

knak.

TOTALLY
RAD

Email Design

Perce Gyanwala
Co-founder & CEO, Knak

SKI OR DIE

PUSH START KEY!

ULTRA[®]
GAMES

BURTON

BURTON

COMPETE ALL

Robney's
SKI SHOP

**SNOWBOARD
HALFPIPE**

EAST



**SNOWBALL
BLAST**



**DOWNHILL
BLITZ**



**ACRO
AERIALS**

**INNER TUBE
THRASH**



k.

WELCOME TO MY
SKI SHOP. I'M
RODNEY.

HIGH SCORE

EGA

PLAYER

GO
COMPETE

GO
PRACTICE

BURTON

BURTON

RODNEY

WELCOME TO MY
GURU TALK. I'M
PIERCE.

PERFORMANCE REPORT

EGA

EMAIL
OR
DIE

PLAYER

PIERCE

FUTURE
TRENDS

DESIGN

ENGAGE-
MENT

DARK
MODE

GO FROM

REALLY
BAD



TOTALLY
RAD





Are your emails?

**REALLY
BAD**

or

**TOTALLY
RAD**

Let's find out.

PRACTICE
SCORE



LET'S GET STARTED





***Pre-Send
Checklist***



Pre-Send Checklist

Make your subject line actionable



Make the sender name clear, memorable and relatable

Consider using emojis

From Pierce Ujjainwalla <pierce.ujjainwalla@knak.com>
Reply-To pierce.ujjainwalla@knak.com
Subject The 5 things to boost open rates ✨
Preview Text And the 3 things you should never do.

Use your preview text to add more context to your subject line

Keep the preview text under 100 characters

Preview Text:

REALLY
BAD

Will AI in martech make buyer experiences better or worse? It depends...

View this email in your browser Will AI in m...

Sender Display Name:

**REALLY
BAD**

sia.t...@accountspro.in...

Hi Pierce, Expert QuickBooks Support Available Now! - Need a Quicker Fix for QuickBooks? Are you frustrated with bei...

Subject Line:



Fahd Alhattab

Most teams suck at communication... - ...and trust falls aren't going to fix it.

Subject Line:



Stripe

Is usage-based pricing right for your business? - A guide to usage-based pricing



Phillip Rivers   @thePhilRivers · Mar 2, 2022



I don't care how good your emails are.

If your subject lines suck, nobody's gonna read them.

Let's make sure that doesn't happen.

I've got 8 types of subject lines that get me 35+% open rates, and today, I'm gonna let you steal them:

 **THREAD** 



53



178



903

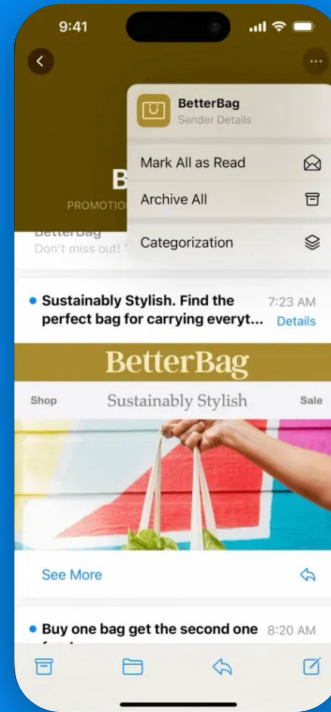
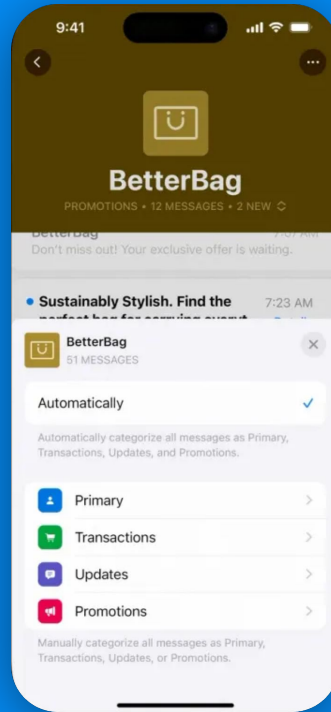
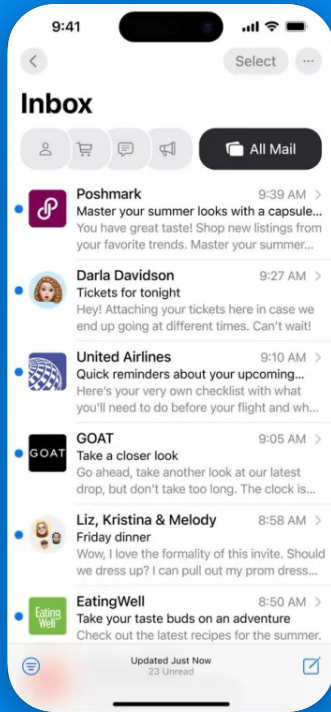




Future Trends

Heads up.

iOS 18 on September 18, 2024

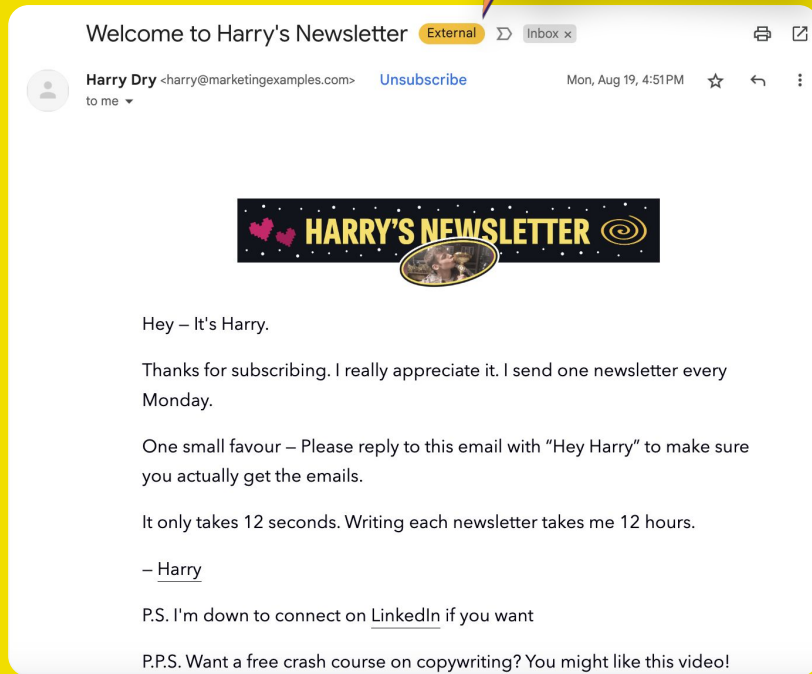




Steve · Millionaire ✓ @SteveOn · May 26, 2023 ...

