

Wake Me Up Before You Go-Go: Email Marketing's New Beat

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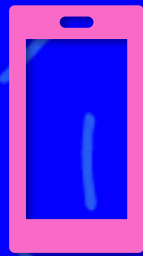
Holistic Email Marketing
@holisticemail
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Embrace Change

Changes



Adapting
to iOS 18



Staying visible
with Google's AI

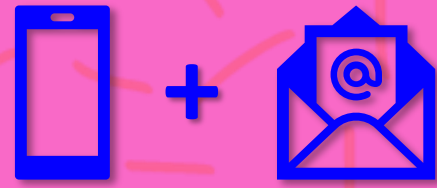


Managing email
expirations


The Final Countdown

iOS 18 and Email

**for iPhone 15 Pro onwards
& Mac & iPad M1 chip**



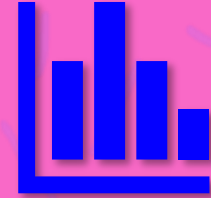
Impact on marketers



Tabs/Categories

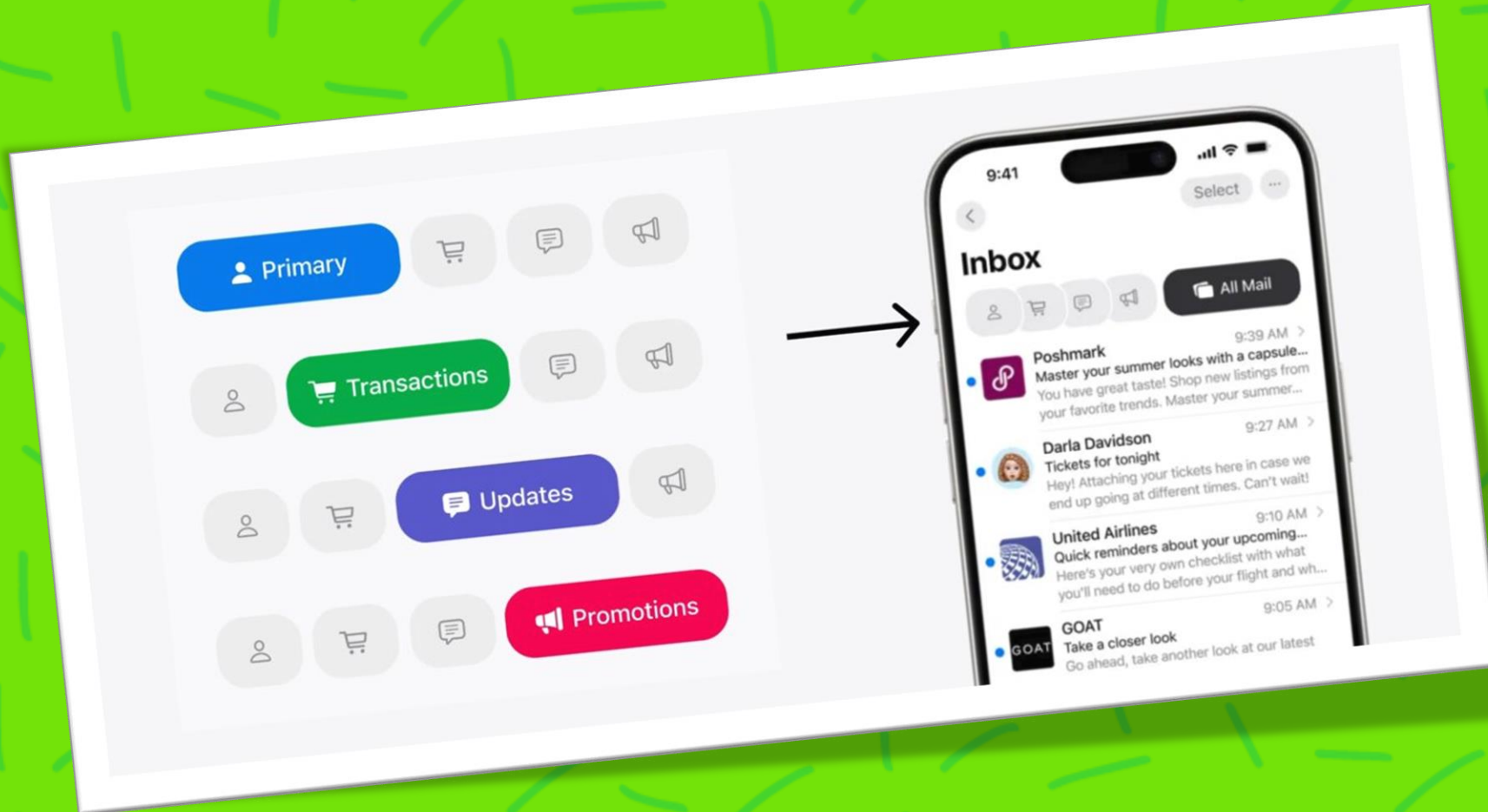


Digest View



Limited tracking

Tabs



Don't get your knickers in a knot about Tabs. People who choose to use them know how to use them and it will work out well for you.

