

**DO THIS,
NOT THAT**



Jen Hirst
@jenleehirst

How we used to unfriend
people back in the day.



WHERE DO MY TRENDS COME FROM?



OUTCOMEMEDIA
a Worldata company

SubjectLine.com

JaySchwedelson.com

**GURU
MEDIA
HUB** ⚡

**NOVEMBER AND
DECEMBER ARE
ALMOST HERE...**



OCTOBER 15TH TO DECEMBER 15TH



CONSUMER:

Opt-In Rates are **230% Higher** Than Any Other 60 Day Period.

Open Rates are **24% Higher** Than Any Other 60 Day Period.

Unsubscribes are **270% Higher** Than Any Other 60 Day Period.

BUSINESS:

Content Offers Related to 2025 (next year) Increase Conversion Rate by **74%** vs. Standard Content Offers.

Unsubscribes are **225% Higher** Than Any Other 60 Day Period.

**YOU ARE SUPPOSED TO GET
A TON OF UNSUBSCRIBES!**

**DON'T LET THE LOUDEST
VOICE DICTATE YOUR
MARKETING EFFORTS!!!!**

**BTW...
FROM DECEMBER 20TH TILL
MID-JANUARY YOUR OPEN
AND CLICKS WILL DROP!**



OCTOBER 15TH TO DECEMBER 15TH



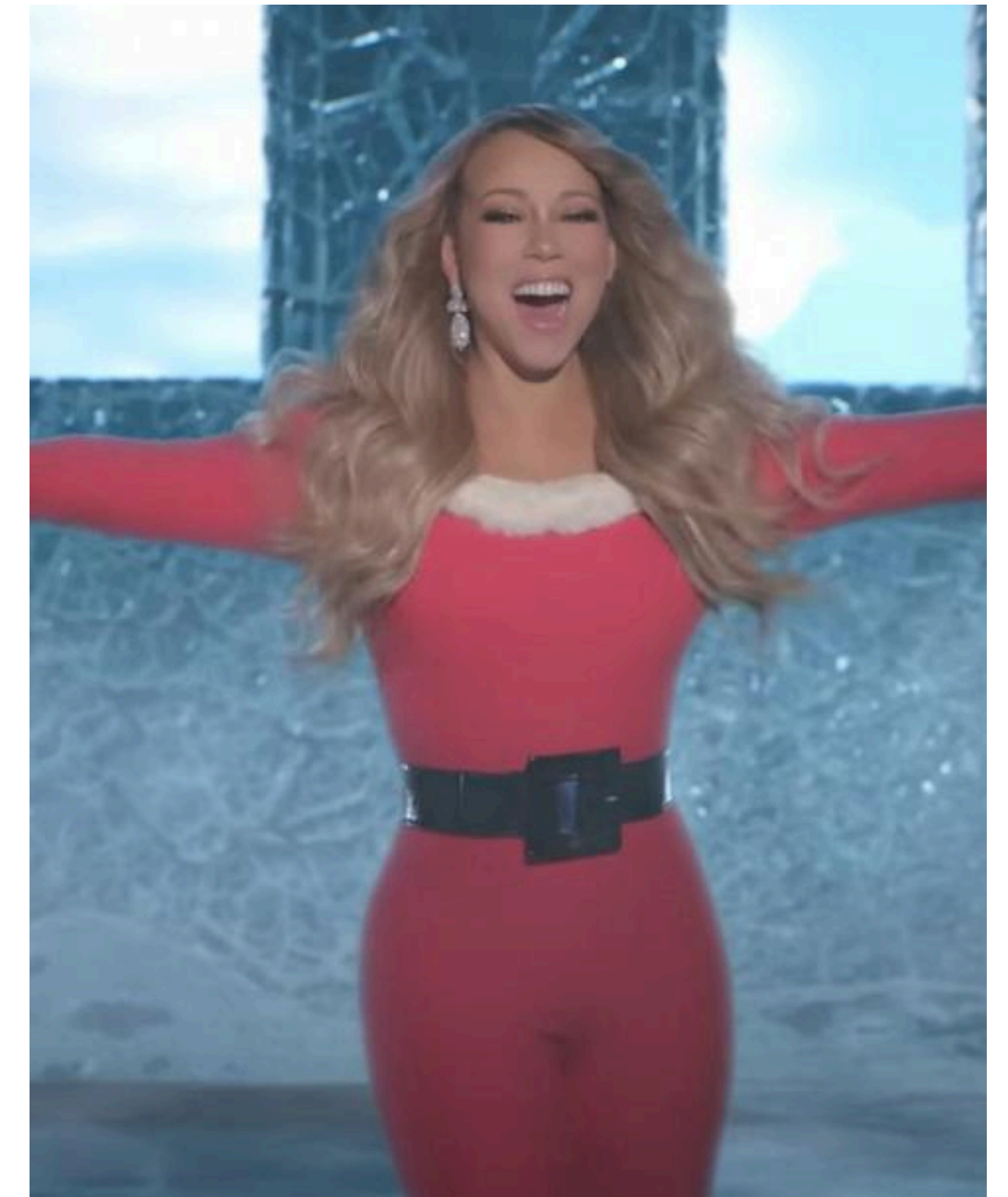
SEND THE STUFF NOW! (IT'S TIME...)

CONSUMER

'OPENS' FROM '6-MONTH+ NON-OPENERS' ARE 400% HIGHER THAN ANY OTHER 60 DAY PERIOD

BUSINESS

'OPENS' FROM '6-MONTH+ NON-OPENERS' ARE 180% HIGHER THAN ANY OTHER 60 DAY PERIOD



TOP **WIN-BACK** EMAIL SUBJECT LINES:

[Last 6 Months]

CONSUMER:

REMOVAL OF 'STATUS' SUBJECT LINES INCREASE EMAIL OPEN RATES TO NON-ENGAGED CONTACTS BY OVER 40% [12-MONTH NON-ENGAGED]

VIP Status Ending...

Exclusive Perks Expiring...

Ending PRIORITY ACCESS...

TOP **WIN-BACK** EMAIL SUBJECT LINES:

[Last 6 Months]

BUSINESS:

'CONFIRMATION STATUS' SUBJECT LINES INCREASE EMAIL OPEN RATES TO NON-ENGAGED CONTACTS BY OVER 30% [12-MONTH NON-ENGAGED]

Are you still with ACME?

Did you leave Retail Sector?