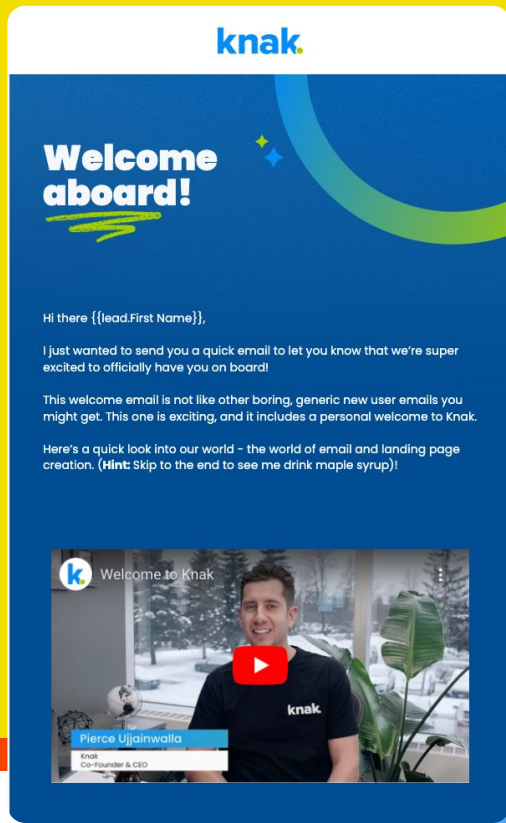
Yup, right after someone subscribes is when they are most interested in your stuff. Don't waste that opportunity.

Welcome Emails:



Welcome Emails:

TOTALLY
RAD



The screenshot shows a welcome email from Knak. At the top left is the Knak logo. Below it, the text reads "Welcome aboard!" with a green underline. The email body contains a personalized greeting, an exciting message about joining the team, and a video link. The video thumbnail shows a man in a Knak t-shirt, identified as Pierce Ujjainwalia, Co-Founder & CEO.

knak.

Welcome aboard!

Hi there {{lead.First Name}},

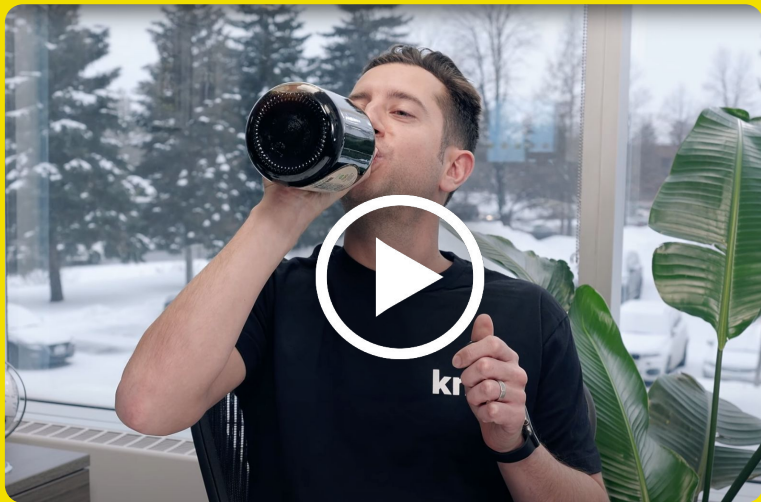
I just wanted to send you a quick email to let you know that we're super excited to officially have you on board!

This welcome email is not like other boring, generic new user emails you might get. This one is exciting, and it includes a personal welcome to Knak.

Here's a quick look into our world - the world of email and landing page creation. (**Hint:** Skip to the end to see me drink maple syrup!)

