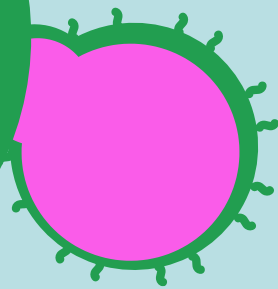




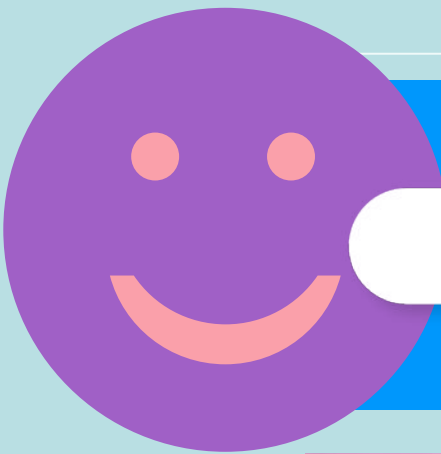
80's



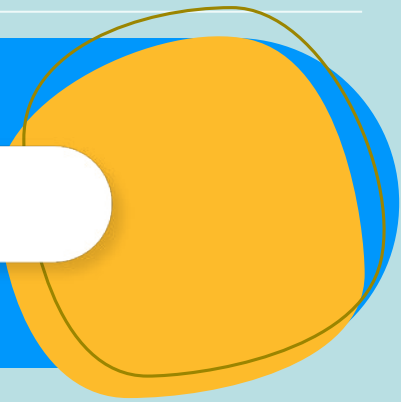
Don't Sweat Stale B2B Email Content!

Refresh It with Humor

Learn how to win stakeholders over, refresh outdated email practices, and deliver engaging results with a touch of humor.



By Elliott J. Curry



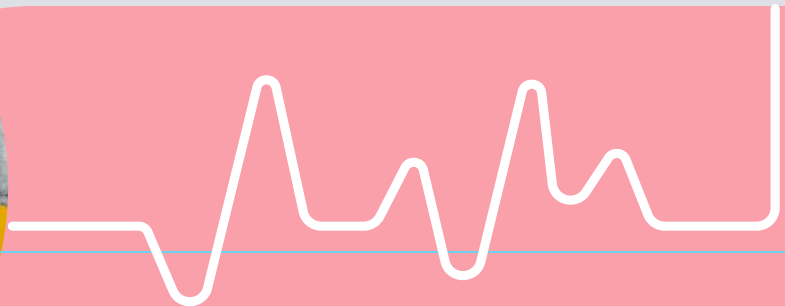
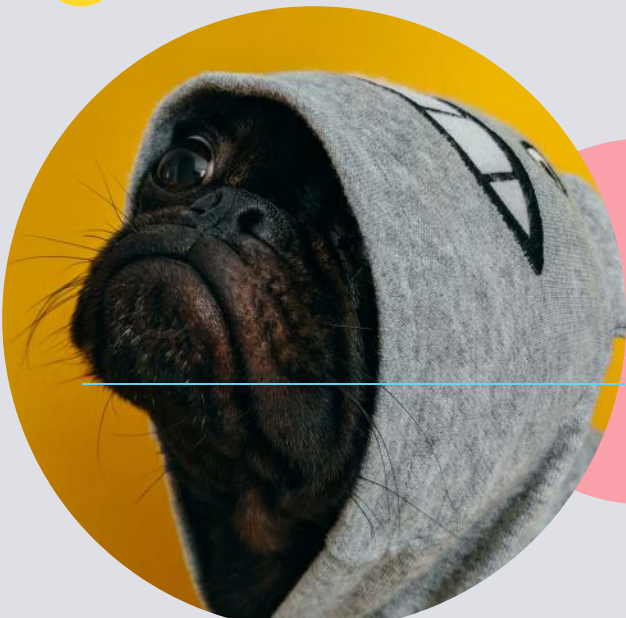
GURU  2024



What's In Store?