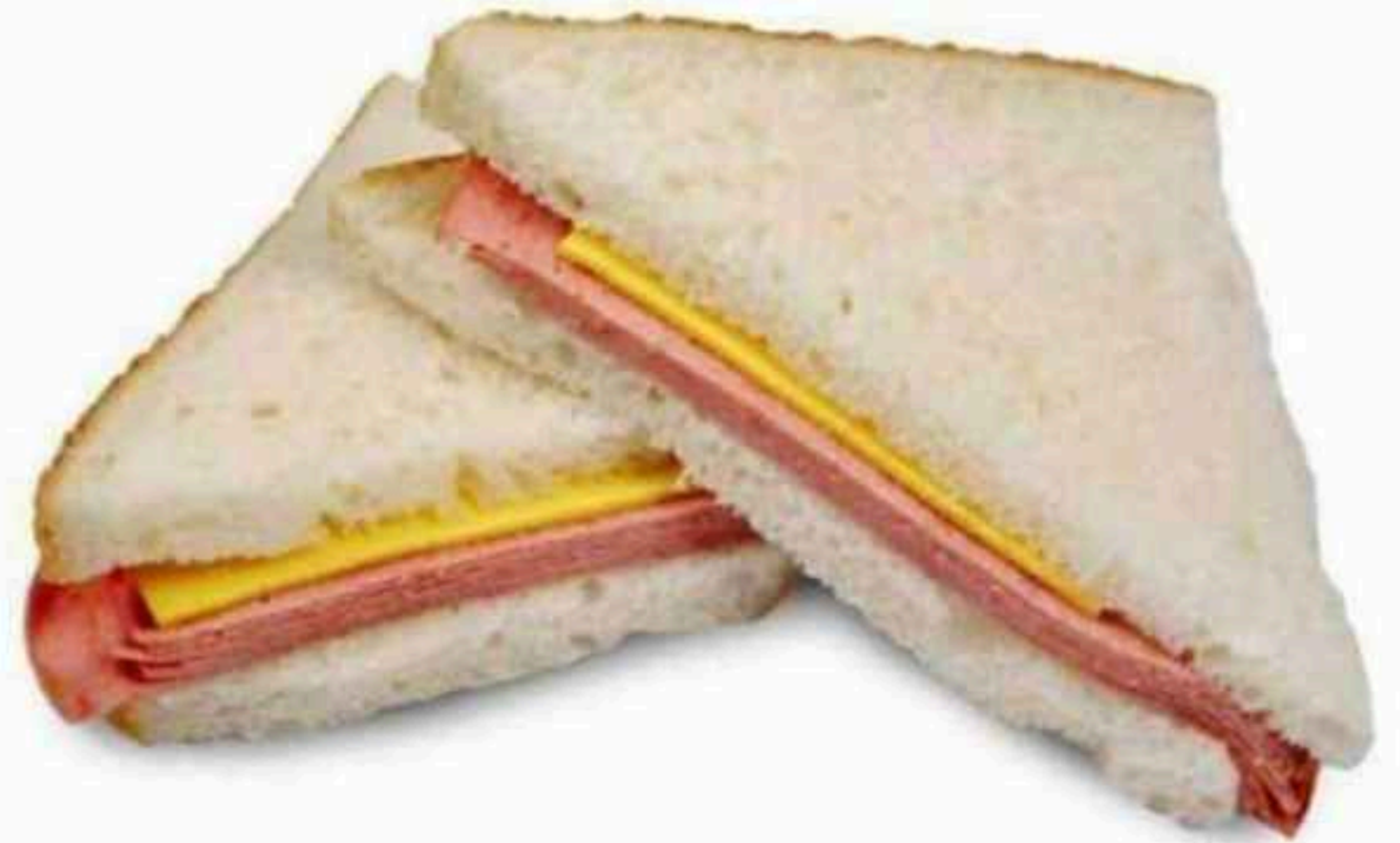
HELLO???

**ENOUGH WITH ALL
THE HOLIDAY TIME
PERIOD STUFF...**



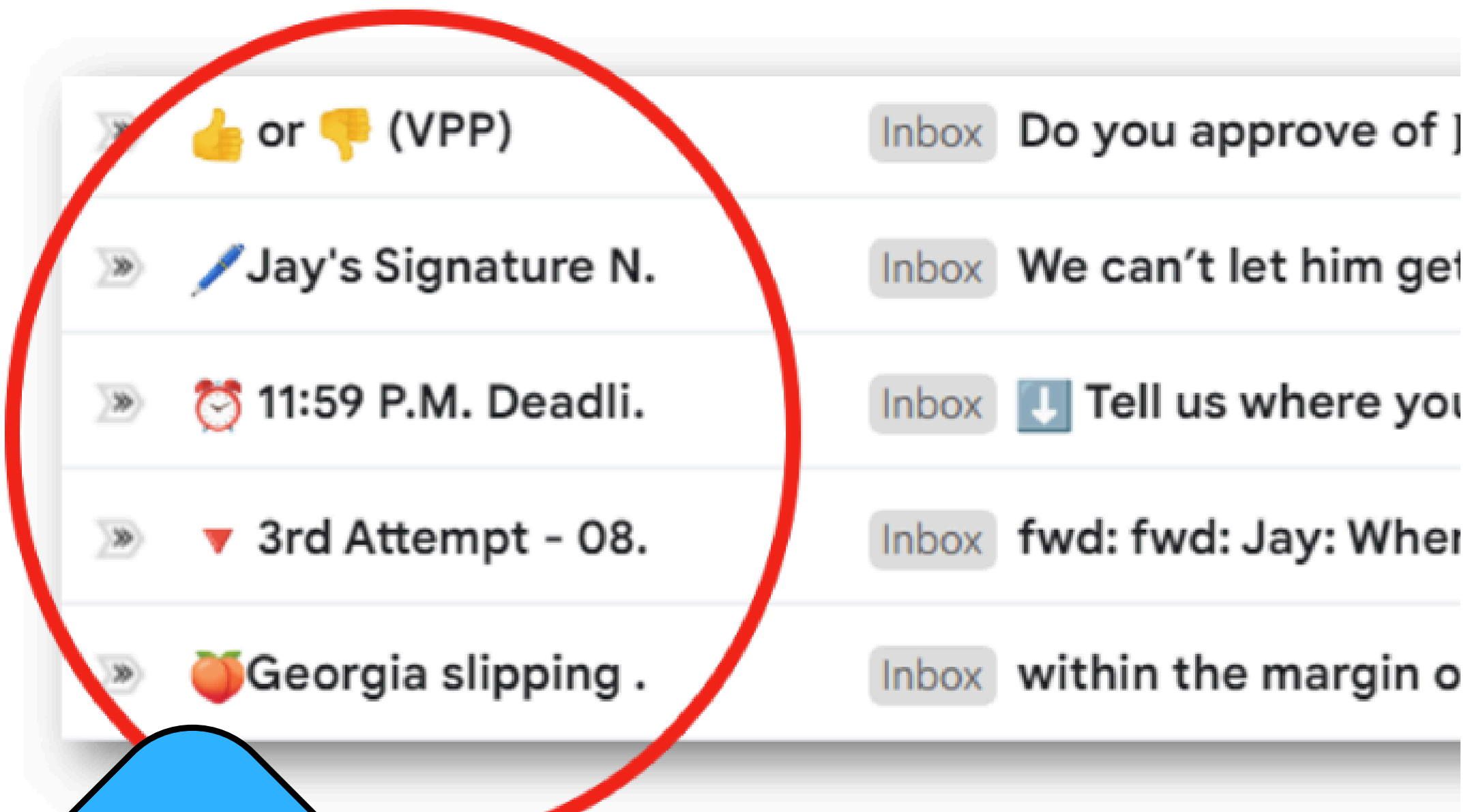
**MIGHT BE ONLY
THING WORSE
THAN TALKING
ABOUT POLITICS...**

This picture just got stuck to the
roof of my mouth



**POLITICAL EMAILS
ARE ABOUT 1-2 YEARS
AHEAD OF REGULAR
MARKETING...**

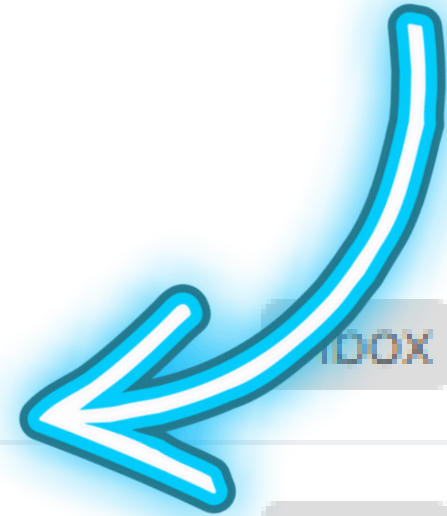
(CAUSE THEY JUST DON'T CARE)



EMOJIS

IN FROM NAME?

