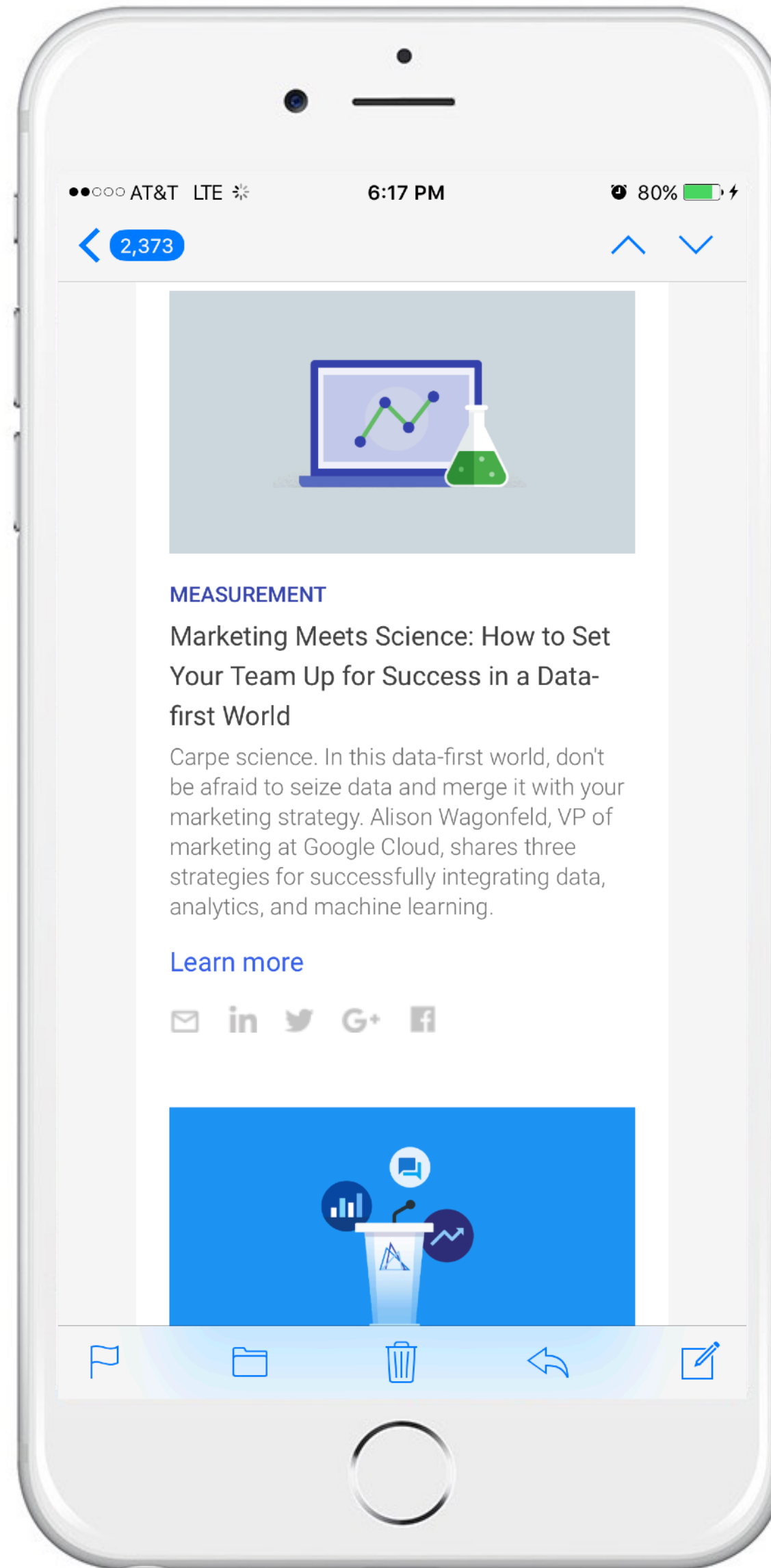
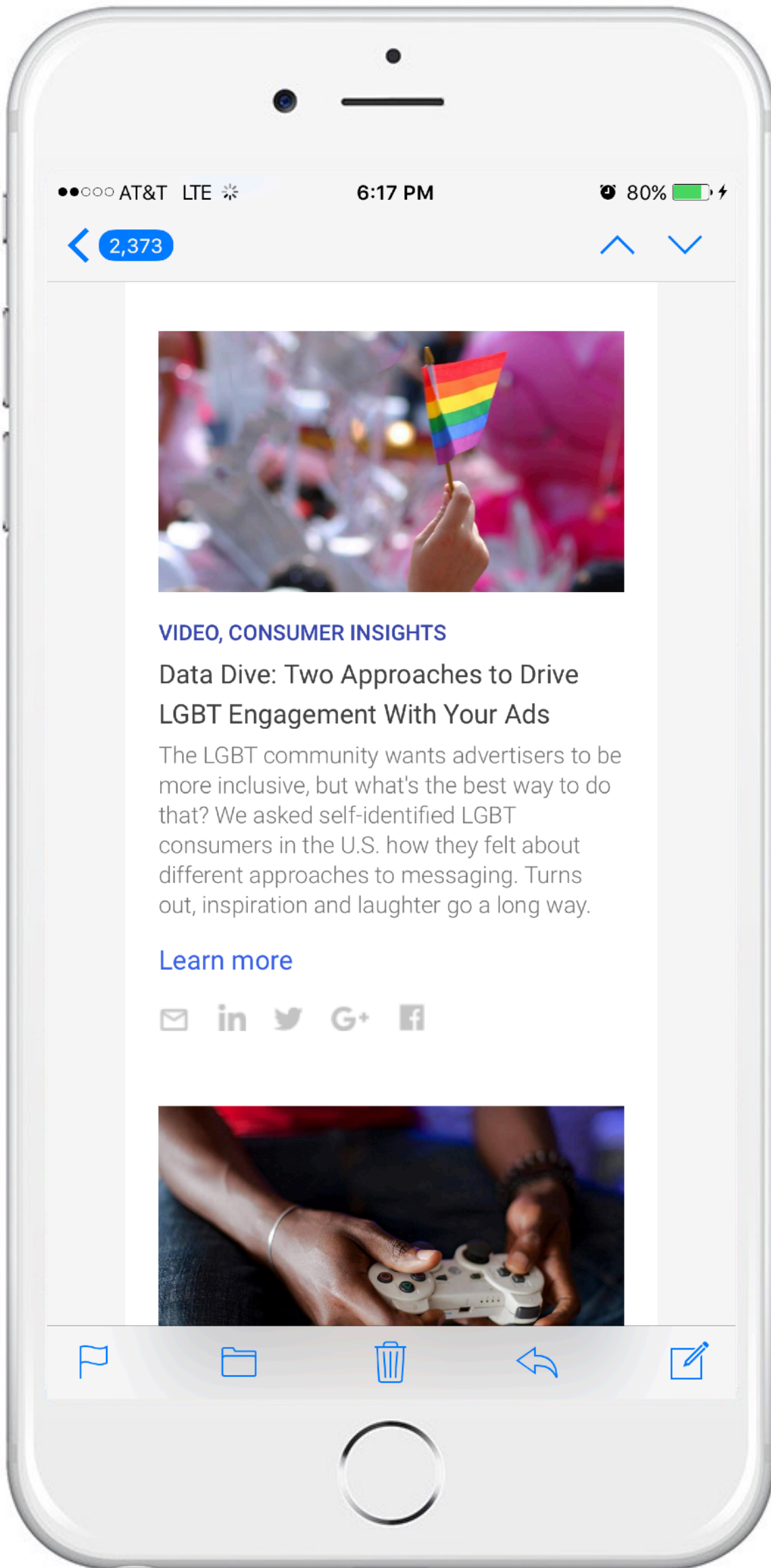
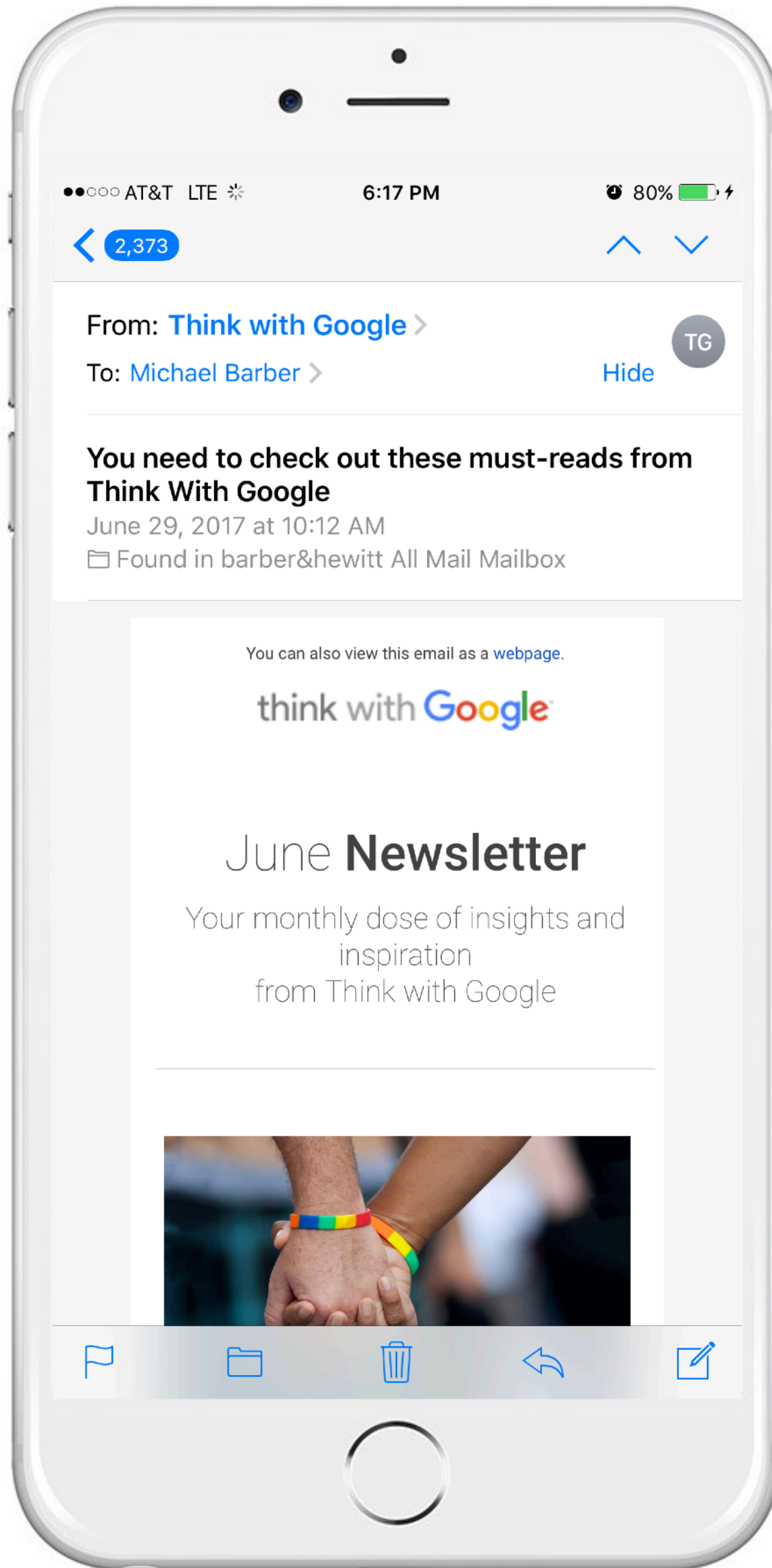