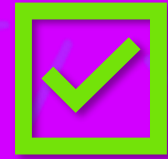
Digest View



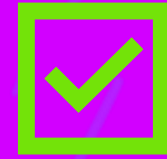
Steps to take



Review top of emails

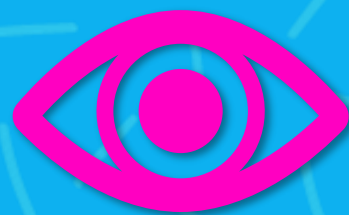


Use Live-text to help search



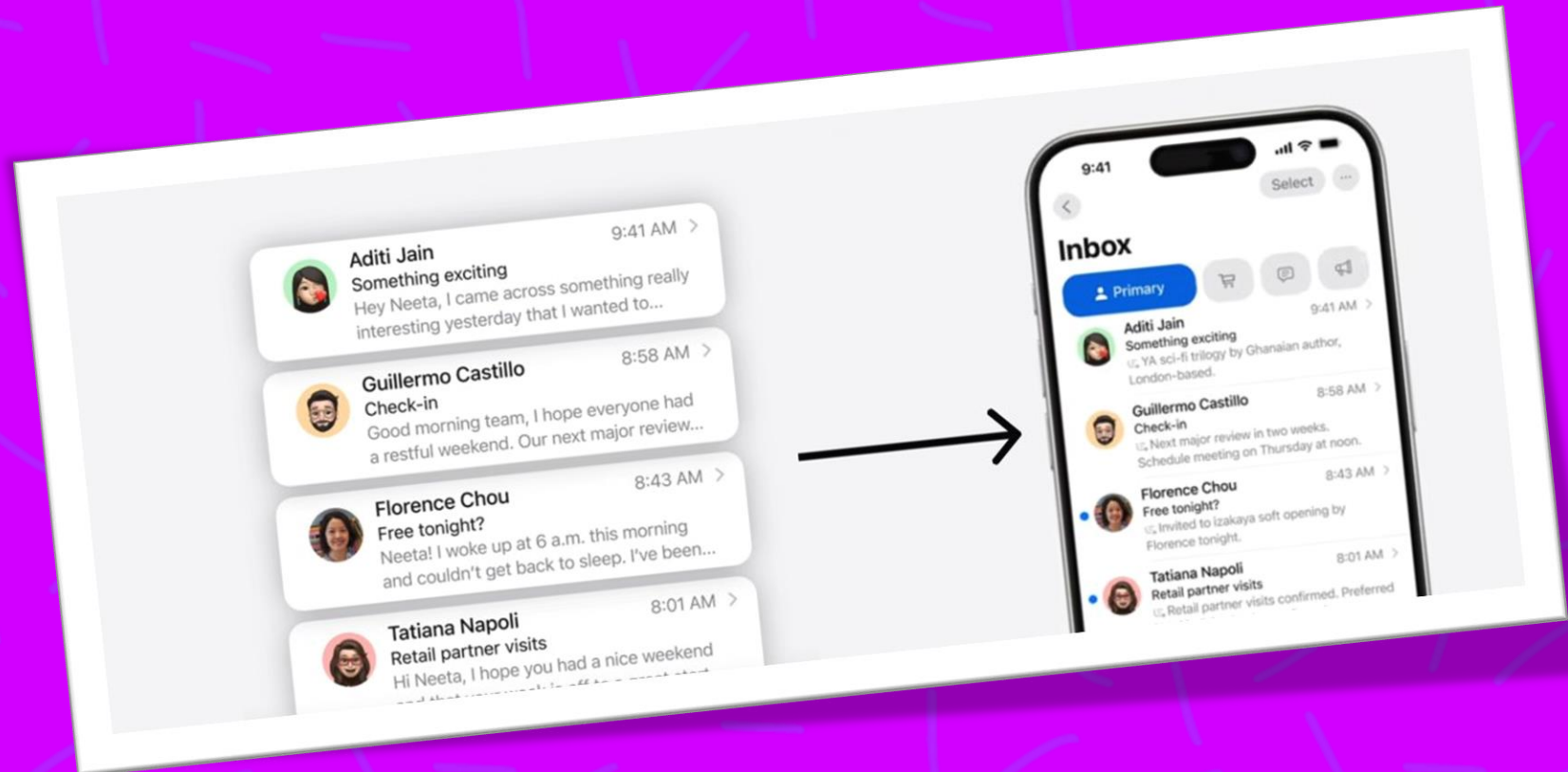
Be strategic about resends

♪♪♪
Don't You Forget About Me



Staying visible in the inbox

Previews (iOS18)