- 1 Meet the Man, the Myth, the Legend
- 2 Today's Workforce Is Stressed
- 3 The Science Behind Humor
- 4 Humor Changes How We Process Information
- 5 Benefits of Humor in B2B Communications
- 6 How to Convince Apprehensive Stakeholders
- 7 Tactics and Strategies to Master B2B Email Humor
- 8 Tactics and Strategies to Master B2B Email Humor



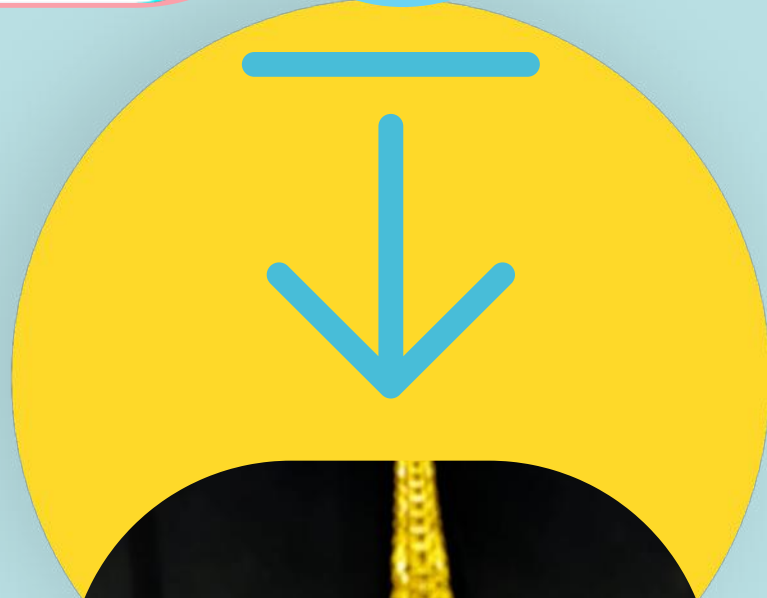
Meet the Presenter

By Elliott J. Curry



As a forward-thinking B2B marketer with over 15 years of experience, Elliott Curry has worked with companies of all sizes. In the process, he has consistently challenged the status quo of dry, emotionless B2B email practices by asking, "Why do B2C email campaigns get to have all the fun?"

Today, he works in financial services and is a champion of engaging the rational and emotional sides of decision-makers' brains. Stress stinks, and Elliott offers a colorful formula for you to use humor as a deodorant for stale, musk, dank B2B email practices.



Today's Workforce Is Stressed



American workers are stressed! According to the American Institute of Stress:

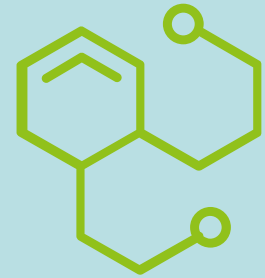
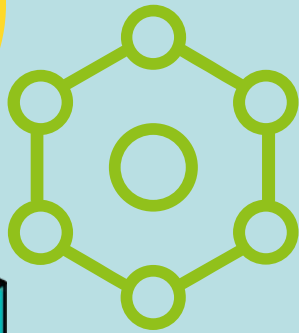
- 83% of U.S. workers experience work-related stress
- 81% stated stress affects their mental health
- 73% reported stress negatively impacted relationships with family, friends, and co-workers.

Workers face demanding tasks, tight deadlines, and a daily average of 120 emails. **How can we, as email marketers, make our emails stand out amid this stress?** Humor might be the key to refreshing our communication.



The Science Behind

Humor



The power of a laugh is undefeated! And as an email marketer, it's the power you wield.

Reduces Stress

A study published in Plos One found laughter session can reduce cortisol, the stress hormone, by 37.7%