# Designed for the scroll.

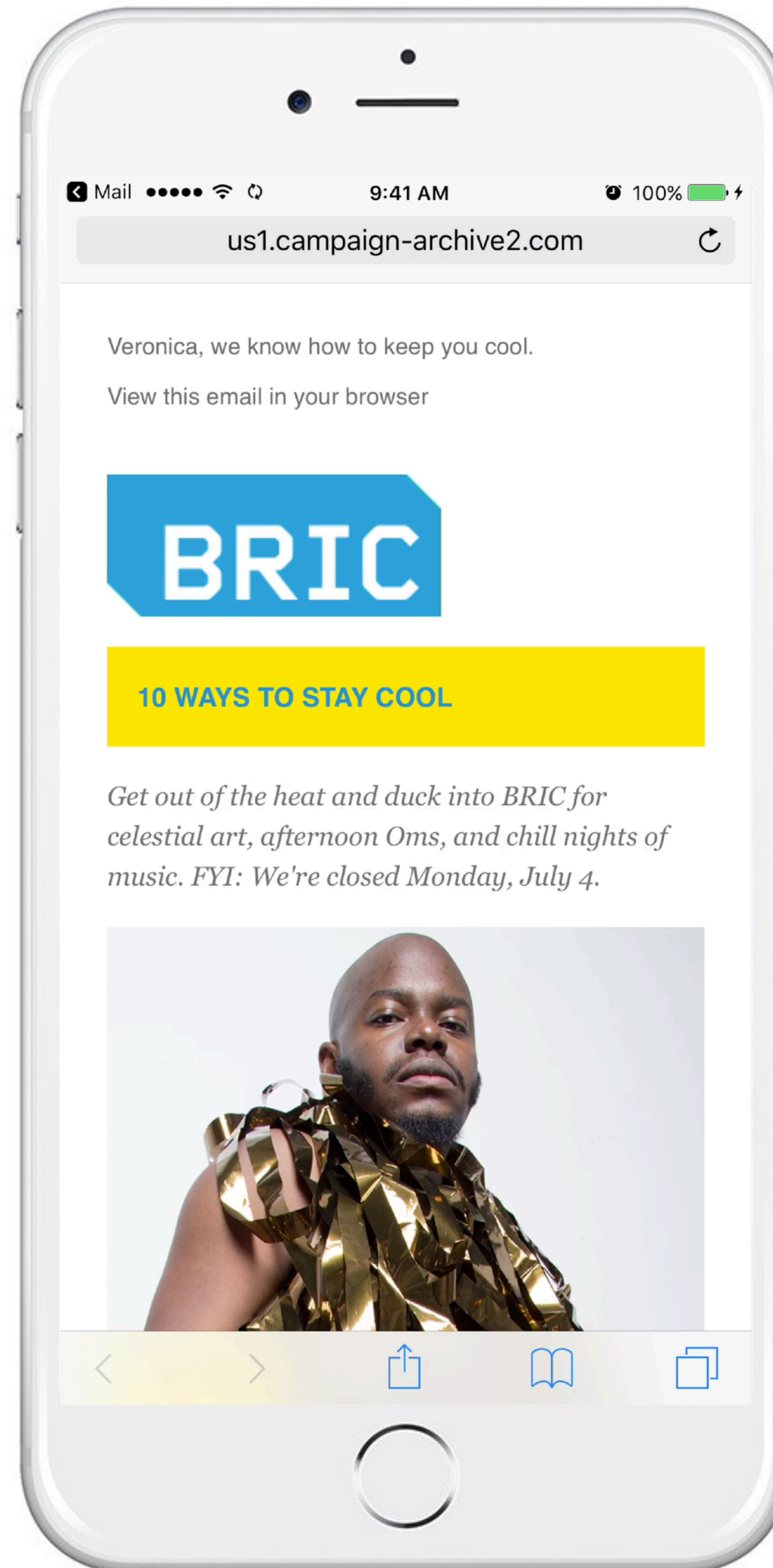


# Single column "skinny" layouts.

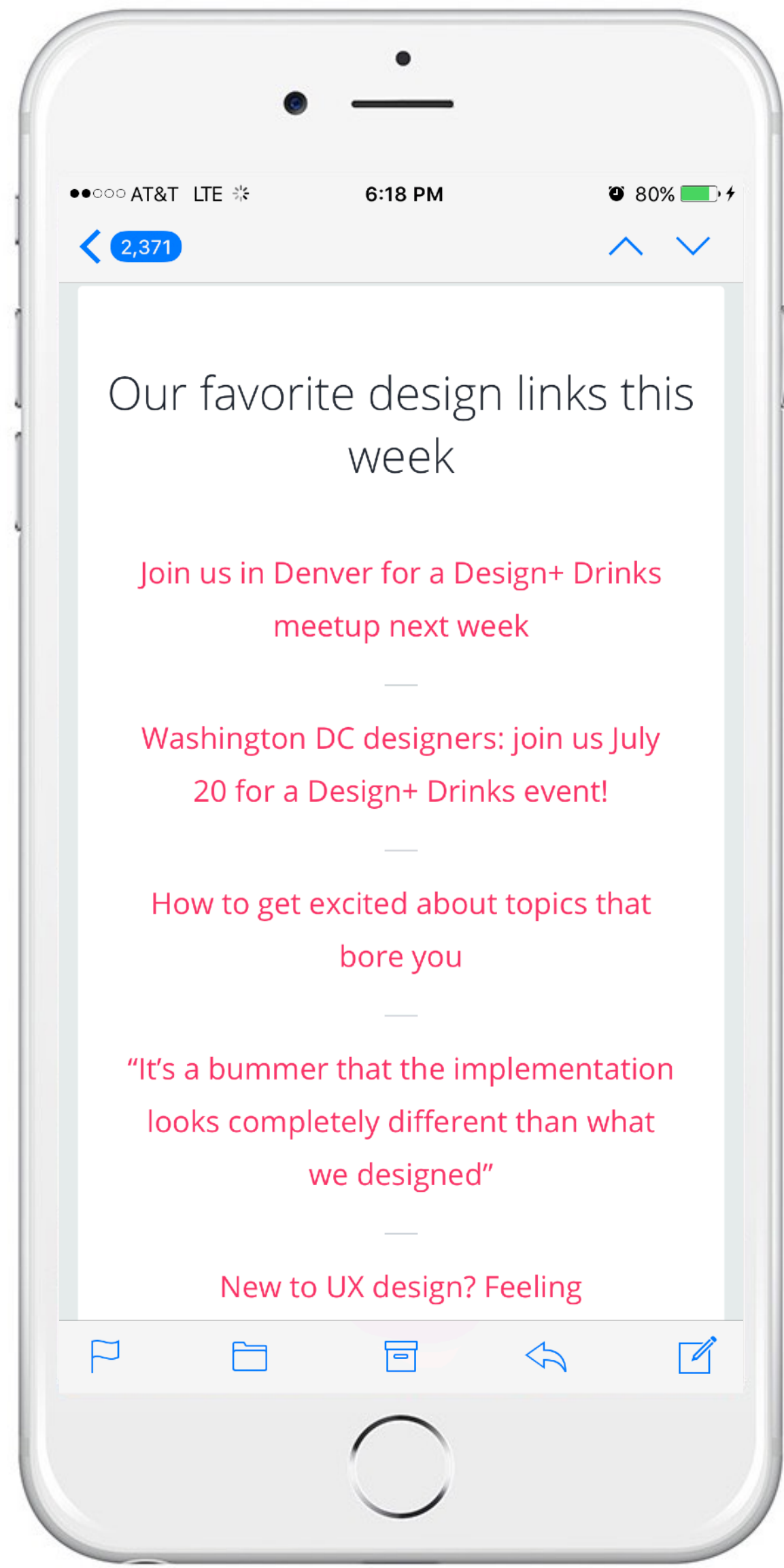
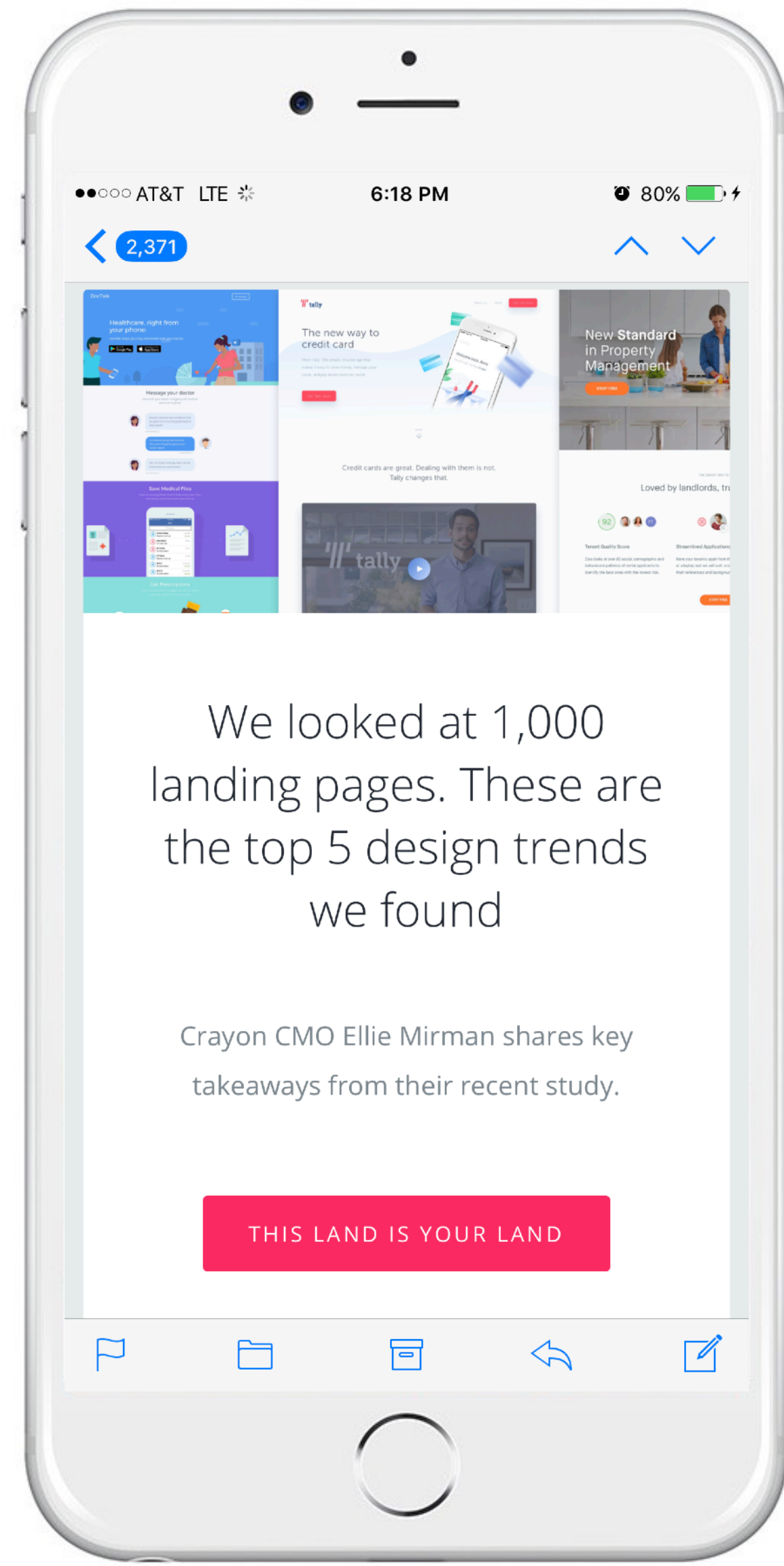
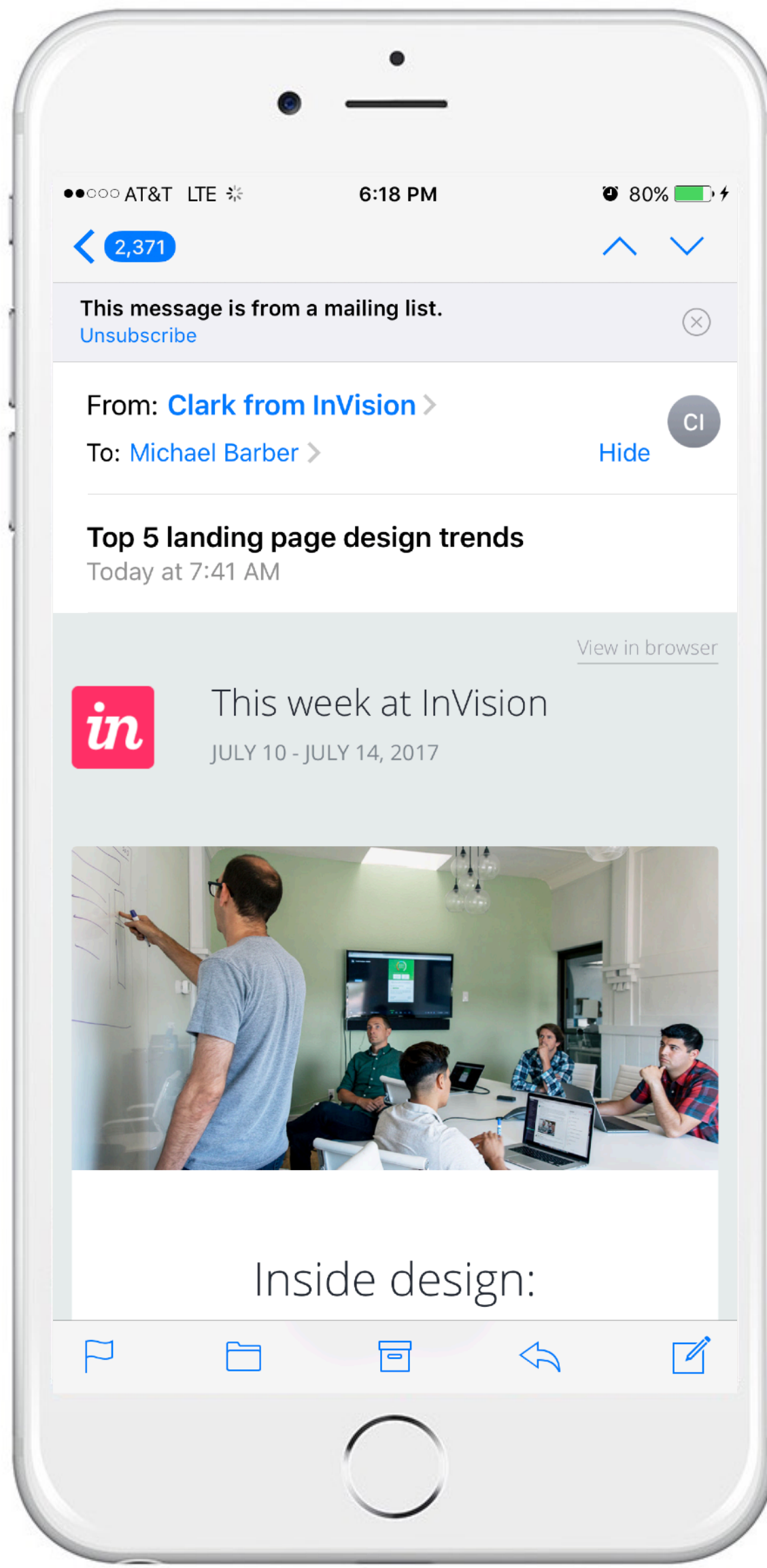