UGHHH....IT'S COMING



- › Groupon ● Inbox Groupon Days Special: Limited Edition Hempz Seas... 4:15 AM
- › Groupon Coupons ● Inbox 60% Off Carter's, 60% Off Wayfair, 50% Off Yankee ... Oct 16
- › Don't Miss Out ● Inbox Groupon Days: Fall Fashion at Unbeatable Prices! - S... Oct 16
- › Deal Alert ● Inbox Groupon Days: Regal Movie Tickets & Snacks Up to ... Oct 15
- › Groupon ● Inbox Groupon Days Deal: Staples Custom Cards Up to 50... Oct 14
- › Groupon Coupons ● Inbox \$25 Sam's Club Membership, 60% Off Priceline ✈️, 2... Oct 13

**SINCE WE ARE AT
A VIRTUAL
EVENT...**

**WEBINARS
ARE
PAINFUL**

"Wanna know how I got these scars?"



THE WORD WEBINAR IS



SUBJECT LINES THAT WILL NOT GET ME TO OPEN:

Golf Digest+	Inbox	HAPPENING SOON: Live webinar with a top fitness trainer - L...	Oct 15
The NonProfit Times	Inbox	*LAST CALL* WEBINAR : Best practices for nonprofits seekin...	Oct 15
Progress Sitefinity	Inbox	[Webinar] 3 Must See Tips for Getting the Most Out of Sitefini...	Oct 15
Jason	Inbox	Tomorrow night's webinar - Find out how colleges calculate GP...	Oct 15
Franchise Times	Inbox	Top 400 Webinar : Speaker Lineup Inside! - Top 400 Webinar b...	Oct 14
Buildout	Inbox	[Webinar] Step into 2025 with smarter, faster marketing tools -	Oct 10
Event Marketer	Inbox	Watch the 'Accessibility in Events' webinar now! - * MC_PREV...	Oct 9
Franchise Times	Inbox	Top 400 Exclusive Webinar Series! - Top 400 Webinar begins O...	Oct 9
Ross Benes	Inbox	[Analyst Webinar] 5 Key Takeaways on CTV Ad Revenues and...	Oct 8



INCREASE IN **REGISTRATION RATE** IN HEAD-TO-HEAD TEST OF **'WEBINAR' VS. 'ALTERNATE NAME'**

WEBINAR VS LIVE EVENT

WINNER: LIVE EVENT UP 24%

WEBINAR VS WEBCAST

LOSER: WEBCAST DOWN 5%

WEBINAR VS VIRTUAL EVENT

WINNER: VIRTUAL EVENT UP 18%

WEBINAR VS DIGITAL WORKSHOP

WINNER: DIGITAL WORKSHOP 4%

WEBINAR VS LIVE PANEL

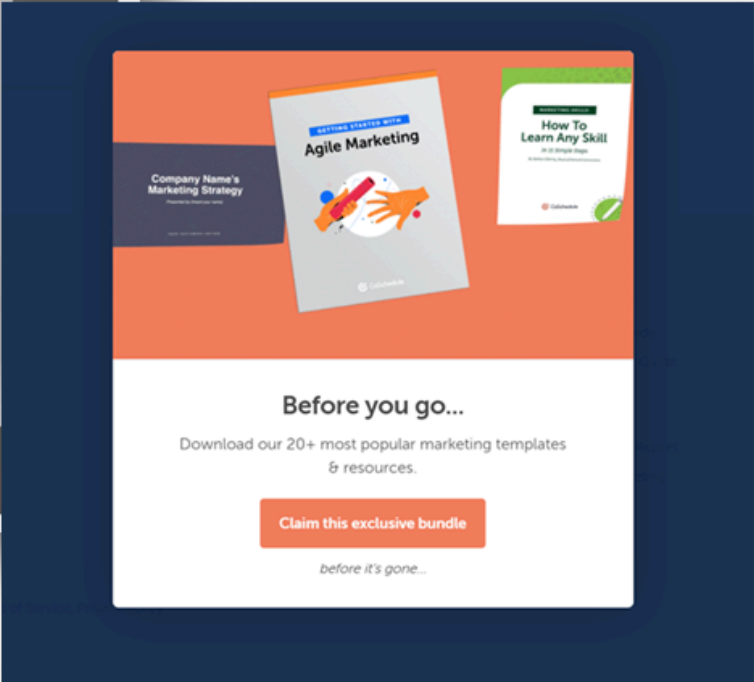
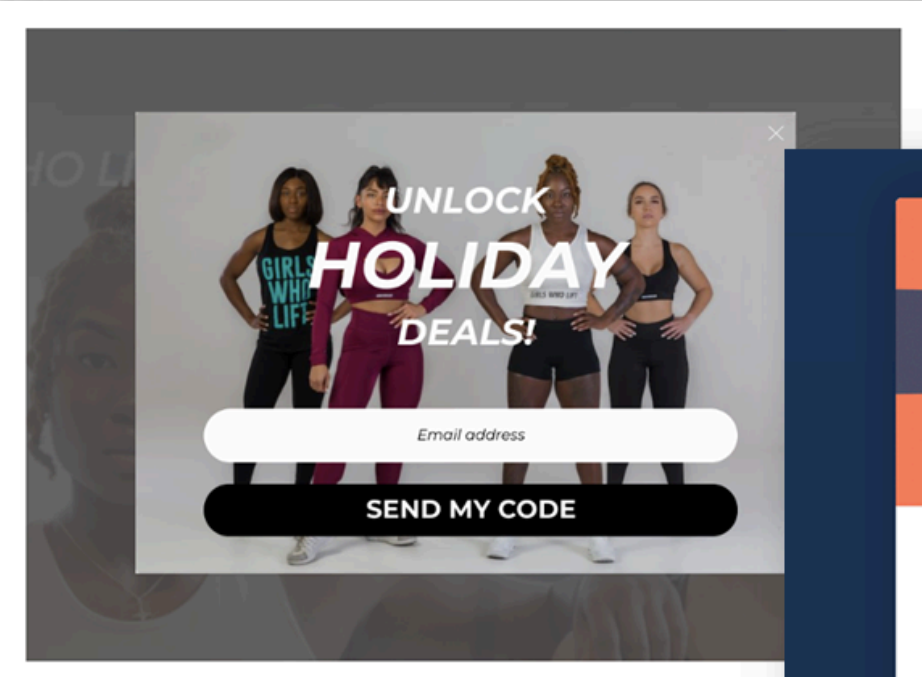
WINNER: LIVE PANEL UP 11%