Heart Disease Risk

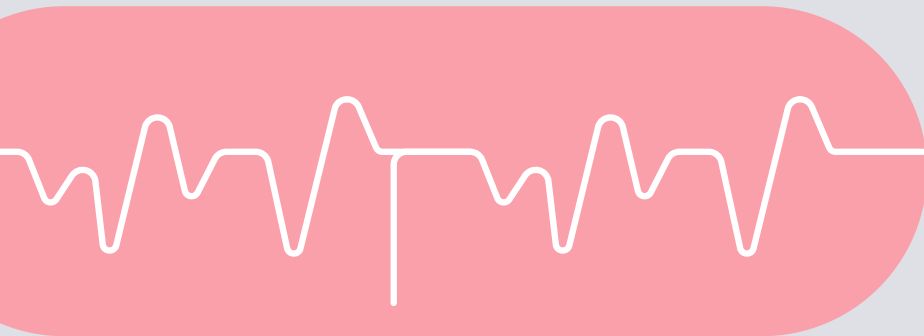
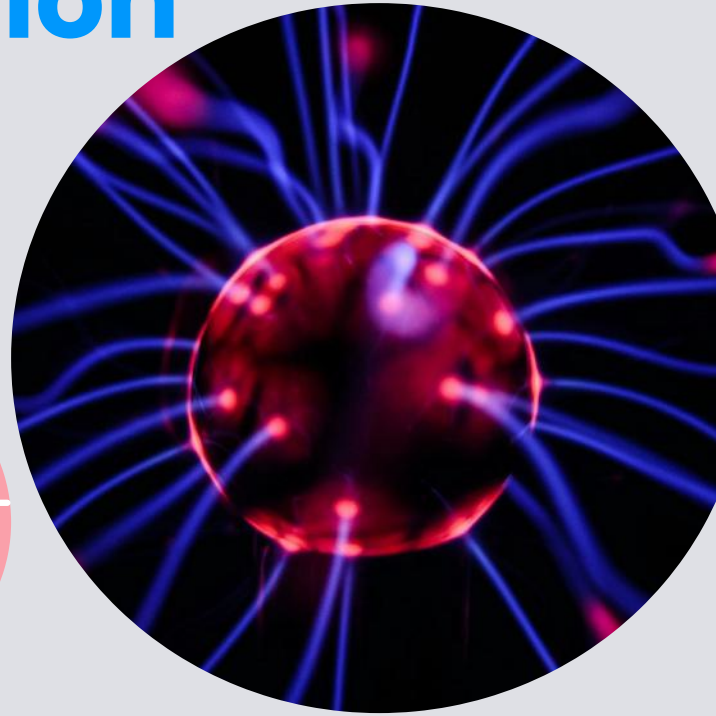
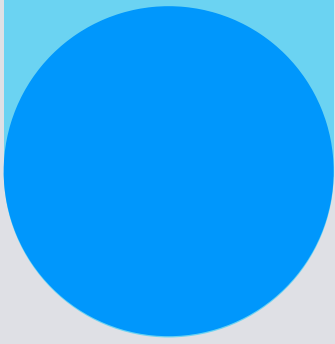
According to a study published in Psychosomatic Medicine, people with a strong sense of humor have 73% lower risk of death from heart disease.

Reduces Death Risk

Based on the previous study, people with a strong sense of humor have a 73% lower risk of death from all causes.



Humor Changes How We Process Information



Humor does more than reduce stress; it affects how we process information. According to the Annenberg School for Communication, young adults are likelier to remember information delivered humorously. This matters because younger adults now make up the majority of B2B buyers. According to Forrester Research Millennials and Gen Z (born after 1980) now represent 64% of global business buyers



Benefits of Humor in B2B Communications



INCREASED OPEN RATES

According to Salesforce, humor boosts open rates by 25%, and subject lines with emojis can see a 45% increase.



ENHANCED ENGAGEMENT

According to B2B Marketing Research, humor can increase engagement rates by up to 40%, making recipients more likely to read and interact with your content



BETTER MEMORABILITY AND RECALL

Humorous emails have an 80% memorability rate compared to 30% for non-humorous content.



IMPROVE RELATIONSHIP BUILDING

Humor helps businesses appear more approachable, relatable, and trustworthy. A CBS study found humor five times more important than sex in maintaining relationships, emphasizing its role in building connections.



HELPS DRIVE SALES

According to HubSpot, 77% of people are likelier to buy from a funny sales representative than a non-humorous one

How to Convince Apprehensive Stakeholders

According to Oracle, 95% of business leaders fear using humor in interactions. Fortunately, there are ways to convince them to lighten up a little!



Show ROI of Humor

Use case studies from other brands that successfully used humor.