# Designed for the scroll.



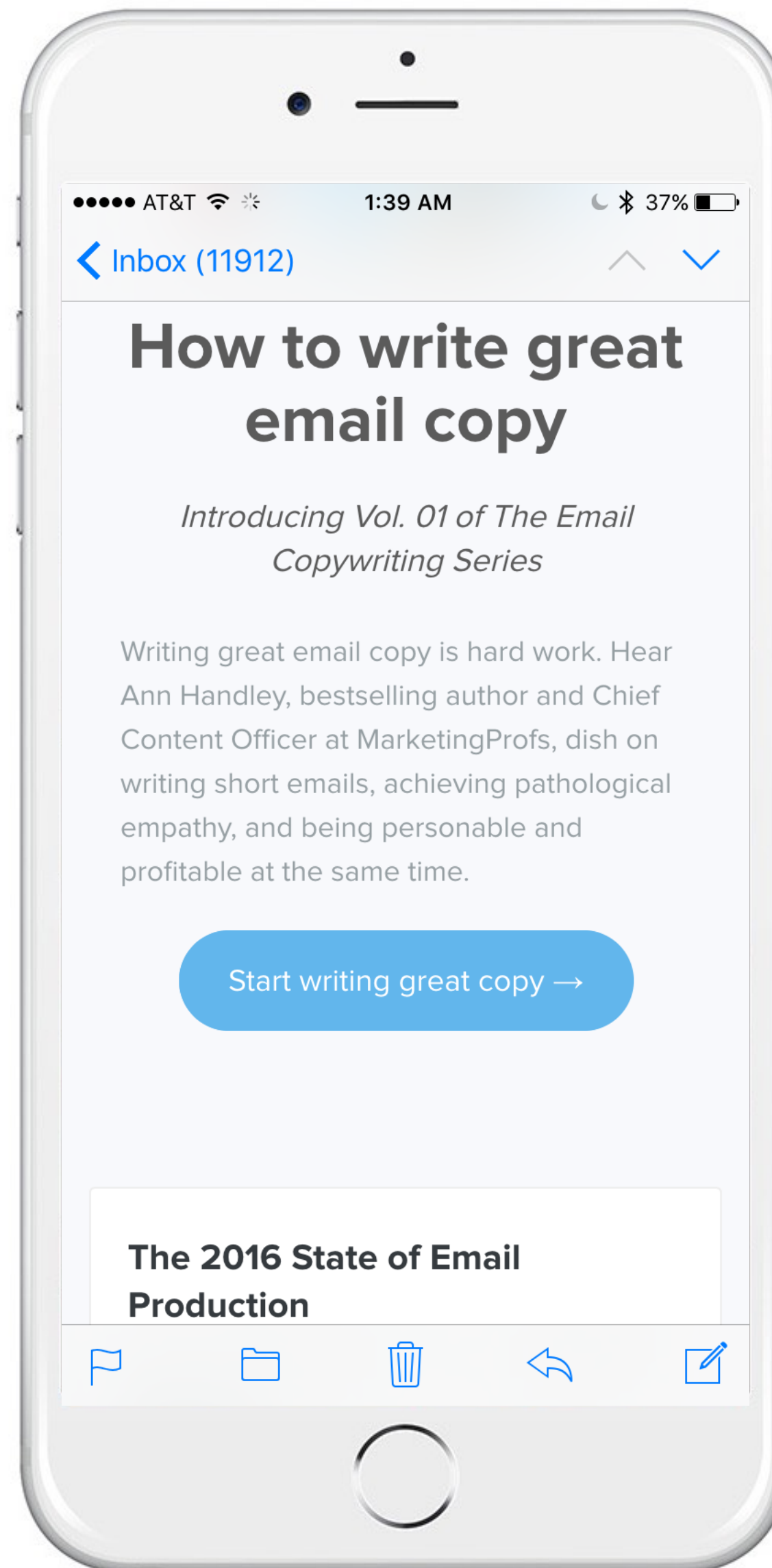
# Single column "skinny" layouts.





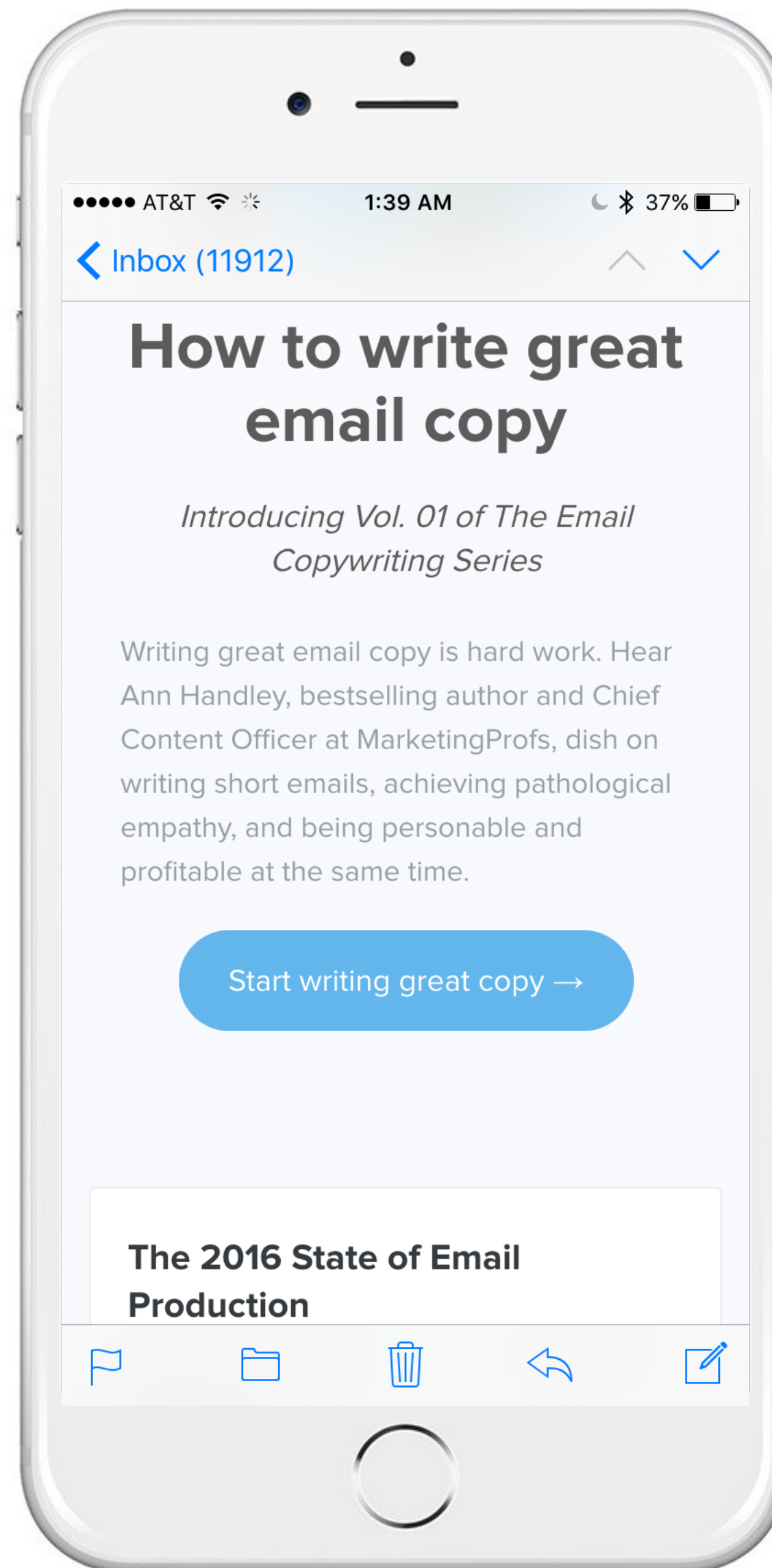
# Fonts and buttons, oh my!

