

5 Movie-Inspired Lessons to Enhance Email Campaigns

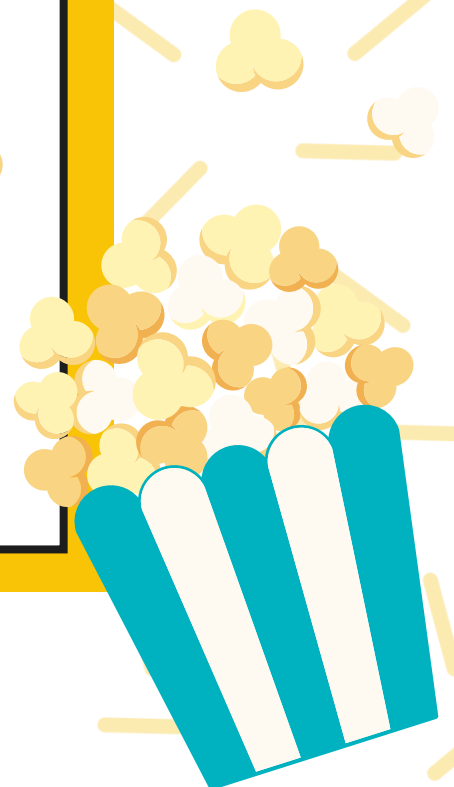
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AGENDA

**Why
Movies?**

**5 Email
Marketing
Lessons
from Iconic
80s Movies**

Q&A



WHY MOVIES?



← That's me on set!





*Indiana Jones: Raiders
of the Lost Ark
(1981)*

LESSON 1: Map Out A Plan

Just like Indy, make sure you:

- Do your research
- Build a strong strategy
- Stay adaptable



Ferris Bueller's Day Off
(1986)

LESSON 2: Orchestrate Connections

Just like Ferris, make sure you:

- Speak your audience's language
- Make meaningful connections
- Use targeting and personalization



*E.T. the Extra-
Terrestrial*
(1982)

LESSON 3: Value Delivered

Just like E.T., make sure you:

- Offer value
- Provide solutions
- Keep it simple



Back to the Future
(1985)

LESSON 4: Incorporate Storytelling

Just like Marty and Doc, make sure you:

- Stick to the storyline
- Build momentum
- Have a satisfying conclusion



Karate Kid
(1984)

LESSON 5: Engage with Consistency

Just like Daniel, make sure you:

- Build consistency
- Don't forget the basics
- Learn to be patient

SUMMARY

Remember: MOVIE

- 1.** Map out a plan
- 2.** Orchestrate connections
- 3.** Value delivered
- 4.** Incorporate storytelling
- 5.** Engage with consistency & persistence

The image features a light pink background with a pattern of small, scattered pink dashes resembling confetti. A large white rectangular box with a black border is centered on the page. The text 'Q&A' is written in a bold, black, sans-serif font within this box. A thick pink horizontal bar is positioned at the bottom of the white box, extending across its width.

Q&A