Start Small & Test

Start small and use A/B testing to prove the efficiency of humor



Align Humor w Brand

Ensure the humor reflects and reinforces the brands personality.



Highlight Demand

Use data to demonstrate that consumers expect relatable, entertaining communications from brands.



Start w Internal Comms

Experiment with internal communications first. The positive reception can help stakeholders ease into adoption

Tactics and Strategies to Master B2B Email Humor

Using humor in B2B emails requires a balance of creativity, timing, and understanding your audience. It's not about throwing a joke into an email just for laughs, but rather about leveraging humor in a way that enhances your message, aligns with your brand's voice, and builds stronger relationships with your audience. Here are a few creative ways to do just that:

Thematic Humor

Center emails around a theme to create a cohesive experience

Wordplay & Puns

Clever wordplay grabs attention and adds a lighthearted tone.

Self-Deprecation

Controlled self-deprecation can make your brand seem more approachable

Relatable Situations

Use humor to acknowledge and connect with your audience's challenges.

Emojis

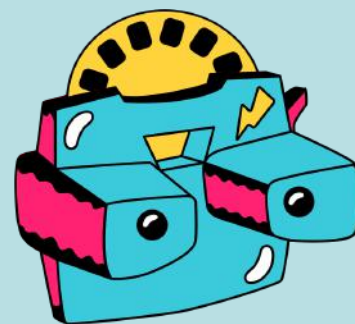
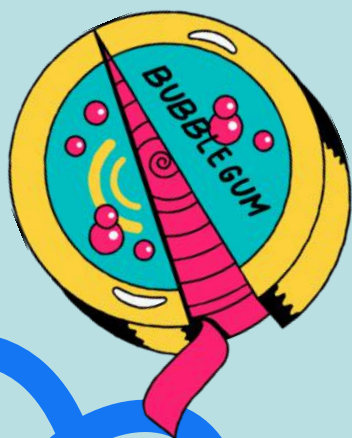
Emojis can increase open rates, making them a valuable tool in the arsenal.

Funny Testimonials

Highlight funny testimonials to add personality and trustworthiness.

Gifs & Animations

Using Gifs and animations can add a playful and entertaining element to emails



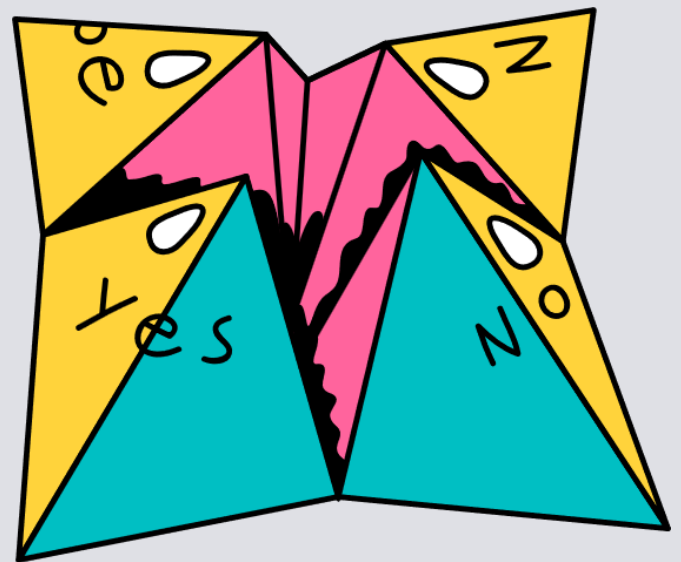
Refresh Your B2B Emails with Humor



While we will always pay homage to the brilliance and vitality of the 80s—it doesn't mean we have to market as we live there. It's time to reinvent and transform how we communicate B2B emails by speaking to them like humans, leveraging humor.

Using humor in B2B emails can help your message stand out, create a welcomed break for stressed workers, and make your communication more likely to be read and acted upon. Humor helps build a connection with recipients, making them more likely to engage and do business with you.

Consider this: Would you be more inclined to hear someone out if they made you smile? Refresh your emails with humor, and your audience will give you every answer you need.



GURU  **2024**