WEBINAR VS INSIDER SESSION

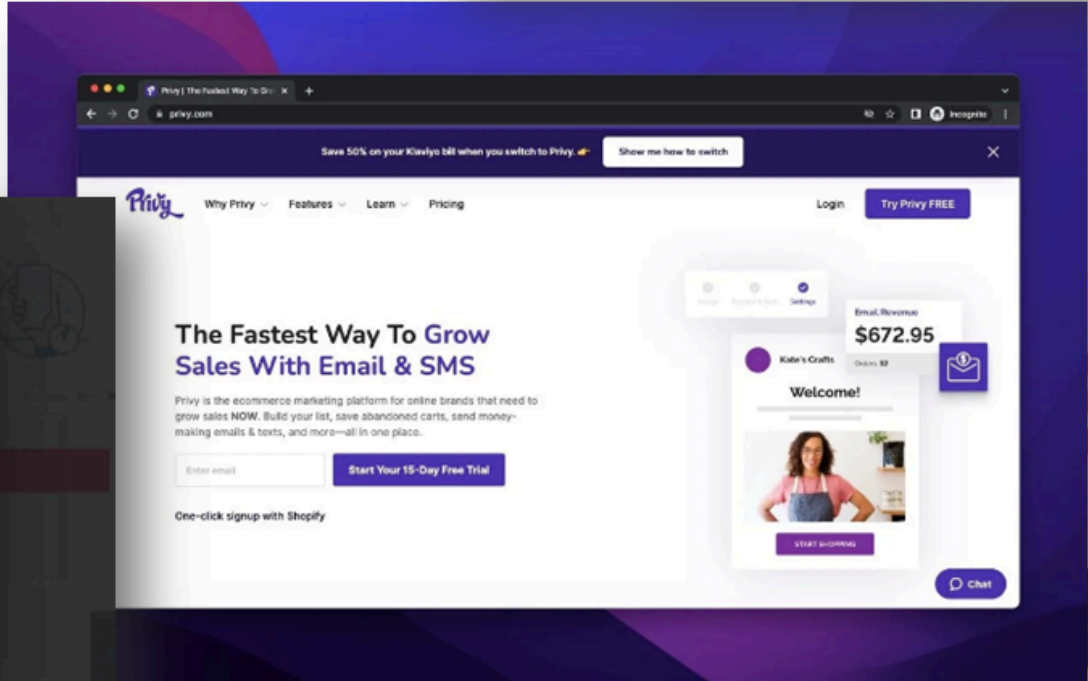
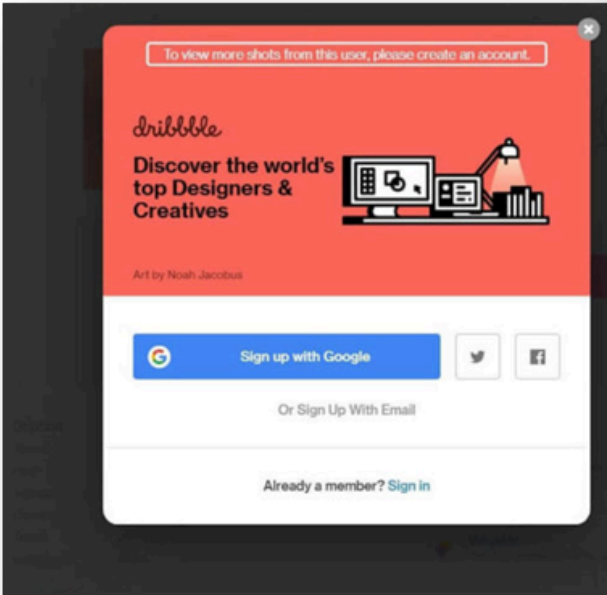
WINNER: INSIDER SESSION UP 27%

**SINCE AMY
TALKED 'POP UPS'**

EMAIL LIST SHRINKS BY 20% EVERY YEAR



EMAILS WE LOST THIS WEEK, GAINED... THIS IS THE METRIC.



FIRST TIME VISITORS
CONSUMER — 9%

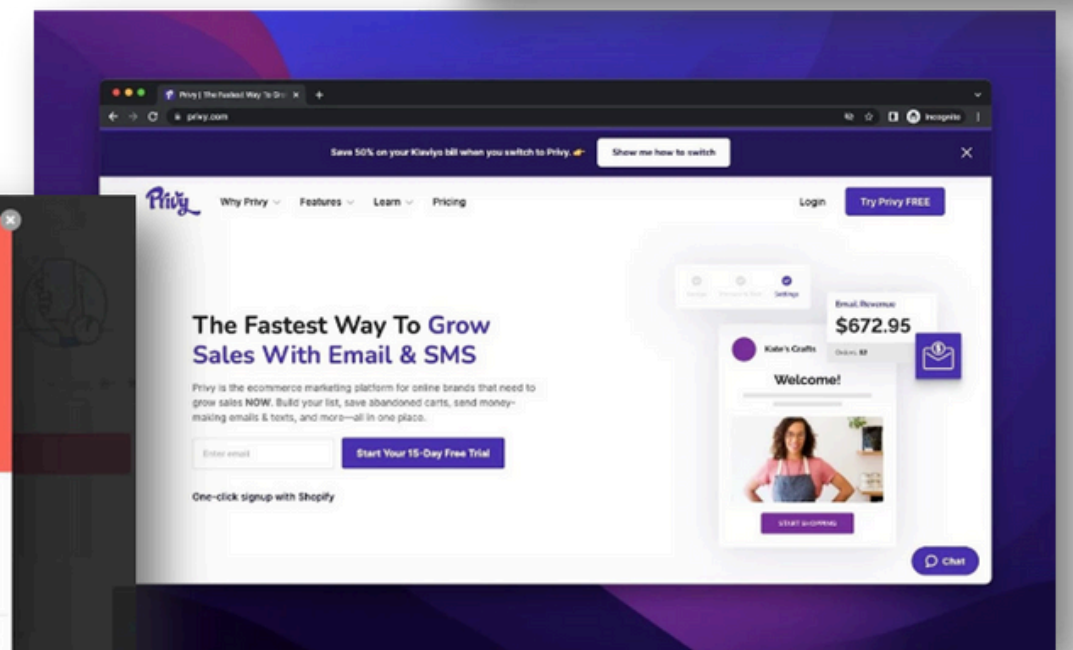
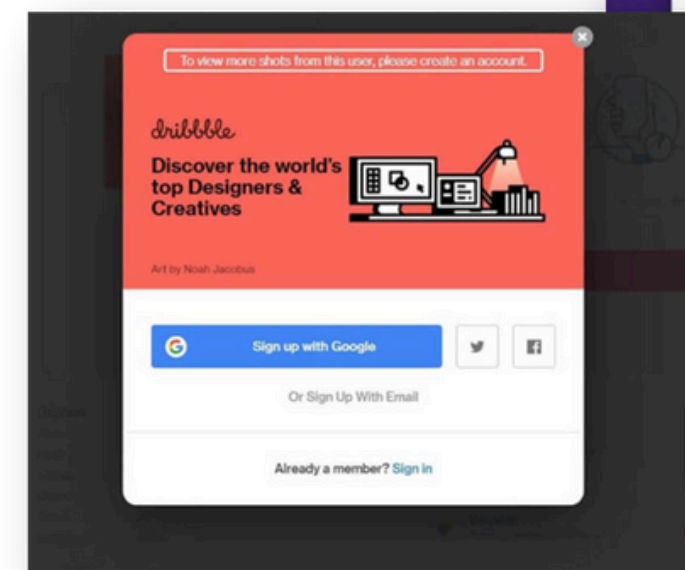
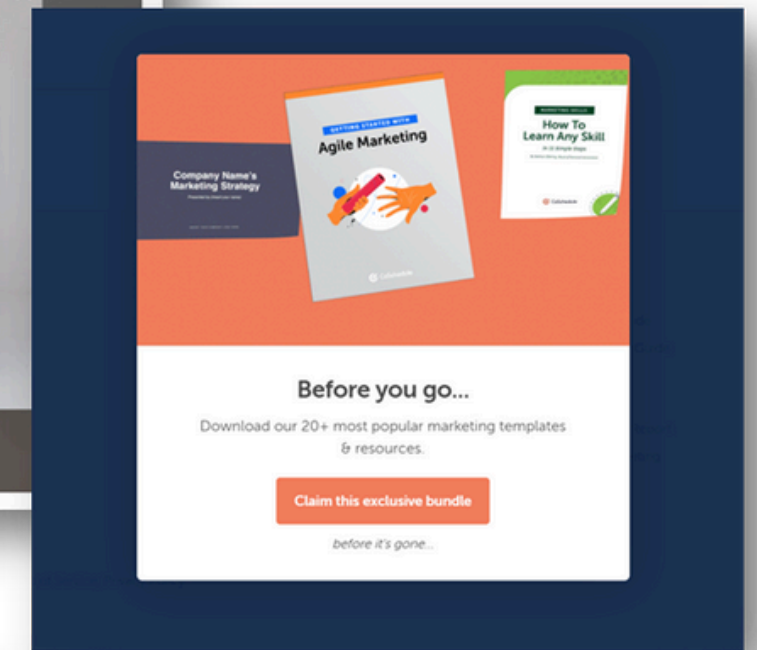
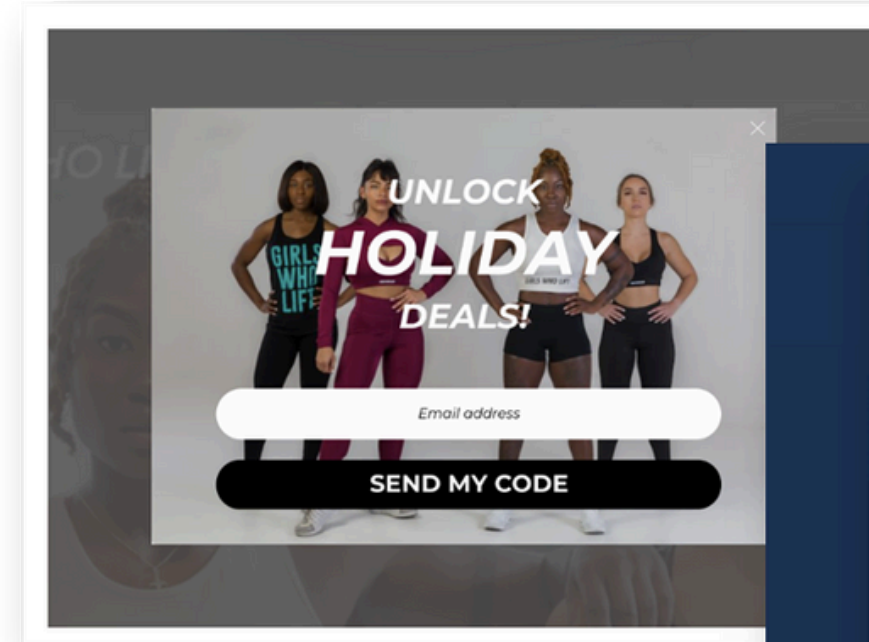
HIGHER THAN ANY OTHER PERIOD...