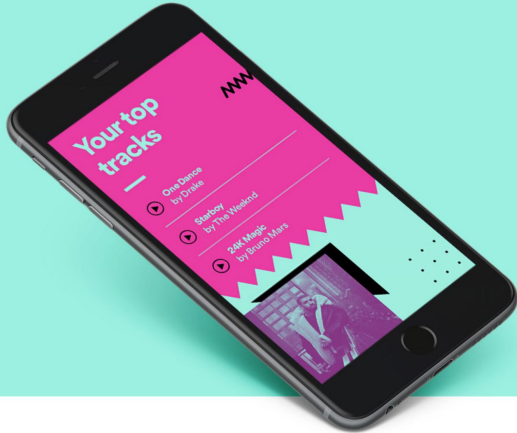
k Welcome to Knak

Pierce Ujjainwalia
Knak
Co-Founder & CEO



Future Trends

Better personalization



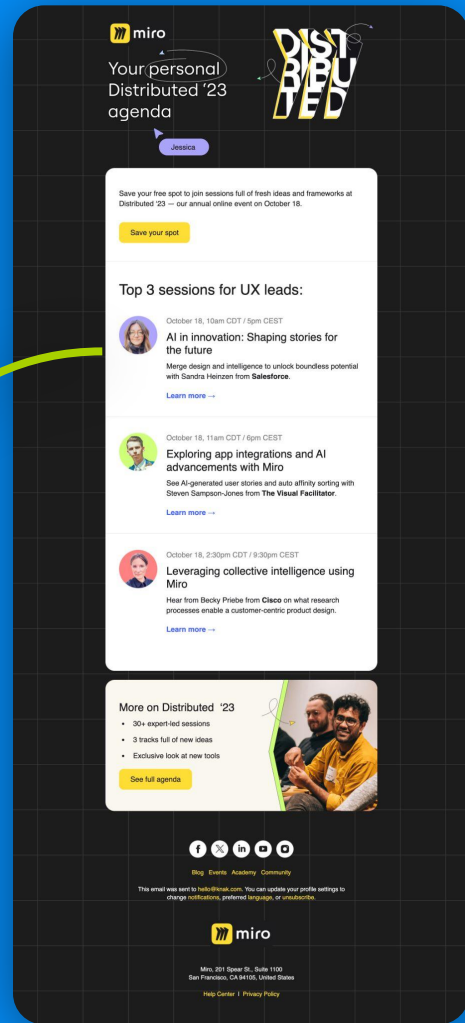
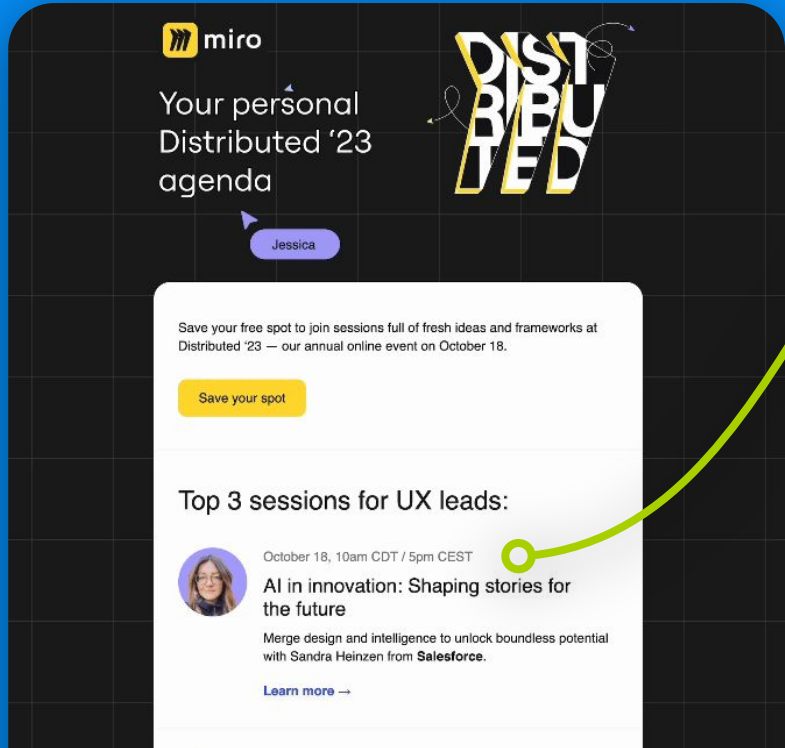
The Wrapped email

From your top songs and artists, through to your top genres and the days you listened the most, the Wrapped email allowed listeners to relive their own 2016 through the lens of music. Opened over 30 million times, it proved the power of personalized data to reward customers.



Future Trends

Better personalization



Personalization:



We're giving away our ABM strategy (and Knak is part of it) External Inbox x



Regina @ Mutiny <regina@mutinyhq.com> [Unsubscribe](#)
to me ▾

Hi Pierce,

We just did something a little wild...

We've open-sourced [Mutiny's account-based marketing strategy](#). Yes, the whole thing.

And Knak is part of it.

Here's what you'll discover when you peek behind the curtain:

- Browse our entire target account list (and search for Knak)
- See Knak's personalized microsite
- Learn how we created 5,000+ microsities for our target accounts
- See how other ABM experts are breaking into valuable accounts

You can also win a \$500 Airbnb gift card for your next getaway.

All you need to do to win is check out your microsite and follow the instructions.

[Get started here.](#)

Best,
Regina Magaril
Marketing at Mutiny

Future Trends

Modular Design Systems to support 1:1 Personalization



THE NORTH FACE

MEN WOMEN KIDS FOOTWEAR XPLR Pass SALE

Camping gear for summer adventures

Make your camp a home with our lightweight and water repellent camping essentials.

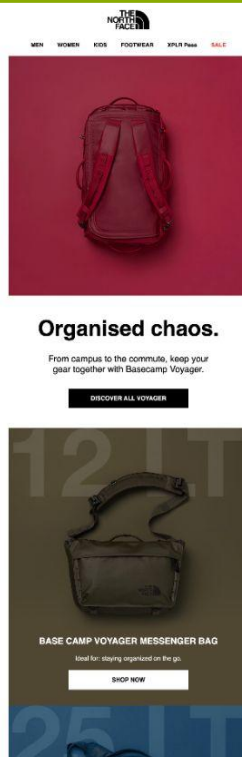
SHOP EQUIPMENT



HOMESTEAD
DOMNEY 3-PERSON TENT


Waterproof, easy-to-pitch and kitted out with a mesh skylight for nighttime stargazing.

SHOP NOW



THE NORTH FACE


MEN WOMEN KIDS FOOTWEAR XPLR Pass SALE



Organised chaos.

From campus to the commute, keep your gear together with Basecamp Voyager.

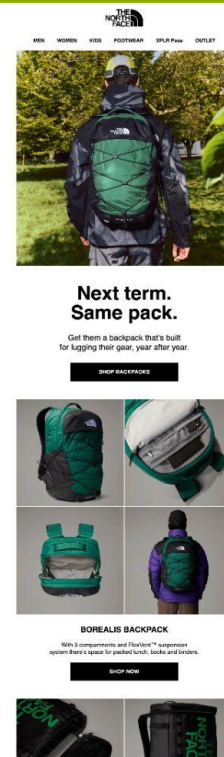

DISCOVER ALL VOYAGER



BASE CAMP VOYAGER MESSENGER BAG


Ideal for: staying organized on the go.

SHOP NOW



THE NORTH FACE


MEN WOMEN KIDS FOOTWEAR XPLR Pass OUTLET



Next term. Same pack.

Get them a backpack that's built for logging their gear year after year.