Headlines  
**30px+**



Body copy  
**16px+**

# Fonts and buttons, oh my!

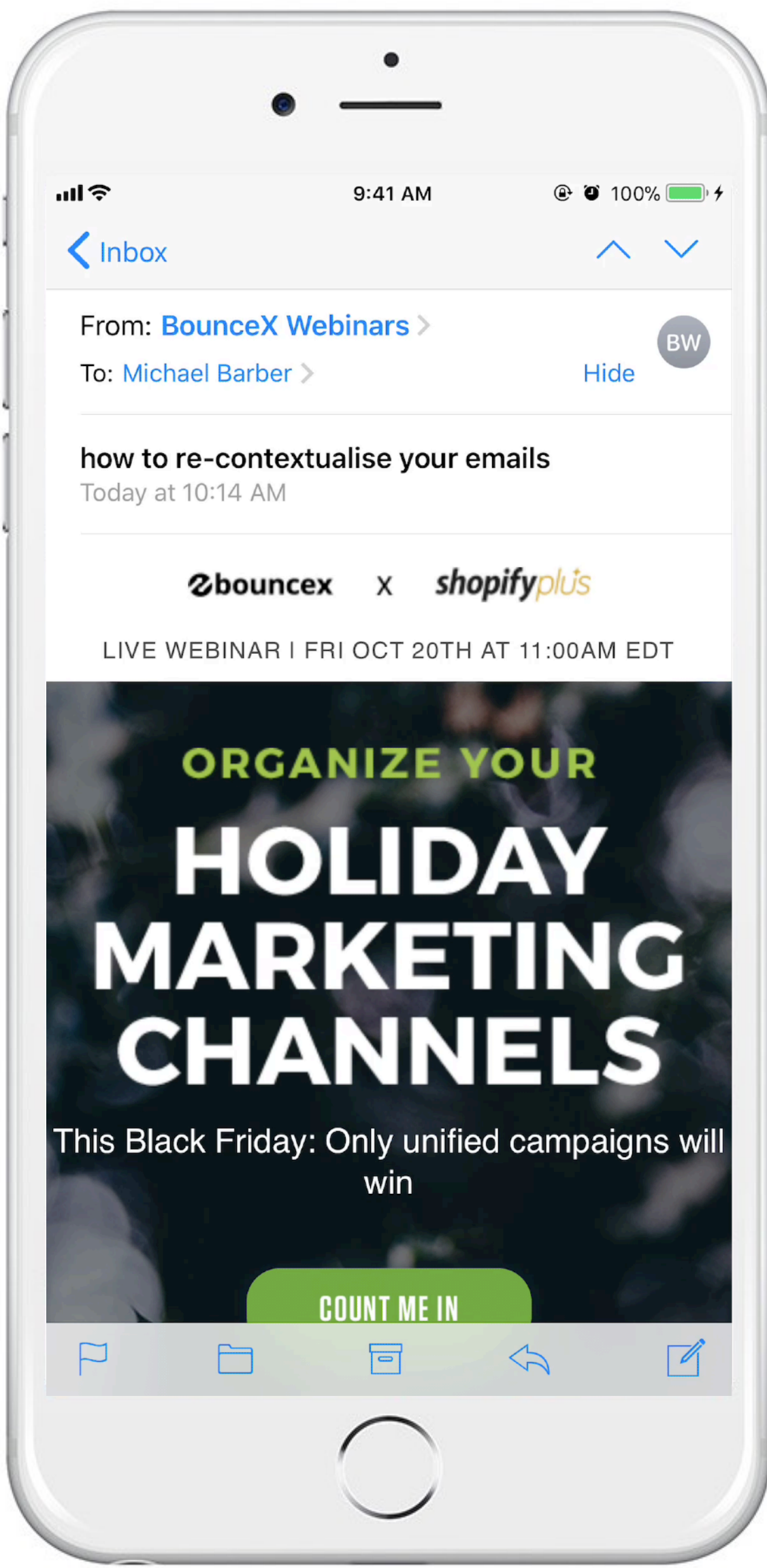


Buttons

**44 x 44 points**



# Fonts and buttons, oh my!



# Be Bloody Brilliant.

Build ~~better~~ the best emails.

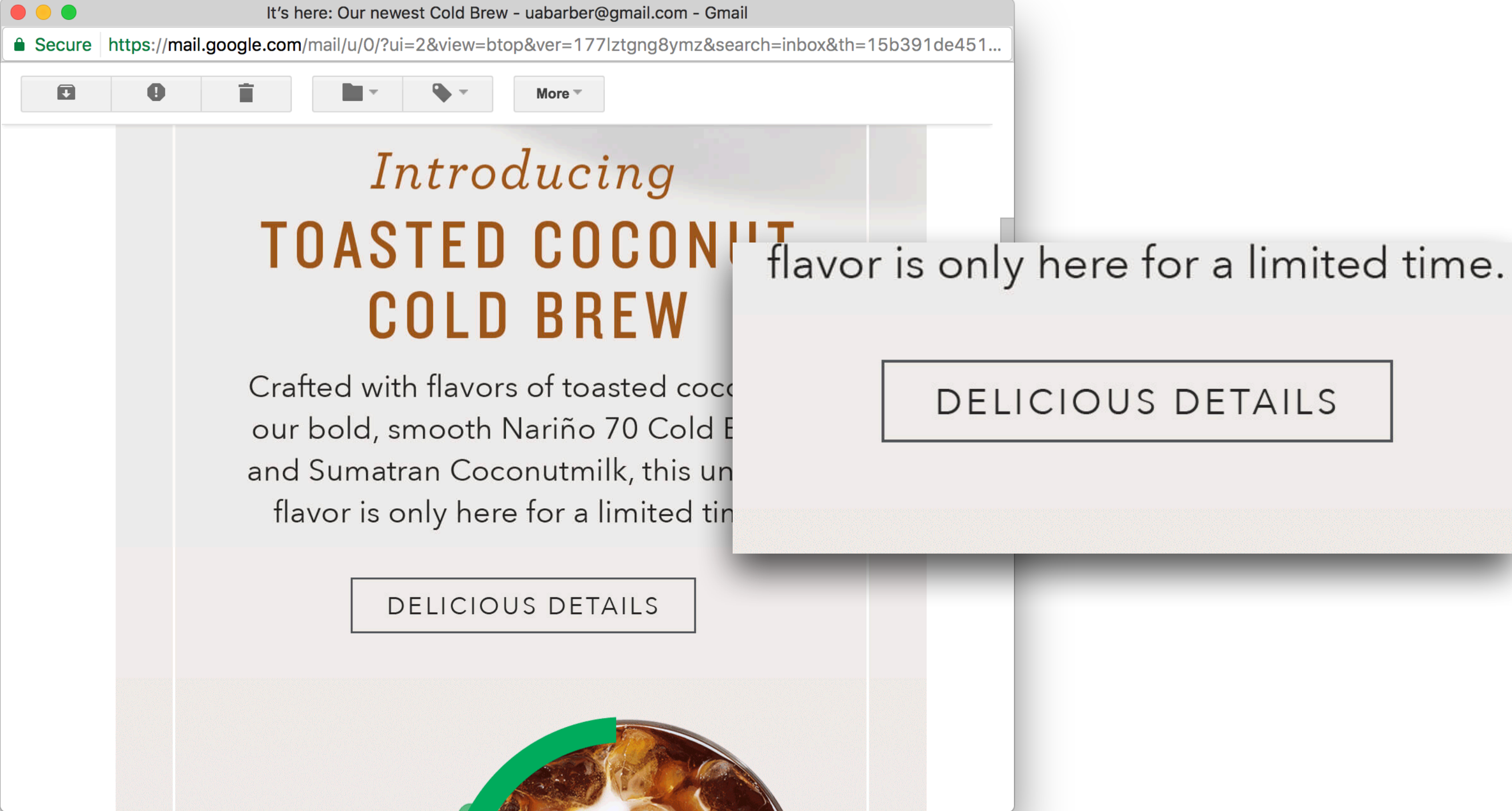




**It's Always the Little Things, My Love.**  
Personalization and interactivity matter.



# Contextual buttons.



# Contextual buttons.

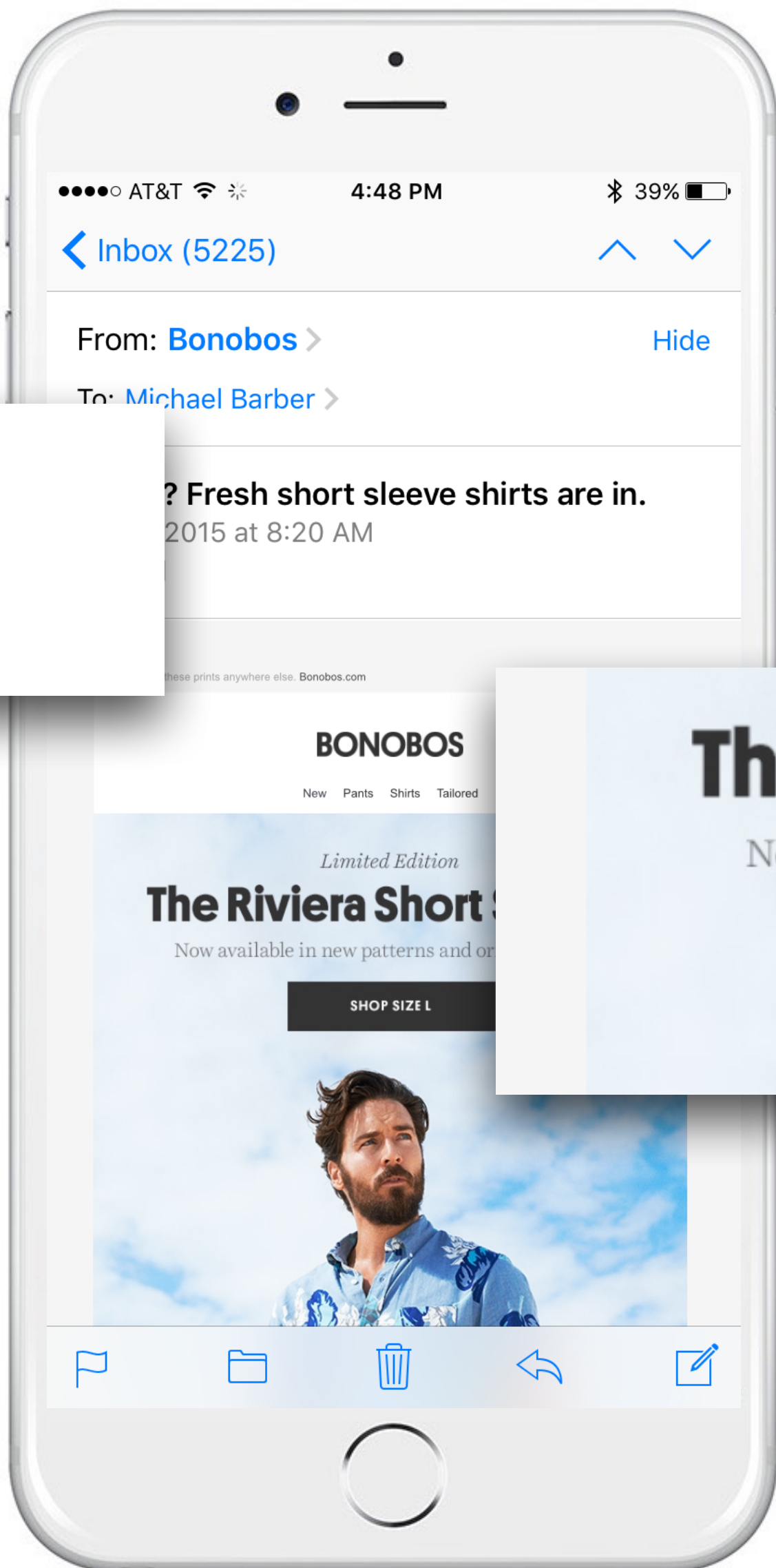


flavor is only here for a limited time.