NOVEMBER TO DECEMBER:

**POP-UP CONTACT CAPTURE
FIRST TIME VISITORS:**

CONSUMER: 8%

BUSINESS: 6%



SPEAKING OF LEAD MAGNETS AND STUFF YOU WANT TO BLOCK...

**TOP 10 LEAD MAGNETS
FOR BUSINESS AND
CONSUMER RIGHT
NOW?**

How we blocked people
in the 1980s



SIGN-UP RATE INCREASE VS. 12-MONTHS PRIOR

BUSINESS

CONSUMER

LAST 60 DAYS

SWIPE FILE	UP 57%
QUIZ	UP 52%
CHEATSHEET	UP 44%
BLUEPRINT	UP 39%
CALENDAR	UP 34%
TOOLKIT	UP 32%
EBOOK	DOWN 32%
WHITEPAPER	DOWN 31%
INFOGRAPHIC	DOWN 22%

QUIZ	UP 44%
STYLE GUIDE	UP 42%
DIY TUTORIAL	UP 37%
VIRAL CONTENT	UP 32%
LISTS (i.e. packing list)	UP 30%
101 CONTENT	UP 28%
SURVEY	DOWN 31%
TEMPLATES <small>i.e. meal planning</small>	DOWN 28%
UNBOXING	DOWN 20%

SPEAKING OF LEAD MAGNETS...

2 CRAZY TIPS...

HAVE YOUR CONTENT HAVE AN END DATE!
FREE CONTENT WITH 'ONLY AVAILABLE FOR XX DAYS'
INCREASES DOWNLOAD RATE BY 77%

SPEAKING OF LEAD MAGNETS...

2 CRAZY TIPS...

LINKEDIN SECRET TIP:

YOU SHOULD HAVE PEOPLE IN YOUR COMPANY INTERACT WITH YOUR CONTENT POST - BUUUUUUUUUUT - WHEN YOU DO YOU MUST DO THESE TWO THINGS...

WAIT 15 MINUTES BEFORE YOU SEND AROUND THE LINK

ANNNNNNNNNNNND THIS

SPEAKING OF LEAD MAGNETS...

2 CRAZY TIPS...

LINKEDIN **SECRET** TIP:

[HTTPS://WWW.LINKEDIN.COM/POSTS/SCHWEDELSON_GURUCONFERENCE-ACTIVITY-7251936770592837633-SBNE?utm_source=share&utm_medium=member_desktop](https://www.linkedin.com/posts/schweDELSON_GURUCONFERENCE-ACTIVITY-7251936770592837633-SBNE?utm_source=share&utm_medium=member_desktop)



[HTTPS://WWW.LINKEDIN.COM/POSTS/SCHWEDELSON_GURUCONFERENCE-ACTIVITY-7251936770592837633-SBNE?](https://www.linkedin.com/posts/schweDELSON_GURUCONFERENCE-ACTIVITY-7251936770592837633-SBNE?)



OUR PHONES ARE ABOUT TO CHANGE...

DO YOU LIKE THIS SESSION?