SHOP BACKPACKS



BOREALIS BACKPACK

With 3 compartments and FlexVent™ suspension system there's space for mesh lunch, books and booksies.

SHOP NOW



Future Trends

Modular Design Systems to support 1:1 Personalization



HOMESTEAD DOMEY 3-PERSON TENT

Waterproof, easy-to-pitch and kitted out with a mesh skylight for nighttime stargazing.

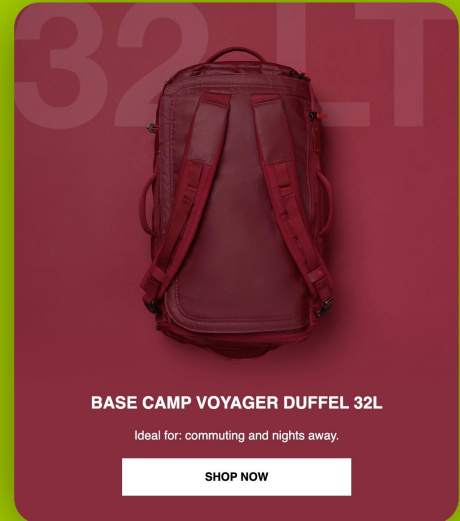
[SHOP NOW](#)



BASE CAMP FUSE BOX

Keep your stuff safe with a zipped tablet pocket, internal water bottle holder and padded laptop sleeve.

[SHOP NOW](#)



BASE CAMP VOYAGER DUFFEL 32L

Ideal for: commuting and nights away.

[SHOP NOW](#)

Future Trends

Don't forget about email signatures

Role Department Location

Customer Service Sales Madrid

Signature updated

Apply all



Angela Woods
Customer Service




T: +123 456 7890
E: angela@syncanddeliver.com
Sync & Deliver

How did we do?



Leave us a review



Brian Halligan 

@bhalligan



1994 | email marketing | 1:many
2004 | marketing automation | 1: few
2024 | ai email | 1:1

4:26 PM · Jun 15, 2024 · **27.6K** Views

15 Reposts **4** Quotes **121** Likes **43** Bookmarks



43





Design

The **CHEETAH** Email Framework



C

CAPTIVATE

You only get one shot, one opportunity.

H

HUMAN

Are you writing in authentic language like a human?

E

ENTERTAIN

Who said B2B is boring?

E

EASY

Define the **GOAL** – what do you want them to do?

T

TRANSITIONS

Get creative with the transitions in your emails.

A

ANIMATE

Helps to stand out, be different – catch attention.

H

HARMONY

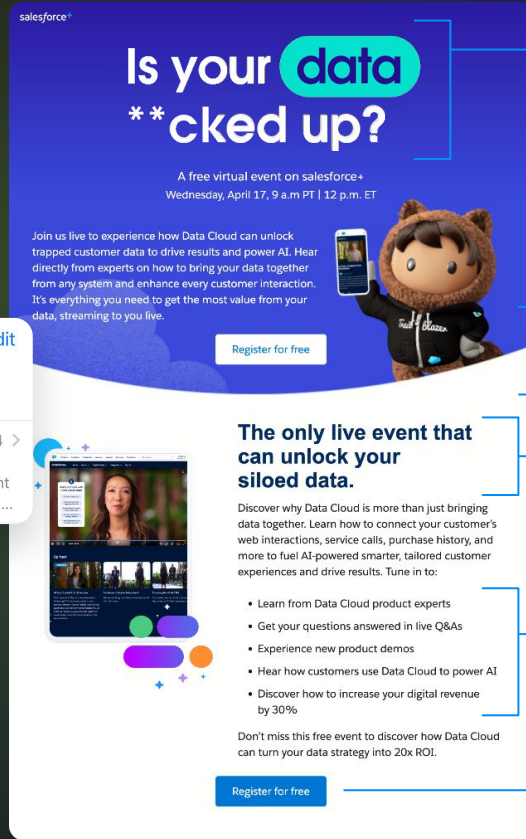
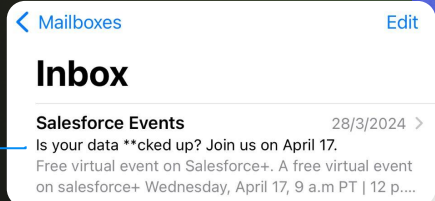
Are your emails and landing pages consistent?

CHEETAH

Email Example

C: CAPTIVATE
E: ENTERTAIN

Stands out in the inbox by being familiar, funny, and unexpected; is Salesforce swearing!?



E: ENTERTAIN
A: ANIMATE

Sweary asterisks revealed to be a clever trick in an animated GIF.

T: TRANSITION
Nice curved visual.

H: HUMAN

Copy is making it about the recipient, not the sender, by clearly stating what the webinar can do for them, and what value it will provide.

+ ALL ABOUT THEM!



All points are about the benefits to the recipient.

E: EASY
H: HARMONY

One single and clear goal: one CTA, repeated that links to an on-brand campaign landing page.

Buttons:

REALLY BAD

[LIVE NOW] Complete agenda for [REDACTED] External   Inbox x

[REDACTED] > [Unsubscribe](#)

Hey Pierce,

The agenda for [REDACTED] is now LIVE!

Some notable sessions you can't miss:

- Decathlon's blueprint for server-side experimentation
- HDFC ERGO's rules of success in the insurance business
- How Primark went from bricks to clicks
- How ZALORA turned churn around
- Crafting personalized journeys at 35,000 feet at EasyJet

And many more exciting sessions!

[REGISTER NOW](#)

Cheers,

Sr. Marketing Manager, [REDACTED]

P.S. Forward this email to anyone who you think would find value in this event.

Buttons:

REALLY
BAD

BAD
BUTTON

Coming to your community

LIVE EVENT
OCTOBER 3

Road to MOpza Chicago, IL

Forge meaningful connections at this intimate dinner experience for marketing ops and RevOps, featuring engaging discussions and fresh perspectives.