ORDER NOW



# Post purchase personalization.



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

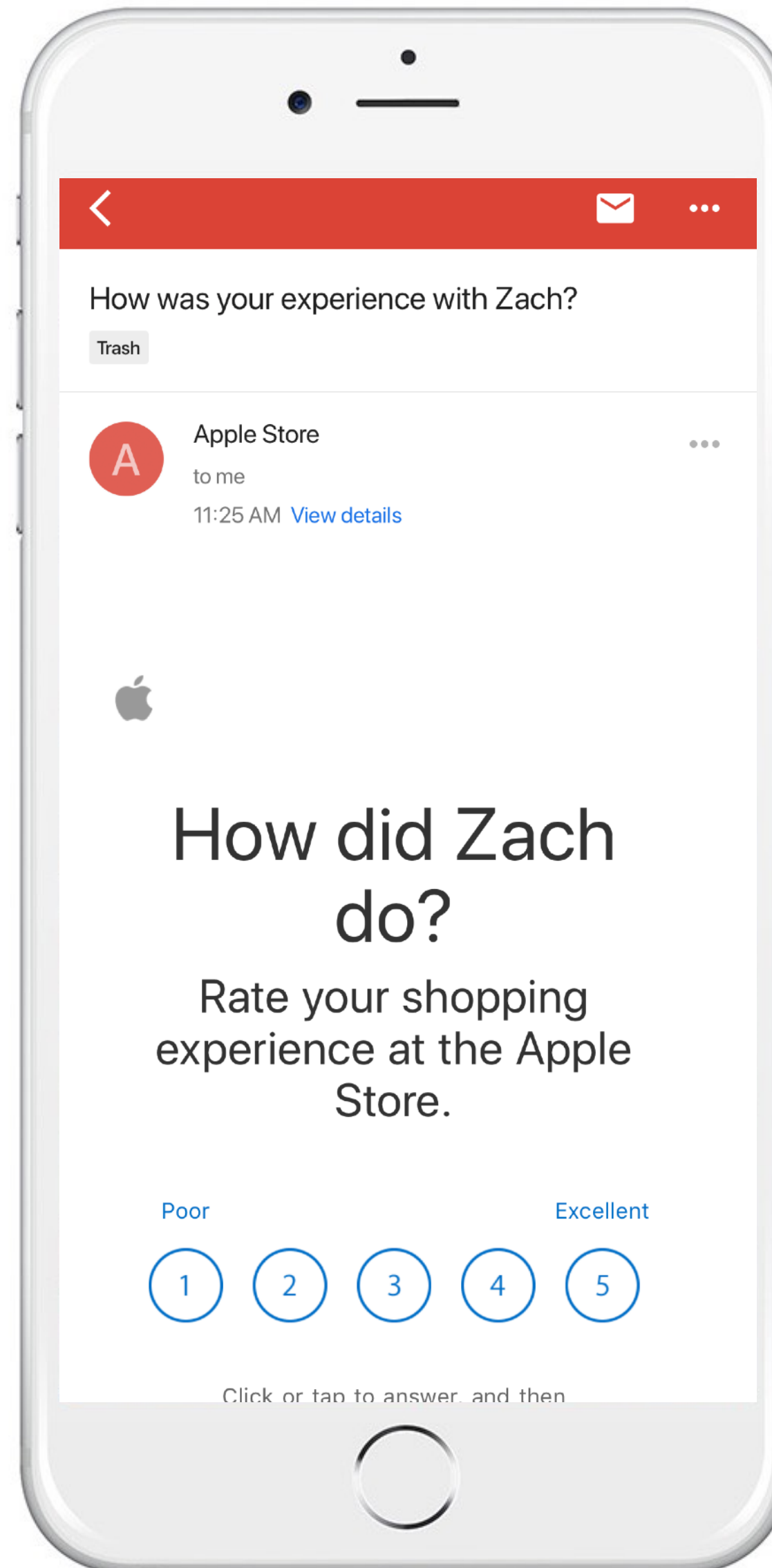
*Limited Edition*

## The Riviera Short Sleeve

Now available in new patterns and original prints.