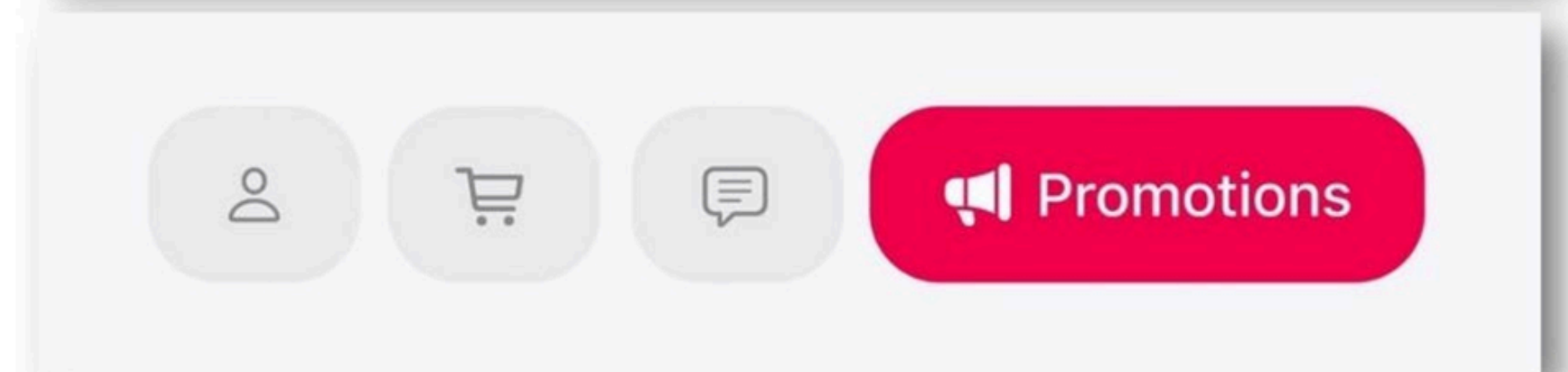
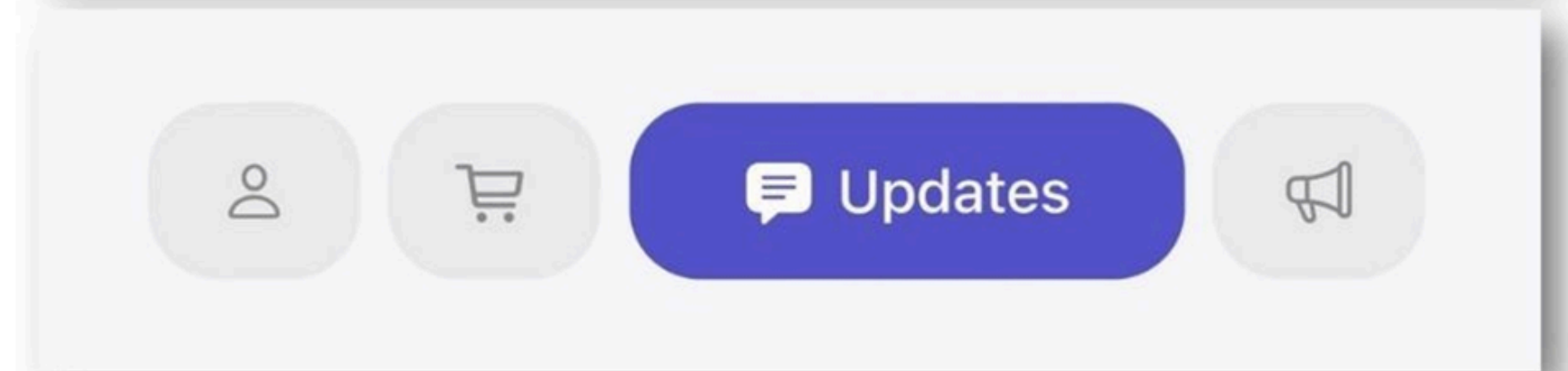
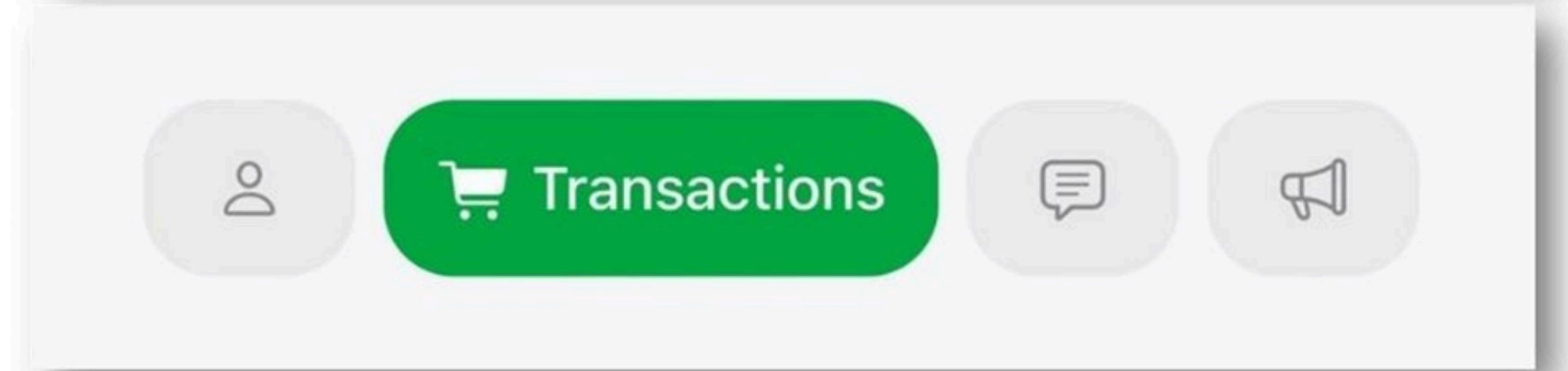
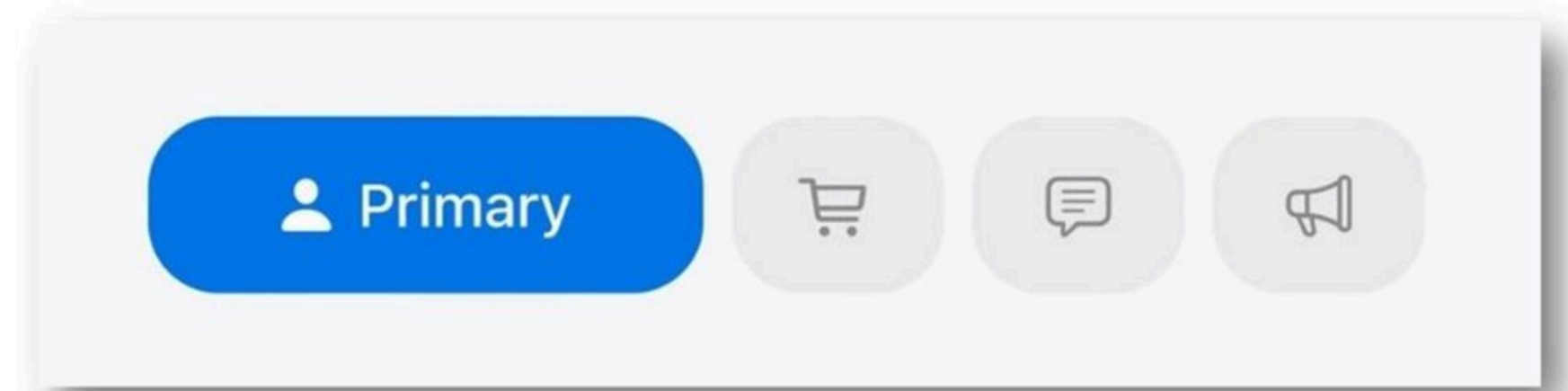
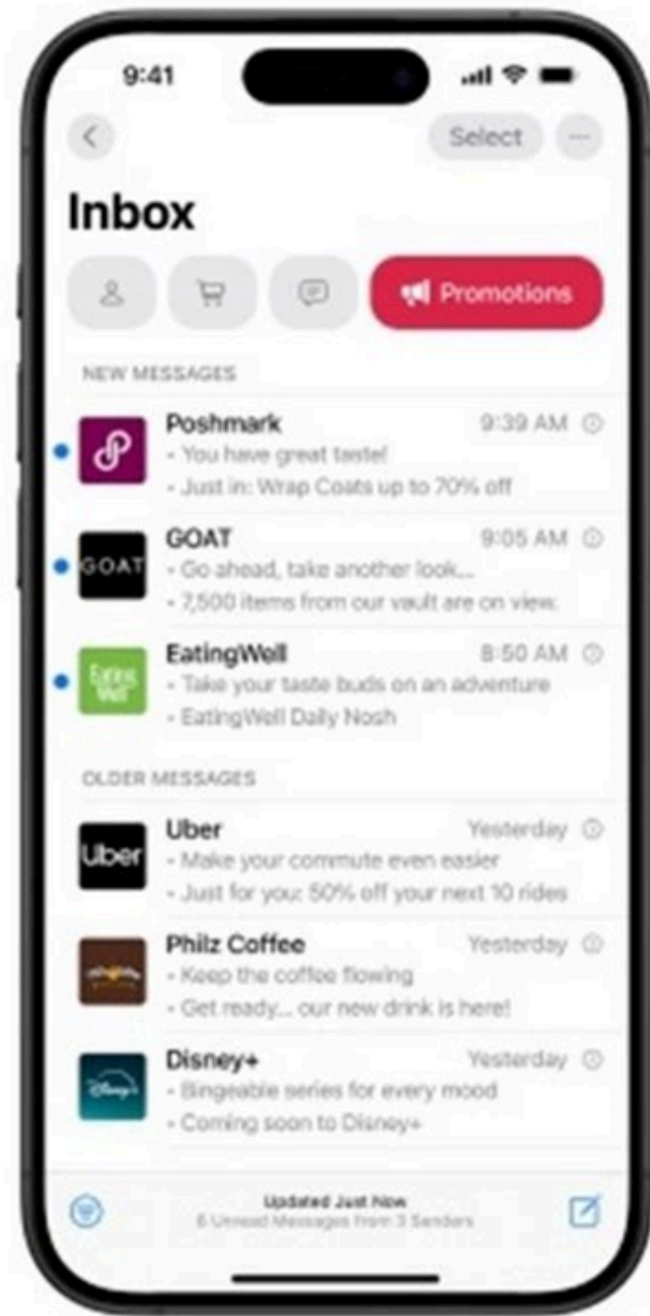
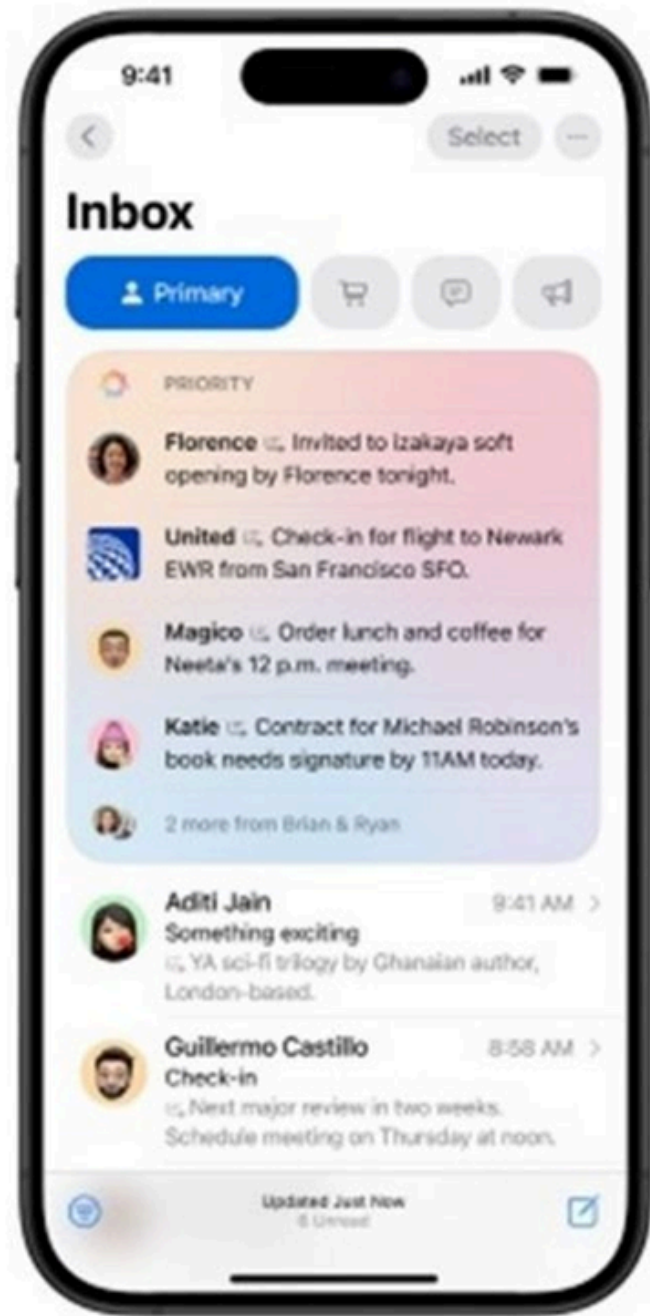
YES