>> [Get the invite](#)

LIVE EVENT
NOV 4-6

MOpz-Apalooza Anaheim, CA

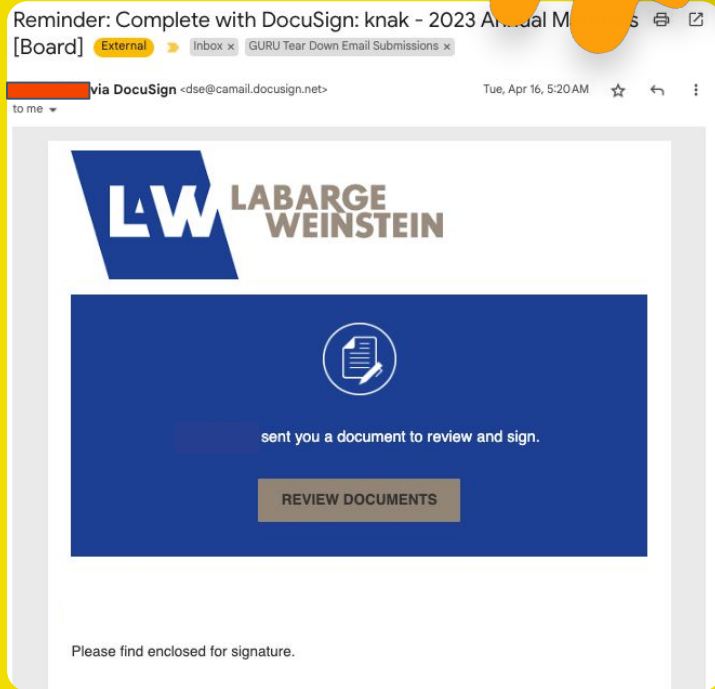
The 3-day MOpz-Apalooza community event is back, featuring sessions for marketing and revenue ops professionals.

>> [Register now](#)

RAD
EVENT

Color Contrast:

REALLY BAD



Canva

Colors > Color wheel

Color wheel

Want to know what colors look good together? Canva's Color Wheel makes color combinations easy.



1. Pick a color



#1C3F94

2. Choose a color combination

Complementary



#1C3F94

#94711C

3. Use this color combination

Create a graphic

Export palette

k.

Button Hierarchy:



Adobe Marketo Engage | Learn from your peers webinar

Master complex customer journeys with Multi-Stream Engagement Programs

September 17, 2024 | 8am PST | 11am EST | 5pm CET | 9:30pm IST

[Register Now](#)

Dear Pierce,

Join Adobe Marketo Engage Champion, Max Garrett, to explore how to systematically engage and nurture customer relationships with multi-touch, multi-stream Engagement Programs at every step of their journey.

Engagement programs give you the power to listen to the needs and behavior of your customers and provide them with the relevant journey and necessary content.

You will learn how to:

- Develop multi-stream strategy and plan: defining, progressing, and exiting streams
- Build in Marketo Engage: program set up, nesting, request and executable campaigns
- Report and measure success: leveraging native reporting functionalities such as Engagement Scores, Email Performance, and Stream Performance Reports.

[Register Now](#)



Max Garrett
Senior Manager, Marketing Automation
Western Governors University
Adobe Marketo Engage Champion (2023-2024)



Adobe Marketo Engage | Learn from your peers webinar

Master complex customer journeys with Multi-Stream Engagement Programs

September 17, 2024 | 8am PST | 11am EST | 5pm CET | 9:30pm IST

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- Report and measure success: leveraging native reporting functionalities such as Engagement Scores, Email Performance, and Stream Performance Reports.

[Register Now](#)



UI Adrian 
@uiuxadrian

How to design better buttons ✨



2:51 PM · Mar 18, 2024 · 46.8K Views



Button Design:



Get unlimited access

h/t ryanmulligan.dev

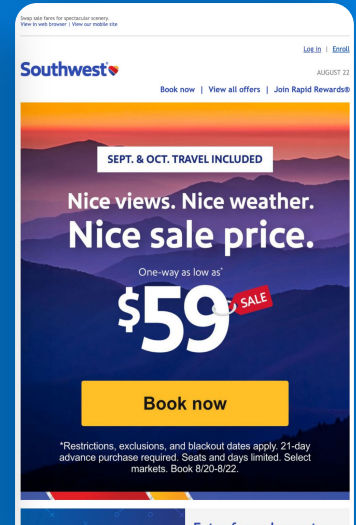
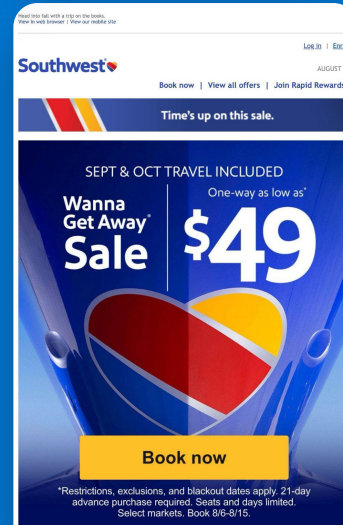
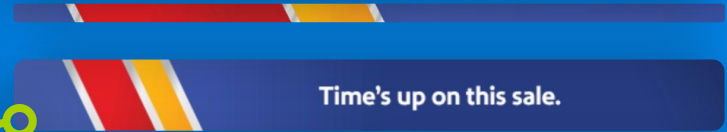
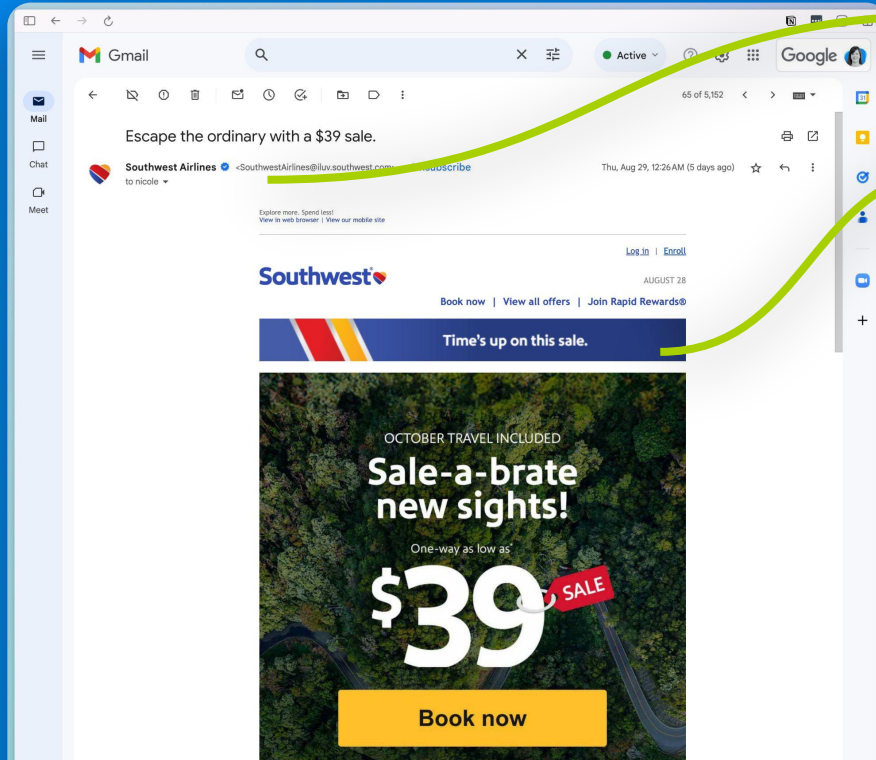
Design