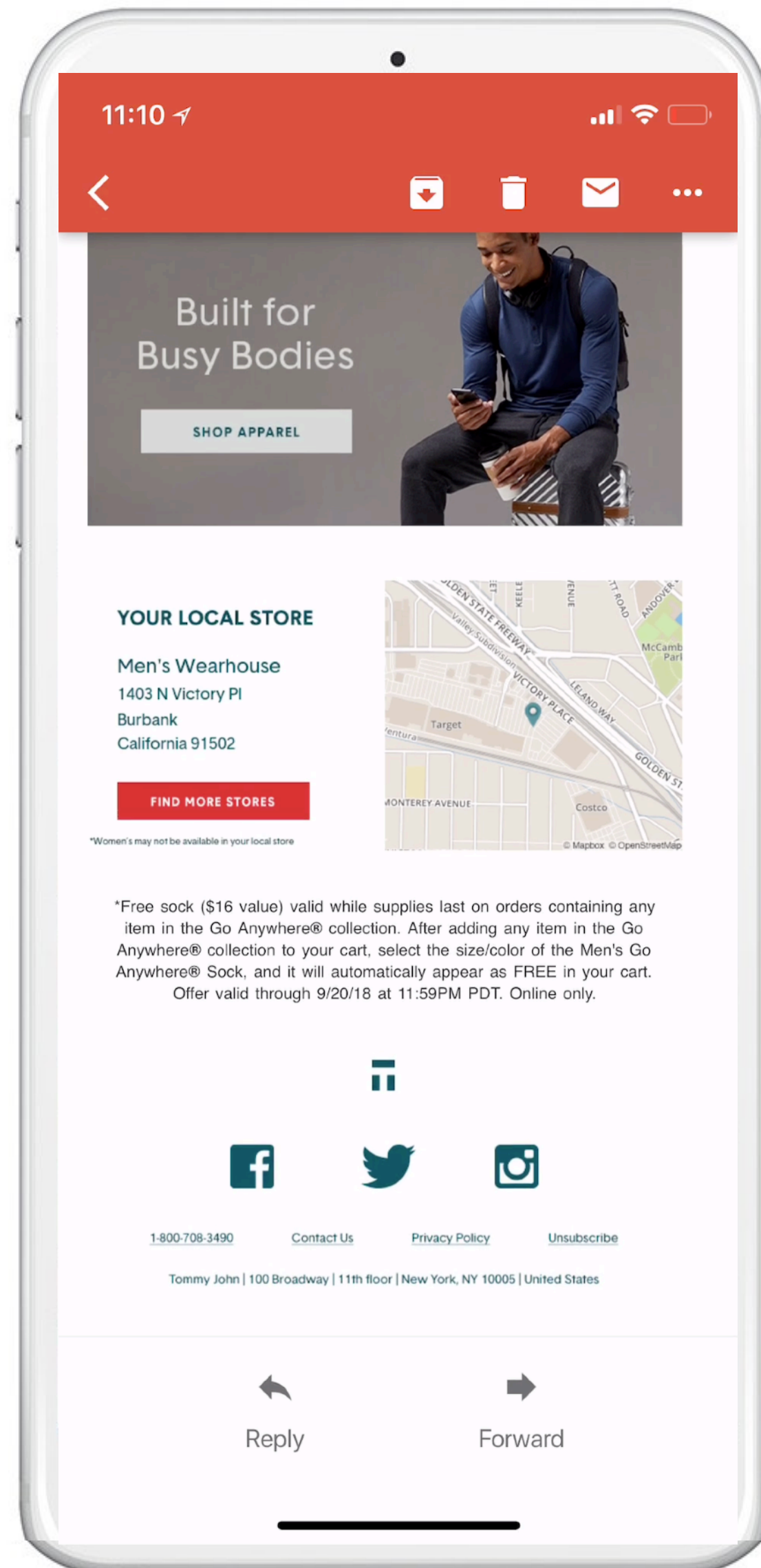
**SHOP SIZE L**

# Post service personalization.

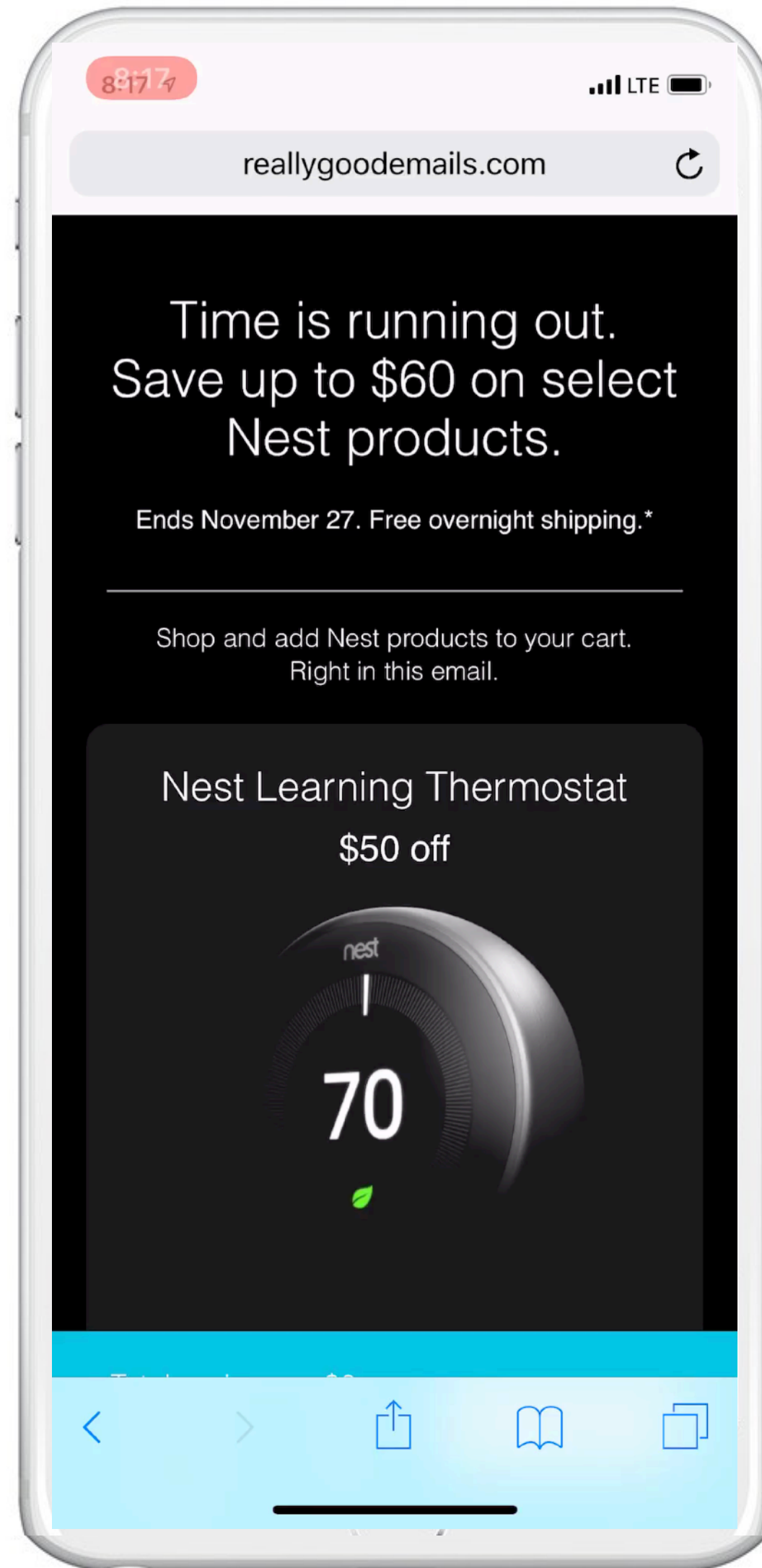




# Location, location, location.

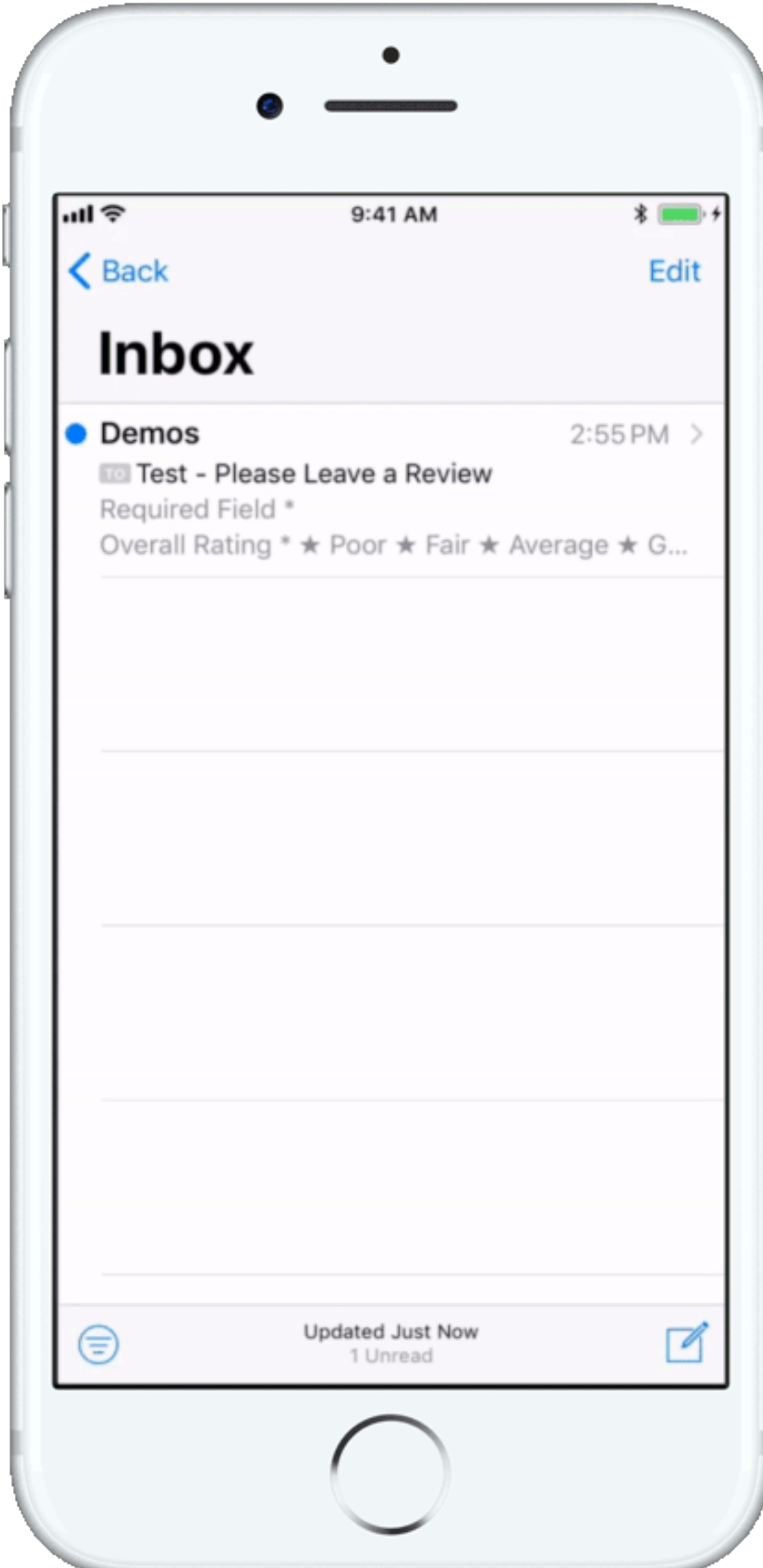


# Inbox is the cart.

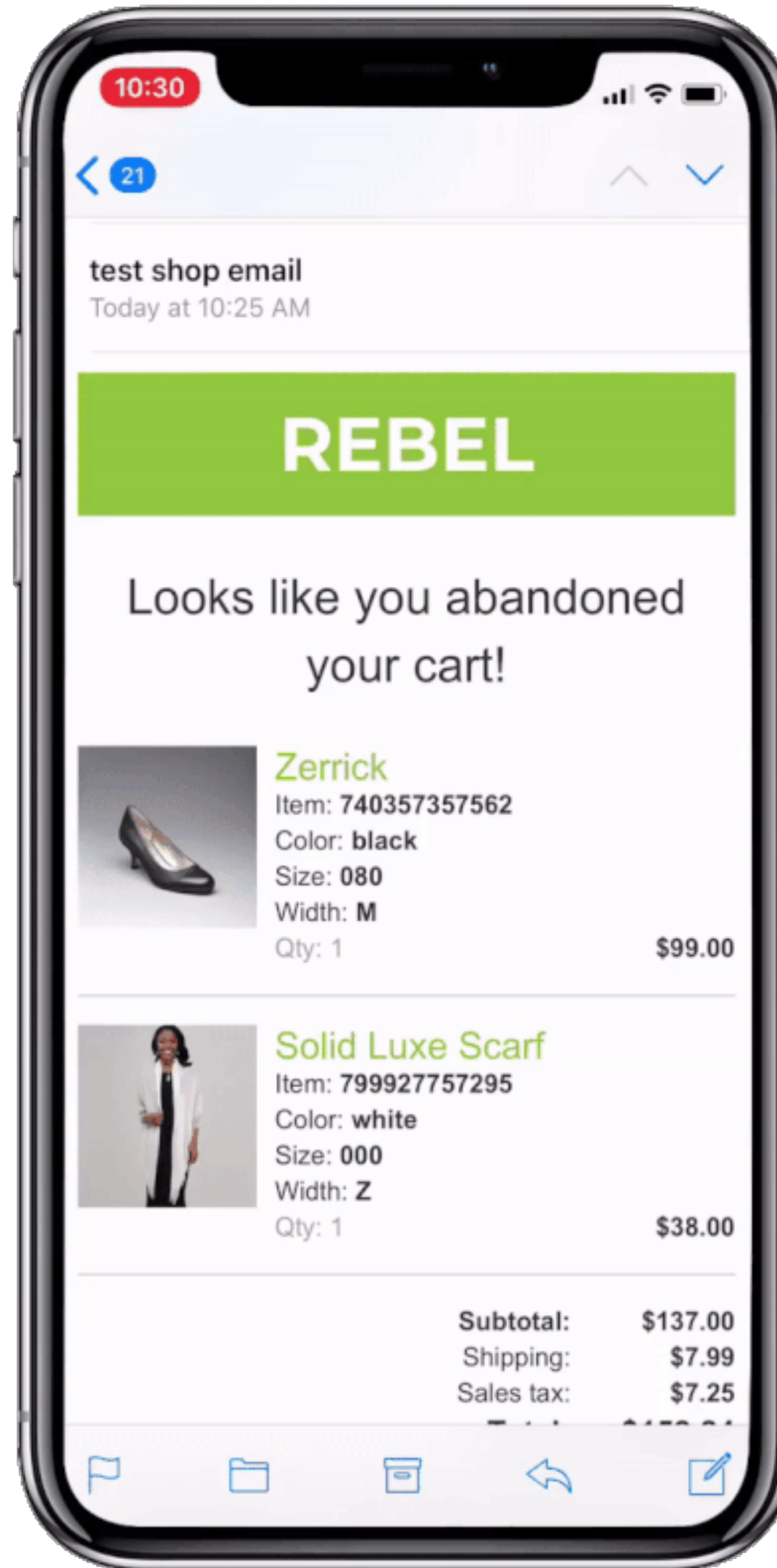




# Reviews natively.



# Buy now in the Inbox.





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

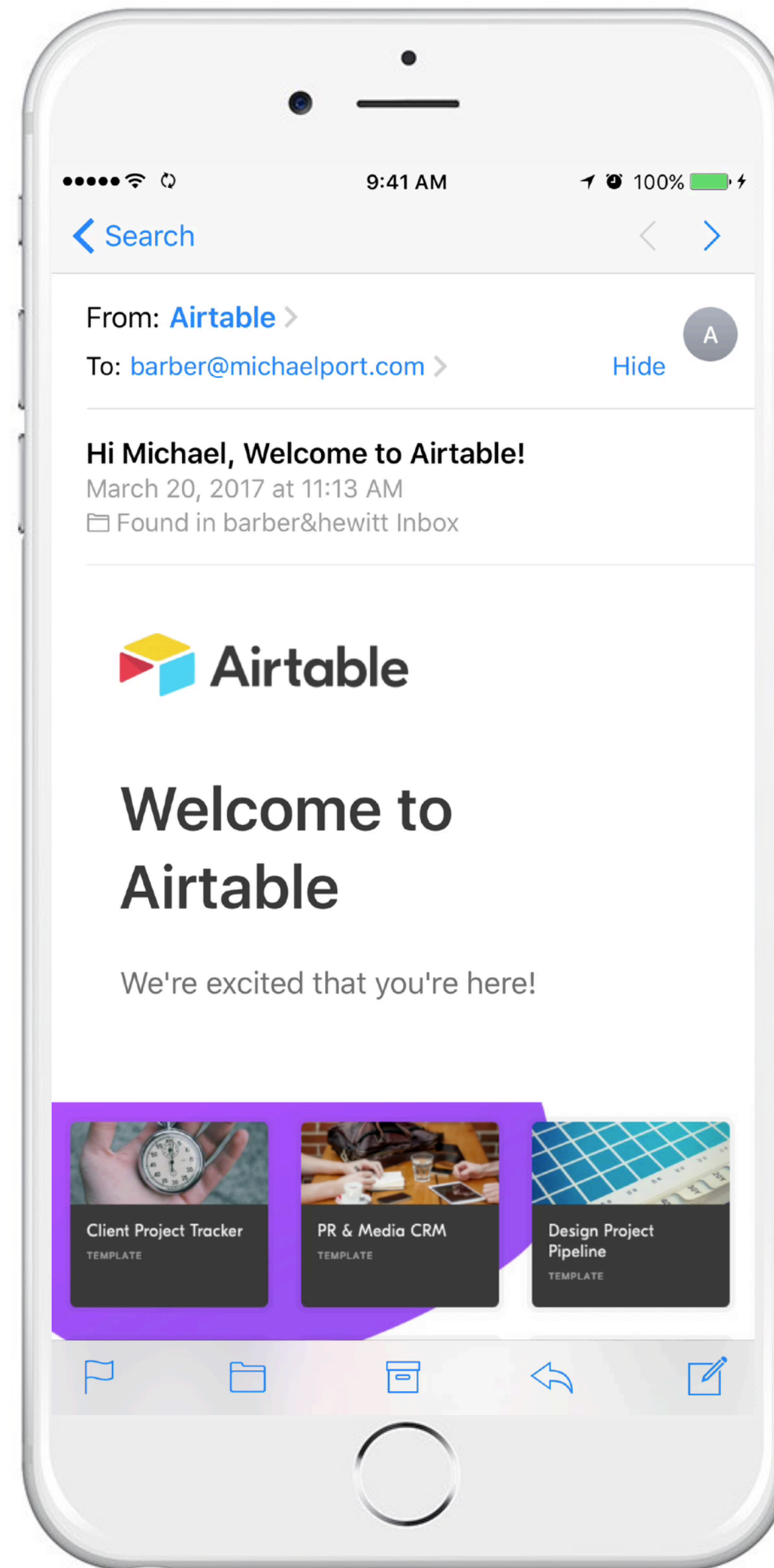




# Be kind.

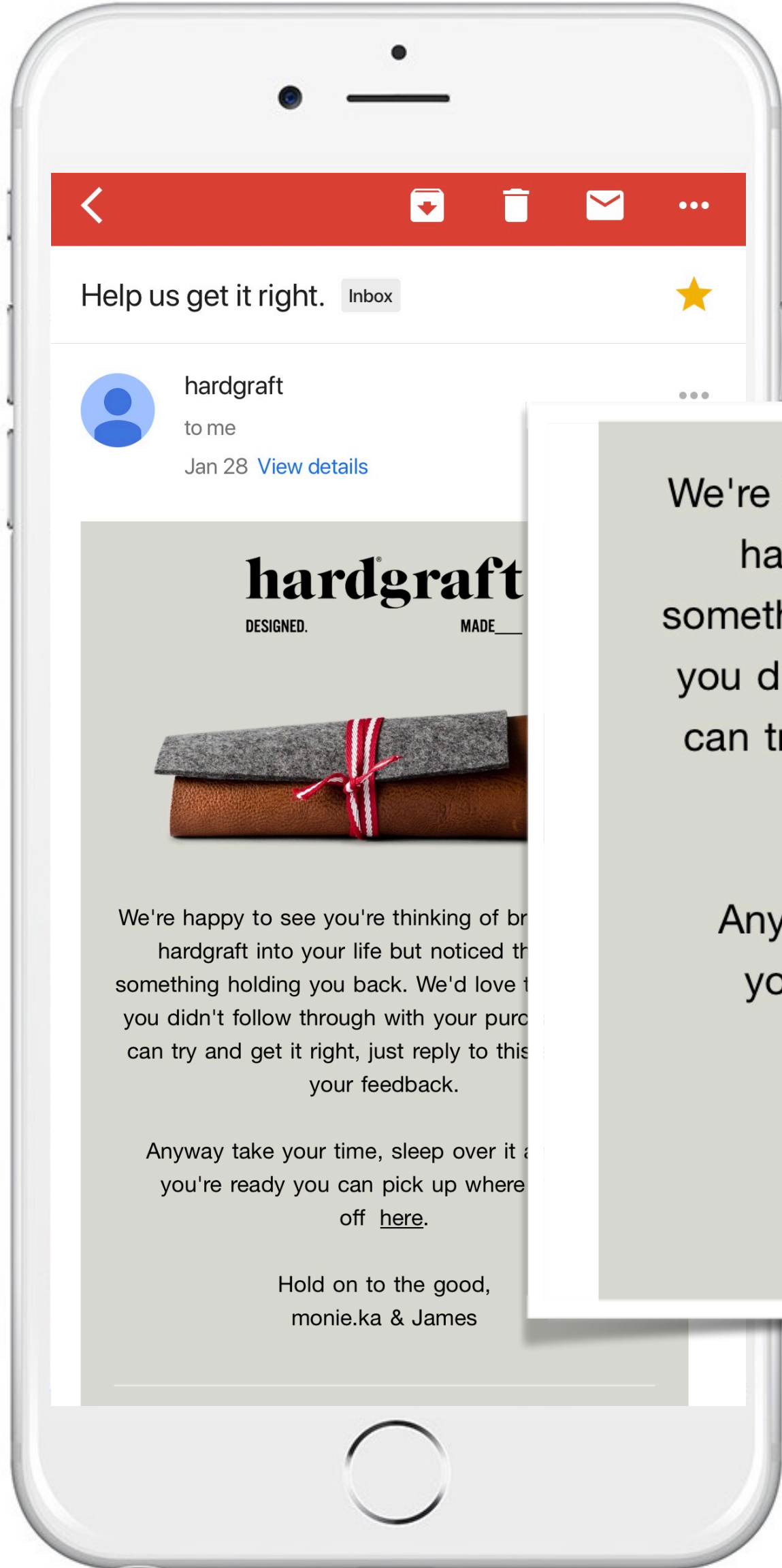
Empathy is required, even in the Inbox.

# Always say hello.





# 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

# Ask and you shall receive.

The screenshot shows the 'Email Subscriptions' page on the New York Times website. The page is titled 'Email Subscriptions' and includes a sub-header: 'Sign up for free newsletters and get more of The New York Times delivered to your inbox.' Below this, there is a section titled 'New Email Newsletters' which lists several options:

- The Privacy Project** (WEEKLY): As technology advances, will it continue to blur the lines between public and private? Sign up for Charlie Warzel's limited-run newsletter to explore what's at stake and what you can do about it. Includes a 'SIGN UP' button.
- Parenting** (WEEKLY): From the team at the NYT Parenting site (launching soon!): Get the latest news and guidance for parents. We'll celebrate the little parenting moments that mean a lot—and share stories that matter to families. Includes 'SIGN UP' and 'SEE SAMPLE' buttons.