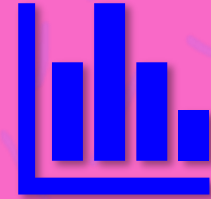
Impact on marketers



Replace Preheader



**Potentially
affect open
rates**

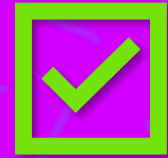


**Image-based
emails may need
to change**

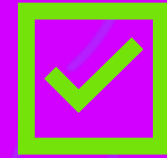
Steps to take



Use live text &
don't have text in
images

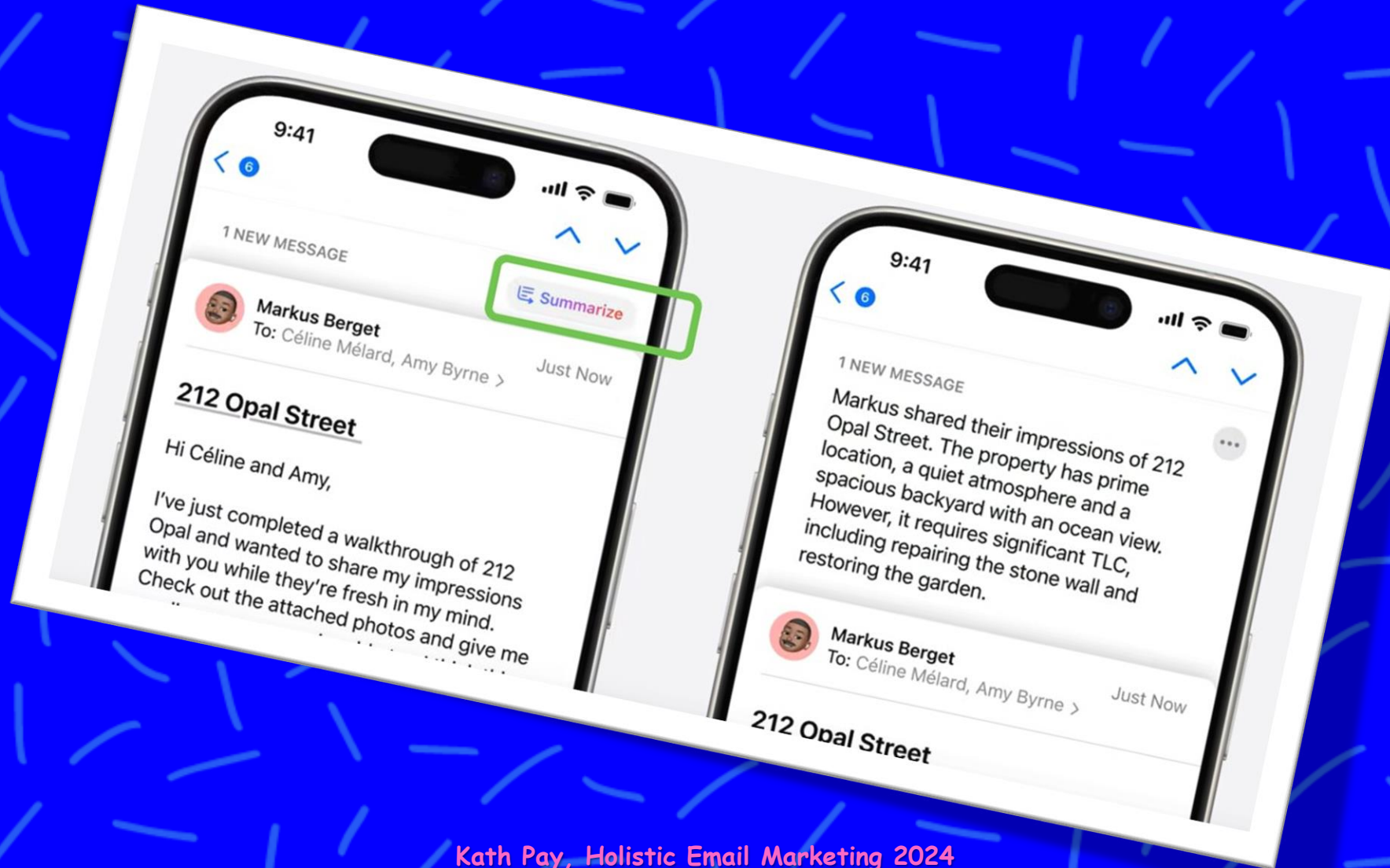


Use descriptive
Alt-text

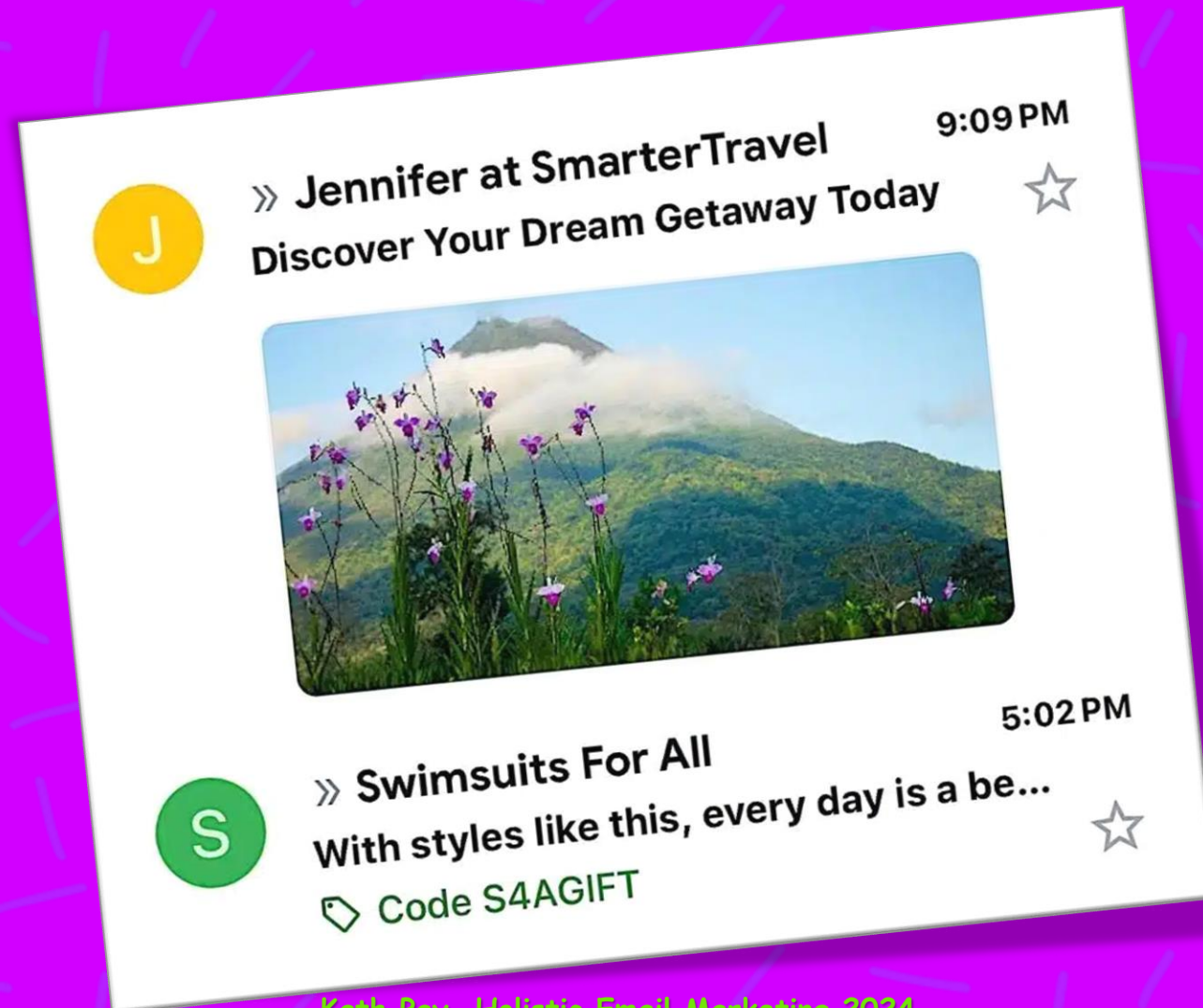


Don't get rid of
preheaders just
yet

Summarize (iOS18)



Automatic extraction (Google)



Impact on Email Engagement