Brand consistency

Southwest®



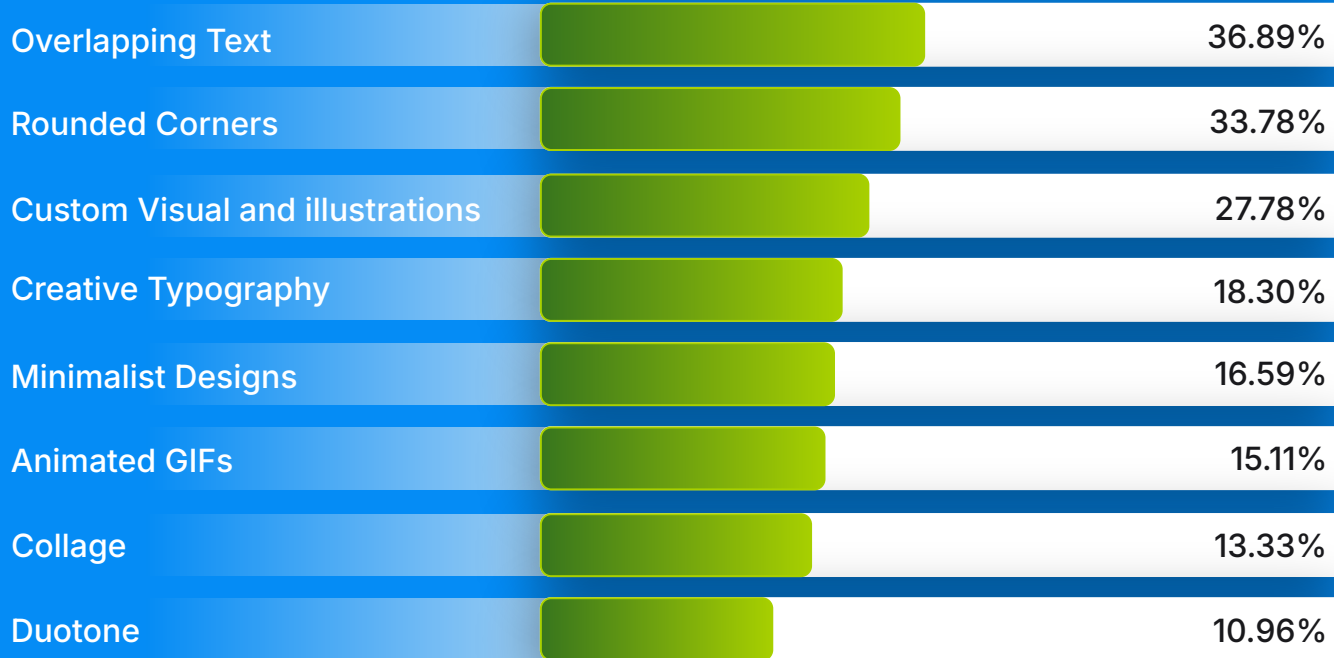
Southwest Airlines <SouthwestAirlines@iluv.southwest.com>
to nicole



k.

Design optimization

General design trends - Leading Design Trends



Kombai % of design trends presented across 1,350 emails.
Source: The Marketer's Guide to High-Performing Email Designs.



Engagement

Engagement

Conversion Tips

Have something useful to provide in the first place.

What are you offering? Are you providing value? Could it be changed to provide additional value to the person receiving the email?



Compare your click rate against similar Linkers and track your progress over time with Benchmarking.

Your audience is more engaged on Fridays.



Get instant insights.

Get to know your audience better and make improvements to your Linktree with smart insights on Pro.

➕ Get smart insights

Where

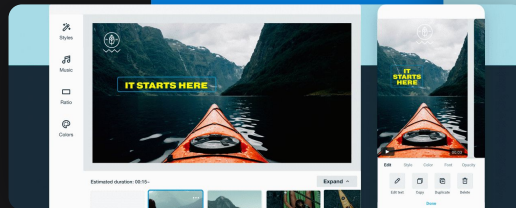
k.

Engagement Conversion Tips

Get the idea straight:

Know your goal and craft the CTA first.

What would your email say if all it contained was the CTA?



Try it free

Meet our mobile video maker.

It's official! Today we're launching the full version of Vimeo Create on Android, iOS, and desktop. Create is a quick and easy tool to make high-impact social video for your business anytime, anywhere.