- The T List** (WEEKLY): Coming this spring: a weekly roundup of what the editors of T Magazine are noticing and coveting right now. Includes a 'SIGN UP' button.
- The Daily** (WEEKLY): Every Friday, get an exclusive look at how one of the week's biggest news stories on "The Daily" podcast came together. Includes 'SIGN UP' and 'SEE SAMPLE' buttons.
- Crossing the Border** (WEEKLY): The U.S.-Mexico border is a daily headline. A political football. And also home to millions of people. Every week for the next few months, we'll bring you their stories, far from the tug-of-war of Washington politics. Includes a 'SIGN UP' button.
- Watching Guide: 'Game of Thrones'** (WEEKLY): Winter is almost here! As we head into the final season of "Game of Thrones," join our Westeros experts for a season-by-season rewatch. Once Season 8 commences, the newsletter will be full of intensive recaps, exclusive interviews and helpful explainers. Includes 'SIGN UP' and 'SEE SAMPLE' buttons.




# Frequency preferences FTW.

Email Frequency Preference x

Michael

email.bonobos.com/public/webform/render\_form/j6zrx4qp5xfgsli909r9m68c4krzy/2933c14b7a62ba0bb868a



## BONOBOS

### How much Bonobos do you want in your life?

**Frequency Preferences**

- How about once a week? Let's take it slow, Bonobos.
- A few times a month sounds about right.
- Once a month. I like you, Bonobos. LIKE.
- It's not you, it's me, Bonobos. I need a 30-day break.
- Unsubscribe. \*Sniff\*. It's over, Bonobos.

**Email Address \***

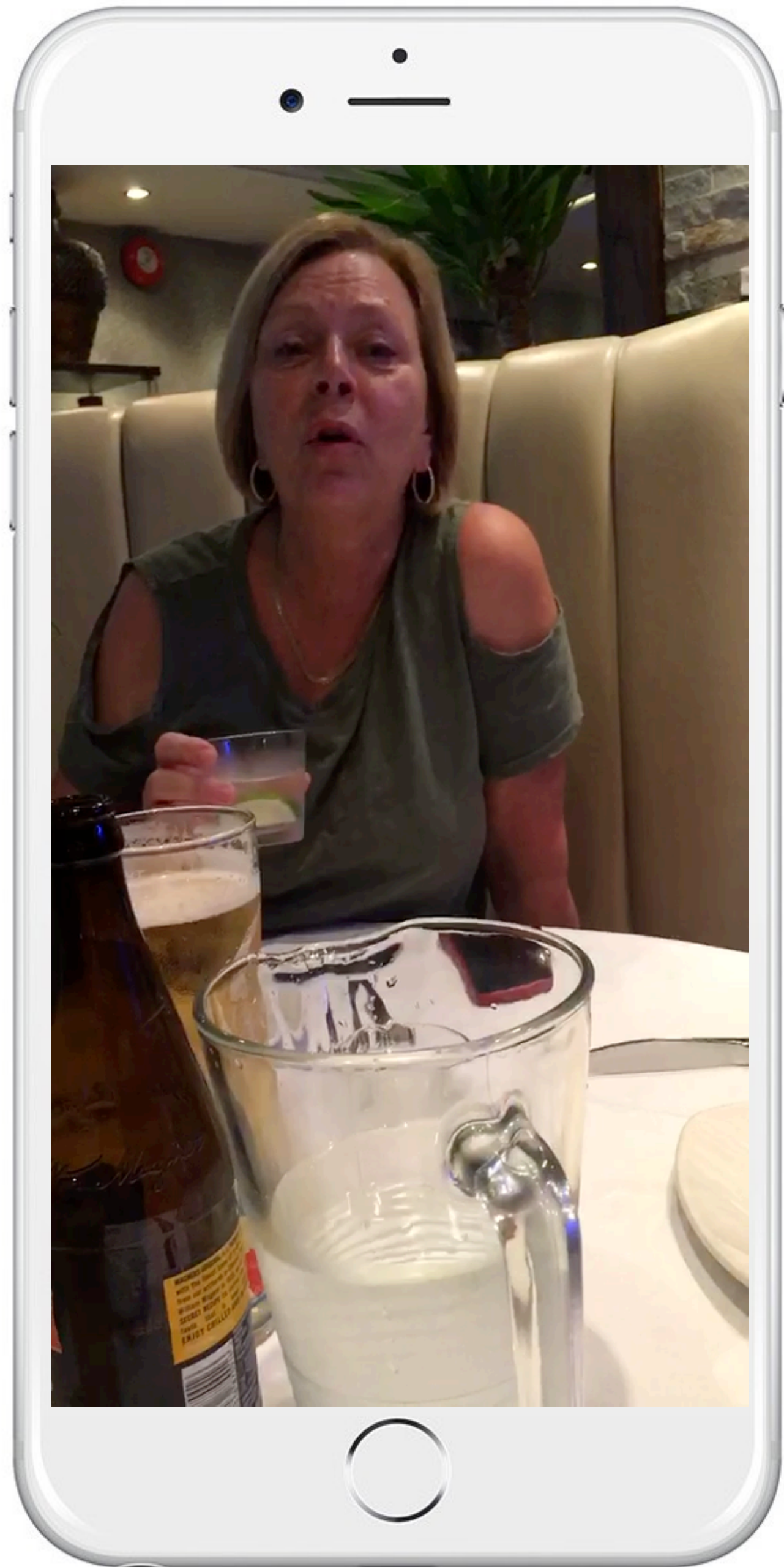
uabarber@gmail.com

Update Preferences



# Be kind.

Empathy is required, even in the Inbox.