NO

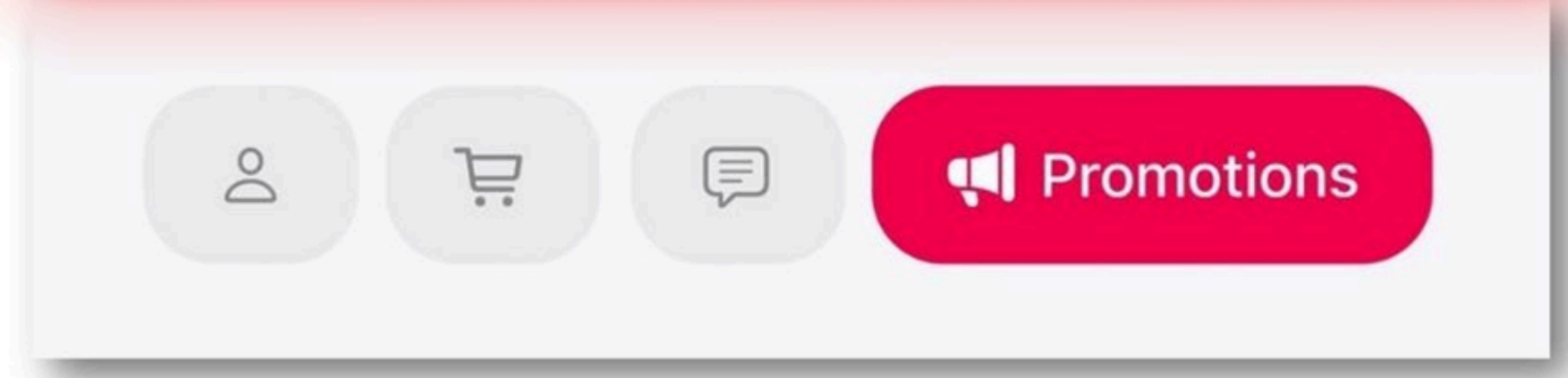
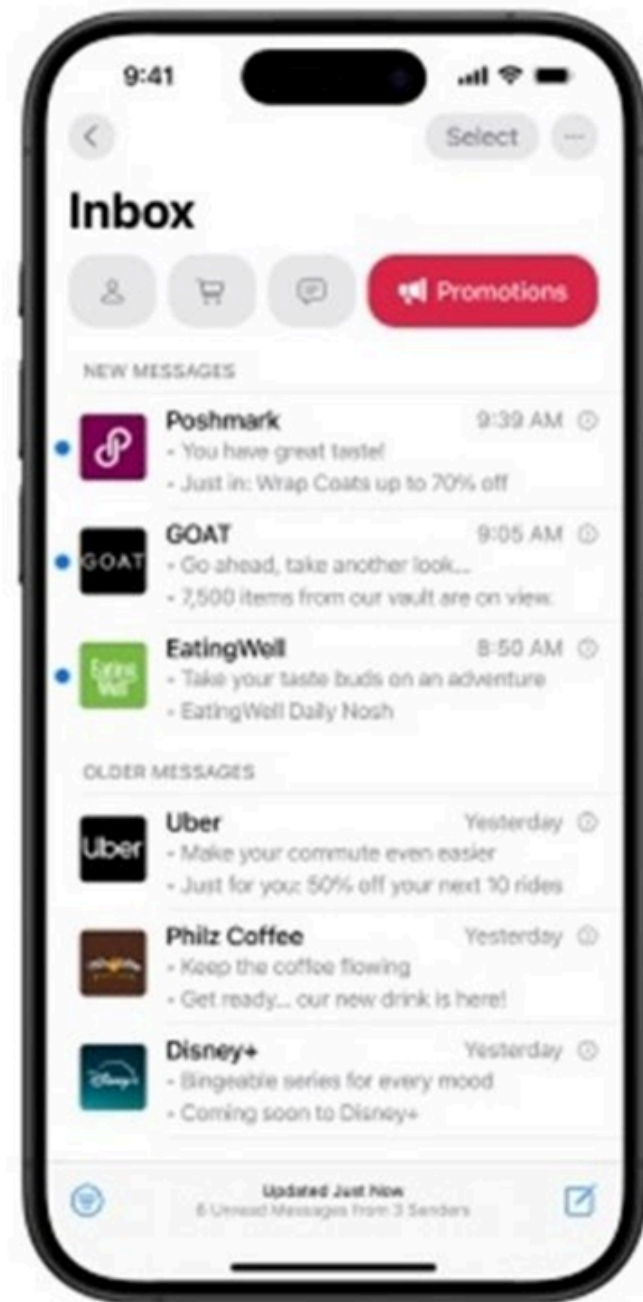


Texting in the 80s

47% OF PEOPLE USE 'MAIL APP'



47% OF PEOPLE USE 'MAIL APP'



SO HOW WILL WE GO IN THE RIGHT TABS?