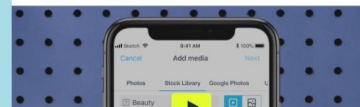
Try it free

Why it's amazing:

- 1 Simple from the start**
With professionally-designed video templates, unlimited stock clips, photos, and commercially-licensed music - making a video has never been easier.
- 2 Stand out anywhere**
Tailor the colors, fonts, layouts, music, and more. Then let our smart editor turn your clips into a polished video in minutes.
- 3 Grow your audience**
Seamlessly share your videos across all social platforms.
- 4 The total video package**
Use Vimeo's full suite of features to gather feedback, track performance, and manage your videos, all in one place.

Try it free

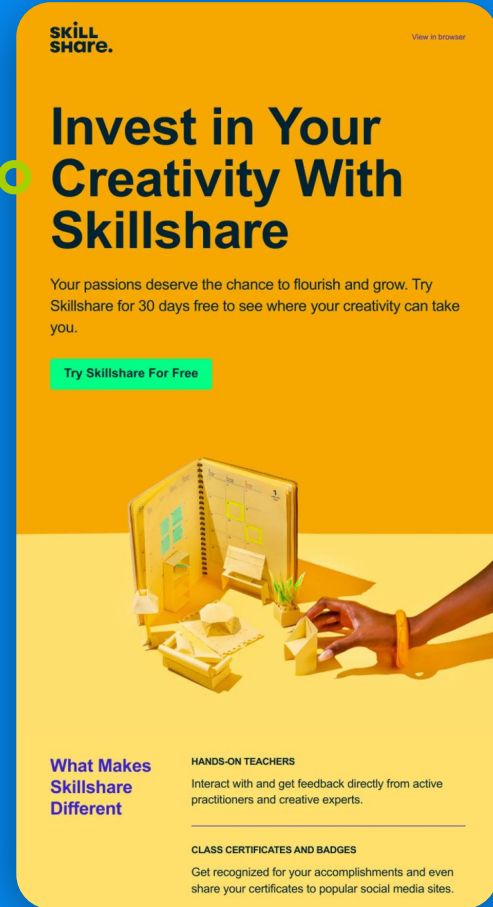
See it in action:



Engagement Conversion Tips

Get the language right:

Use future-focused verbs that clearly convey the value of the action to the person.


A vertical advertisement for Skillshare on a blue background. The ad has a yellow background. At the top left is the Skillshare logo. At the top right is a small link 'View in browser'. The main headline is 'Invest in Your Creativity With Skillshare'. Below it is a paragraph: 'Your passions deserve the chance to flourish and grow. Try Skillshare for 30 days free to see where your creativity can take you.' Below that is a green button that says 'Try Skillshare For Free'. In the center is a photograph of a hand placing a wooden block on a desk with a calendar, a notebook, and other desk items. At the bottom, there are two sections: 'What Makes Skillshare Different' and 'HANDS-ON TEACHERS' with a description, and 'CLASS CERTIFICATES AND BADGES' with a description.

SKILL SHARE. View in browser

Invest in Your Creativity With Skillshare

Your passions deserve the chance to flourish and grow. Try Skillshare for 30 days free to see where your creativity can take you.

[Try Skillshare For Free](#)



What Makes Skillshare Different

HANDS-ON TEACHERS
Interact with and get feedback directly from active practitioners and creative experts.

CLASS CERTIFICATES AND BADGES
Get recognized for your accomplishments and even share your certificates to popular social media sites.

Engagement

Conversion Tips

Visual Hierarchy is your friend.
Guide the eyes.



Engagement Conversion Tips

Guide the eye to the CTA using
visual cues in the shape and flow
of the layout.

This can be as simple as using actual
arrow shapes to guide the eye to
where you want it.

zoom

Webinar

What's New at Zoom?

Thursday, December 8
9am PT | 12pm ET

Register Today

At Zoom, our teams are always working hard to deliver new methods to enhance your experience. Every month our Zoom experts will walk you through new products, feature releases, and updates!

Be sure to download the latest Zoom client (desktop/mobile) so you can experience the new features for yourself!

Can't make it? [Register anyway](#) and we'll email you a recording!

Engagement Conversion Tips

What's your X-Factor?

What are you doing to get your audience over the edge?

knak VIRTUAL EVENT
The Future of Email Newsletters: Next-Gen Newsletters for a Chaotic World
WEDNESDAY, APRIL 14
2:00 PM ET / 10:00 AM PT

ANN HANDLEY
WALL STREET JOURNAL
BEST-SELLING AUTHOR AND
DIGITAL MARKETING PIONEER

Register Now

Hey {{lead.First Name:default=there}},

These are weird times to be in marketing, aren't they? It's business as usual at exactly ZERO companies. **So what's the path forward?** What do the current times mean for you, your business, your customers?

One path forward in this new world is a decidedly old-school tactic: The humble email newsletter! The question is: **Do your customers clear their schedules to read your newsletter?**

Join Knak Co-Founder and CEO, Pierce Ujjainwalla, and **Ann Handley**, **Wall Street Journal best-selling author**, to get the best tips, ideas, and examples to help you create and write emails that get real results in 2021 and beyond.

Tune in to learn from Ann:

- How she makes **email newsletters work** more effectively
- The **best, data-backed approach** to newsletter storytelling
- An inside look at **companies doing it right**
- How the **smartest brands** incorporate social media in email

Also hear talented marketers from leading companies like **Databricks** and **Triumph Motorcycles** on how they support their processes to enable marketers everywhere to create incredible emails their audience loves.

Are you in?

Register Now

P.S. [Register today](#) and you could win 1 of 50 signed copies of Ann's best-selling book!

Forward to a friend

6 ANZANES DRIVE, PHASE I, UNIT 205
OTTAWA, ON, CANADA, K2E 8A8

View on Webpage | Unsubscribe

This email was created, optimized, and reviewed using Knak.



P.S. [Register today](#) and you could win 1 of 50 signed copies of Ann's best-selling book!