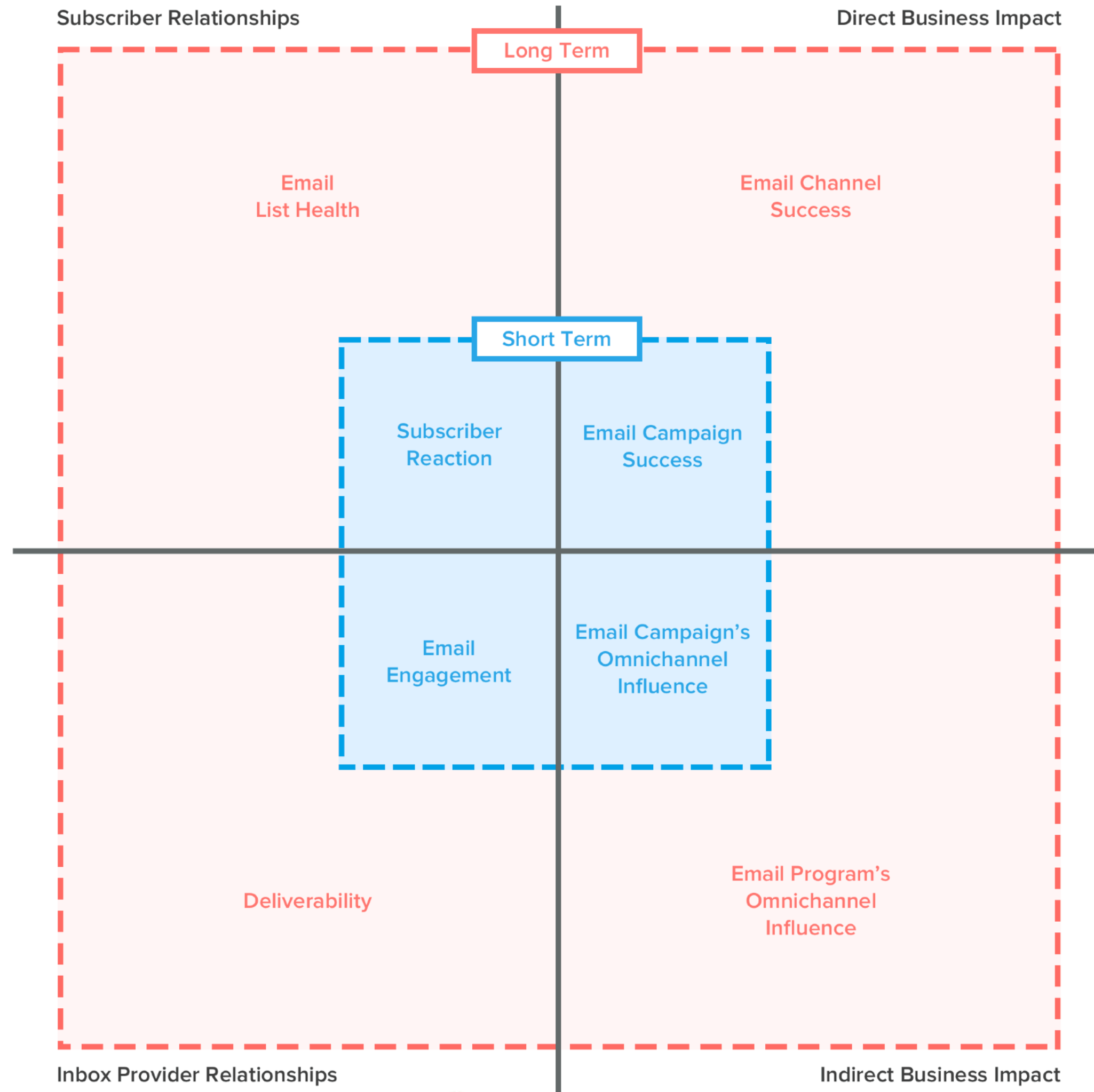


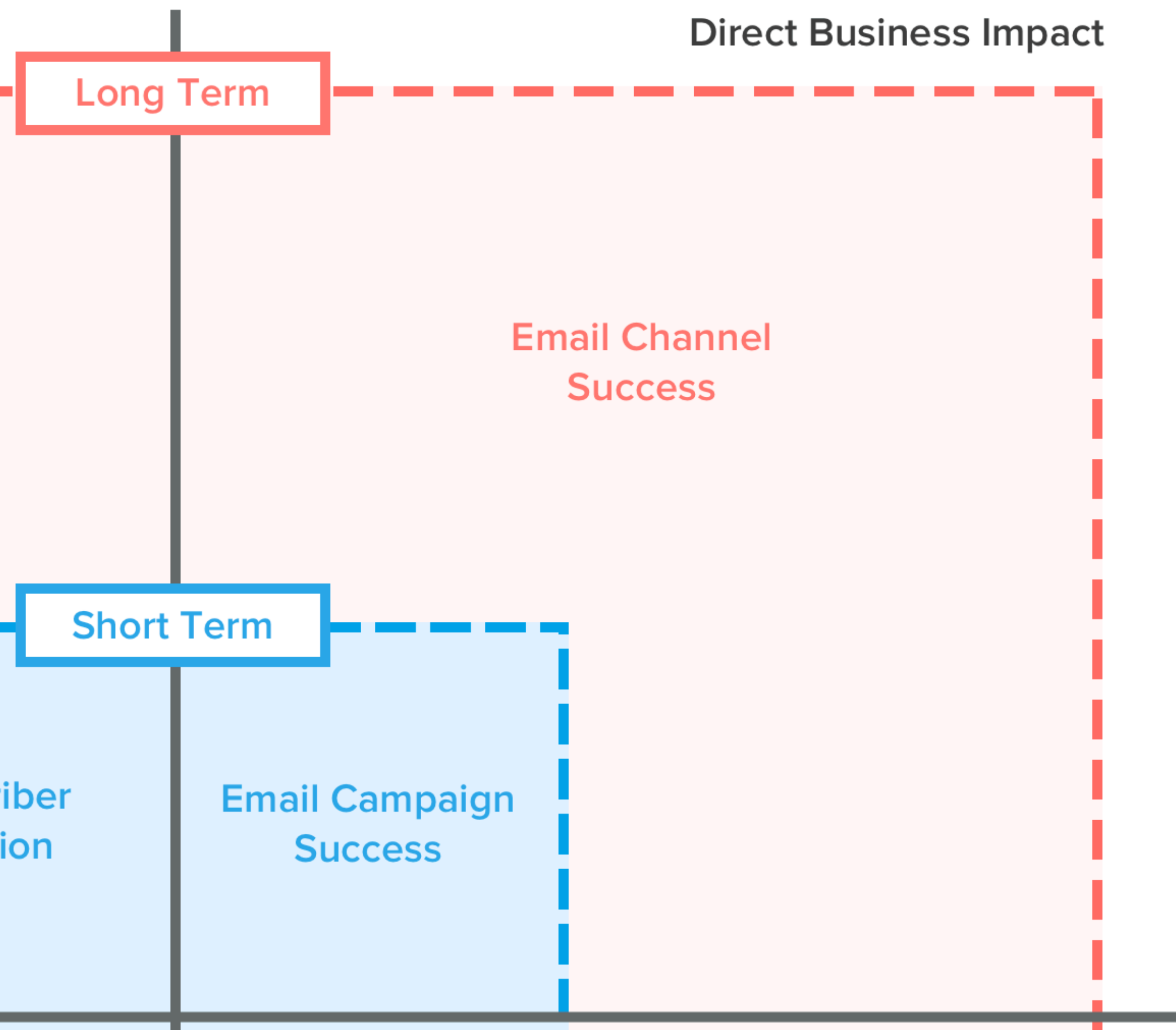
**Consistency above all, darling.**

Measure all ways and always.

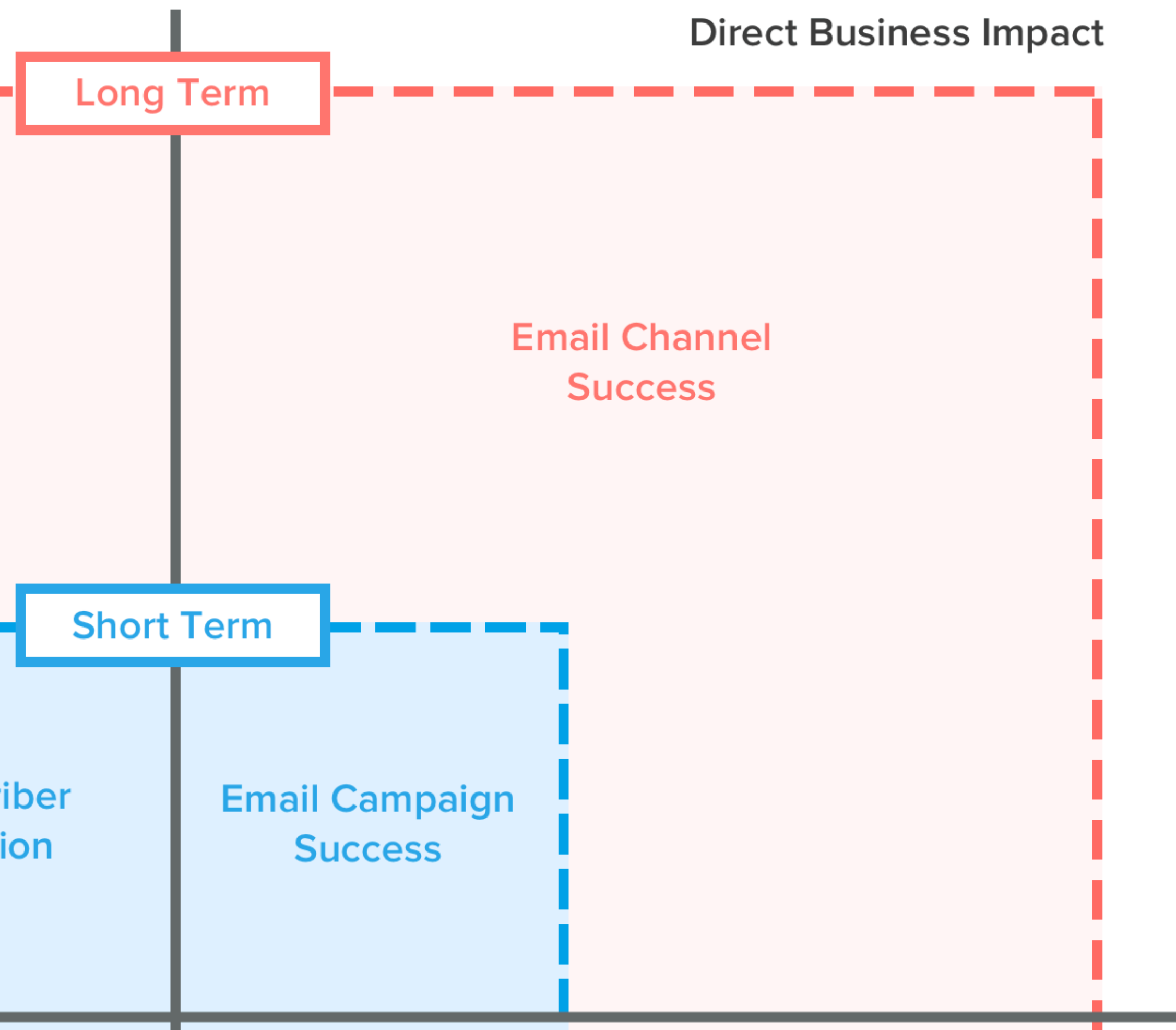


# Build your email metric matrix.





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



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



# Hypothesis, always.

Don't test without making some educated guesses.

# **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.**

Build ~~better~~ the best emails.

**It's always the little things, my love.**

Personalization matters.

**Be kind.**

Empathy is required, even in the Inbox.

**Be bloody brilliant.**

Build ~~better~~ the best emails.

**It's always the little things, my love.**

Personalization matters.

**Be kind.**

Empathy is required, even in the Inbox.

**Consistency above all, darling.**

Measure all ways and always.



**Be bloody brilliant.**

Build ~~better~~ the best emails.

**It's always the little things, my love.**

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, #ContentTECH!**

Say hello @michaeljbarber