AI TRIGGER WORDS

THESE SHOULD BE INCLUDED BUT DO NOT NEED TO BE FOCUS:

Registration Confirmed

Preview

Meeting Invite

Exclusive Invitation

Important Update

X Days Left

New Feature

Subscription Details

Action Required

Invitation Enclosed

Event Registration

Priority Access

Add To Calendar

Event Details

ChatGPT ▾



These phrases will not only be identified by AI in email clients but will also be prioritized to ensure recipients see them first:

1. **Contextual Relevance:** AI prioritizes keywords that indicate important, actionable content.
2. **User Behavior:** Emails with these phrases are typically opened and acted upon more frequently, prompting AI to ensure they are seen first.
3. **NLP Recognition:** AI models are trained to recognize these phrases as signals of priority, given their common use in critical communications.
4. **Transactional Nature:** Commonly used in transactional emails, these phrases are treated by email clients as higher priority, ensuring they are surfaced prominently.

Using these phrases increases the likelihood that your emails will be prioritized and seen first by recipients.



Message ChatGPT



ChatGPT ▾



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ChatGPT ▾

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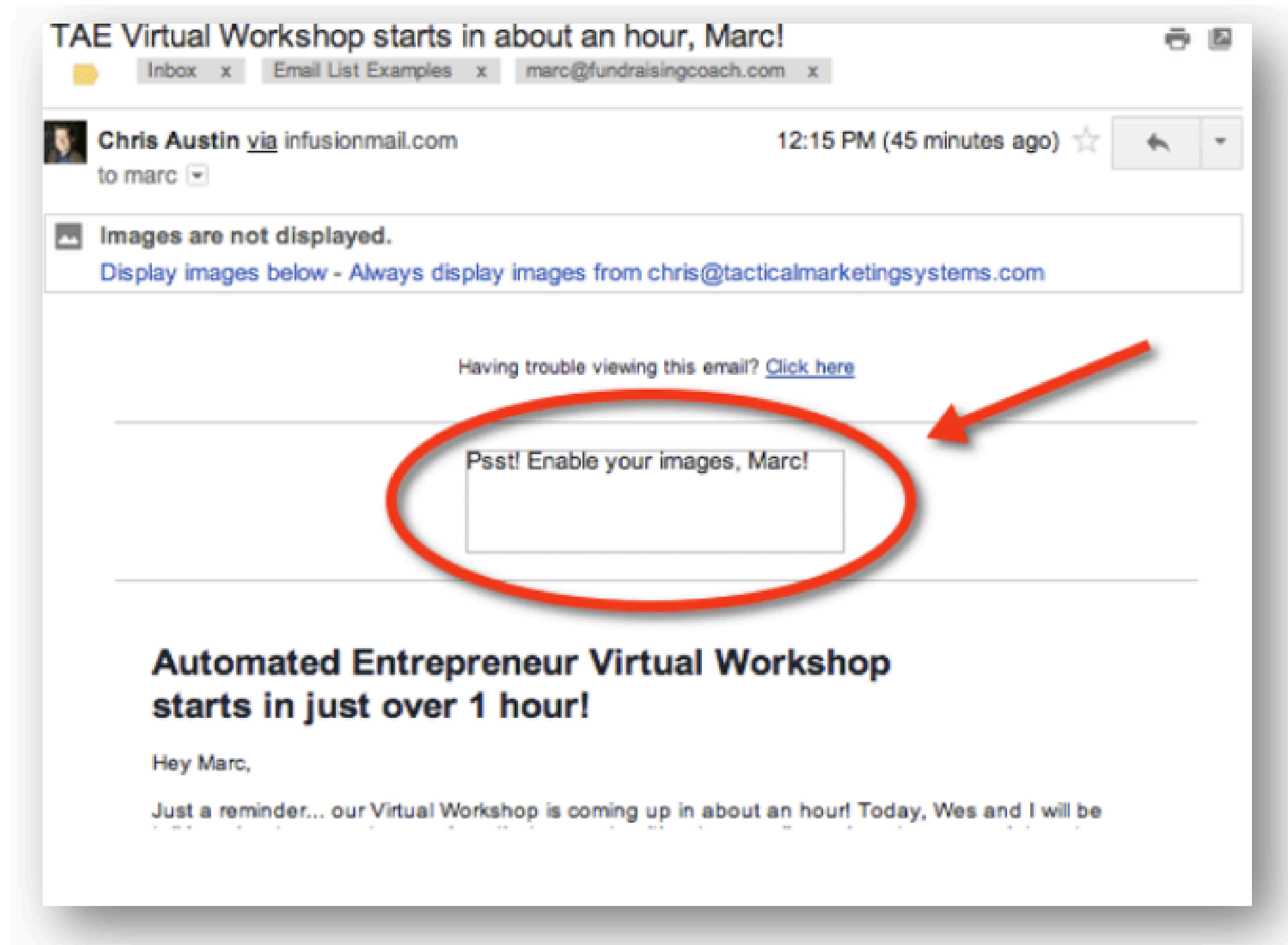
Using these phrases increases the likelihood that your emails will be prioritized and seen first by recipients.



Message ChatGPT



**ALT-TEXT IS GOING
TO BECOME A
HUGE DEAL!
MUST INCLUDE
OFFER INFO!**



**‘LIVE TEXT’ IS NOW
A MUST DO!!!**

UNTUCKit



WHAT TO WEAR
UNDER THE OVERSHIRT

This season, temperatures can change on a dime. So grab a laid-back overshirt to stay warm and layer it with styles for any weather.

[SHOP NOW](#)

INSTAGRAM: @DRSCHWEDELSON

drschwedelson Follow Message ...

974 posts 1,152 followers 148 following

Dr. Allison Schwedelson
Health/beauty
Board-certified medical & cosmetic dermatologist.
Your modern beauty & health guru offering optimal skin from optimal... more
4800 North Federal Highway, Boca Raton, Florida 33431

Wellness Procedures Transformati... Skincare Sun Care Products

POSTS REELS TAGGED

WELLNESS WEDNESDAY
Looking to repair and rejuvenate your summer skin?

MARGO'S GOT MONEY TROUBLES
THE KNOCKOUT QUEEN
RUFİ THORPE

NOW IS THE PERFECT TIME TO GET A FLU SHOT



OH WAIT...PODCAST REAL QUICK

10 MINUTE
EPISODES!!

TOP
10

DO THIS,
NOT THAT!

FOR MARKETERS ONLY!

Presented by:  MARIGOLD™

with *Jay Schwedelson* 

GURU  PODCAST NETWORK



ONLY RIGHT NOW WILL I DO THIS...

JAYSCHWEDELSON.COM

OUTCOMEMEDIA.COM

AND NOW THE FREE THING! →

EMAIL: JayS@CorpWD.com

“I WANT EVERYTHING”

- MY NEWSLETTER
- NEW! BEST/WORST DAYS '25 EMAIL CALENDAR
- LINK TO MY PODCAST
- THESE SLIDES!!!!