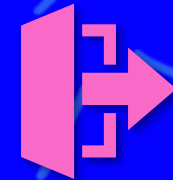
**Attribution
Issues**



**Visibility
Challenges**



Brand Voice

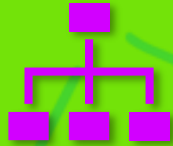


**Can't Opt
Out of it**

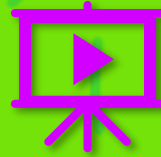
Strategies to Ensure Visibility



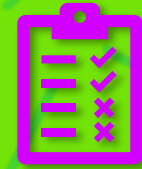
Optimise Key
Elements



Structured
Content



Use
Annotations
/Schema



Regular
Testing

Wake Me Up Before You Go-Go



Managing Email Expirations

<https://www.zerocarbon.email/>

Impact on Long-Term Email Marketing Strategy



Metrics & attribution affected by shorter window



Decreased content lifespan



Potential impact on drip campaigns



Preparing for Expirations

Strategies to Combat Expirations



Optimise
Timing



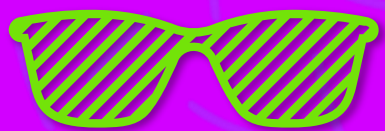
Create
urgency



Frequent
touchpoints



Use of
reengagement
campaigns



The Future's
So Bright, I
Gotta Wear
Shades



Kath Pay, Holistic Email Marketing 2024



Thanks!

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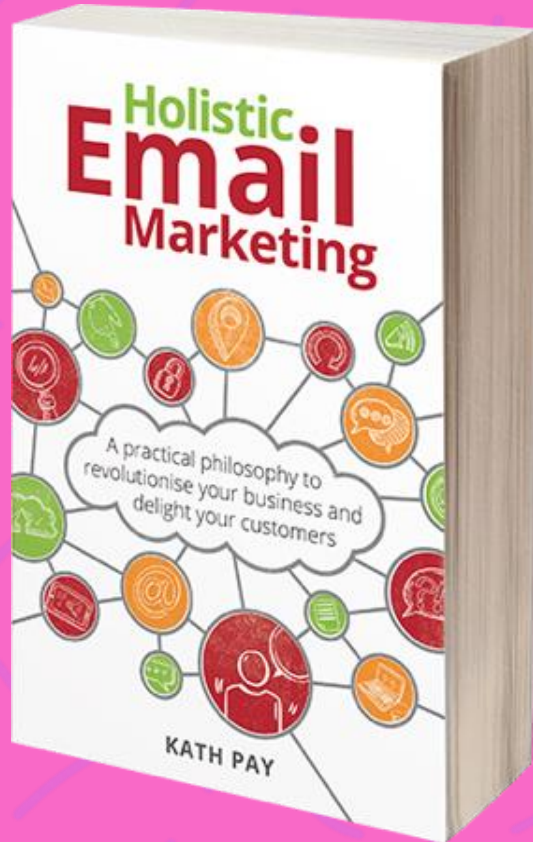
Training courses:

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