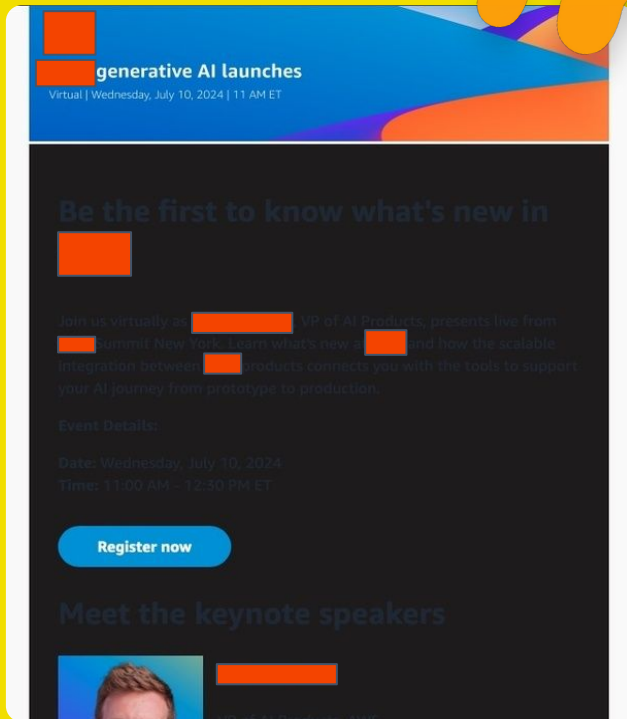




Dark Mode

Dark Mode:

REALLY BAD



Dark Mode:

REALLY
BAD

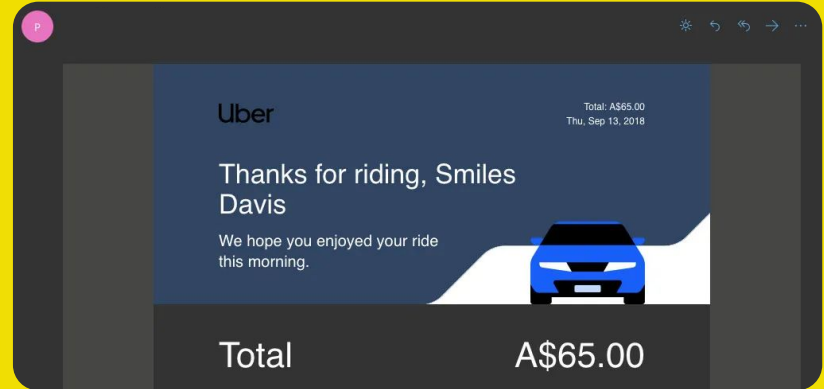
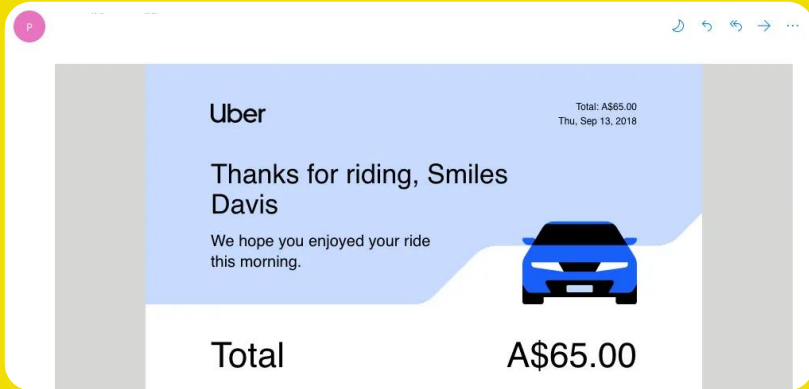
Button Text

Dark Mode:



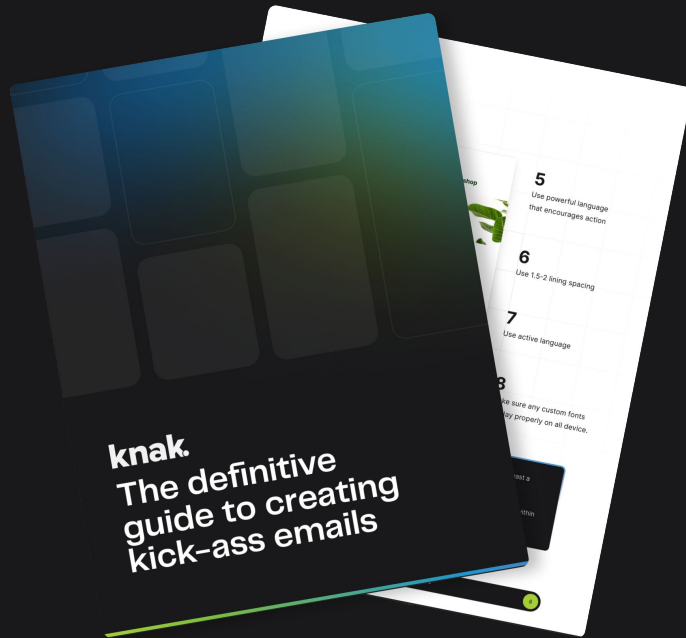
Button Text

Dark Mode:



Interested in learning more?

Check out the Definitive guide to kick-ass emails.





Pierce Ujjainwalla · You
Co-Founder & CEO of Knak
9mo · Edited · 🌐

I'm going to be honest - most virtual business conferences are pretty boring.

Normally I am multi-tasking like crazy and barely paying attention, but not at the Guru Conference!

I've never laughed so hard and learned so much in 2 days.

My big observations on what made this conference different:

- * hot wing challenge
- * tiktok dance along
- * amazing music
- * great speakers that kept it fun

Edutainment at its finest.

Big shout outs to [Jay Schwedelson](#) and the whole [GURU Media Hub](#) team and most importantly for over 20,000 marketers who signed up and participated over the past couple of days!

Can't wait for next year!

[#guruconference](#)

GURU
Conference



Literally
every
other virtual
conference



imgflip.com



32 comments · 4 reposts

If you want more nonsense
like this on LinkedIn...
connect with me!

Pierce Ujjainwalla

(Search **Pierce U** and I'm pretty much the only
one on there with that combo.)



PRACTICE
SCORE
10205

TIME BONUS
8730

