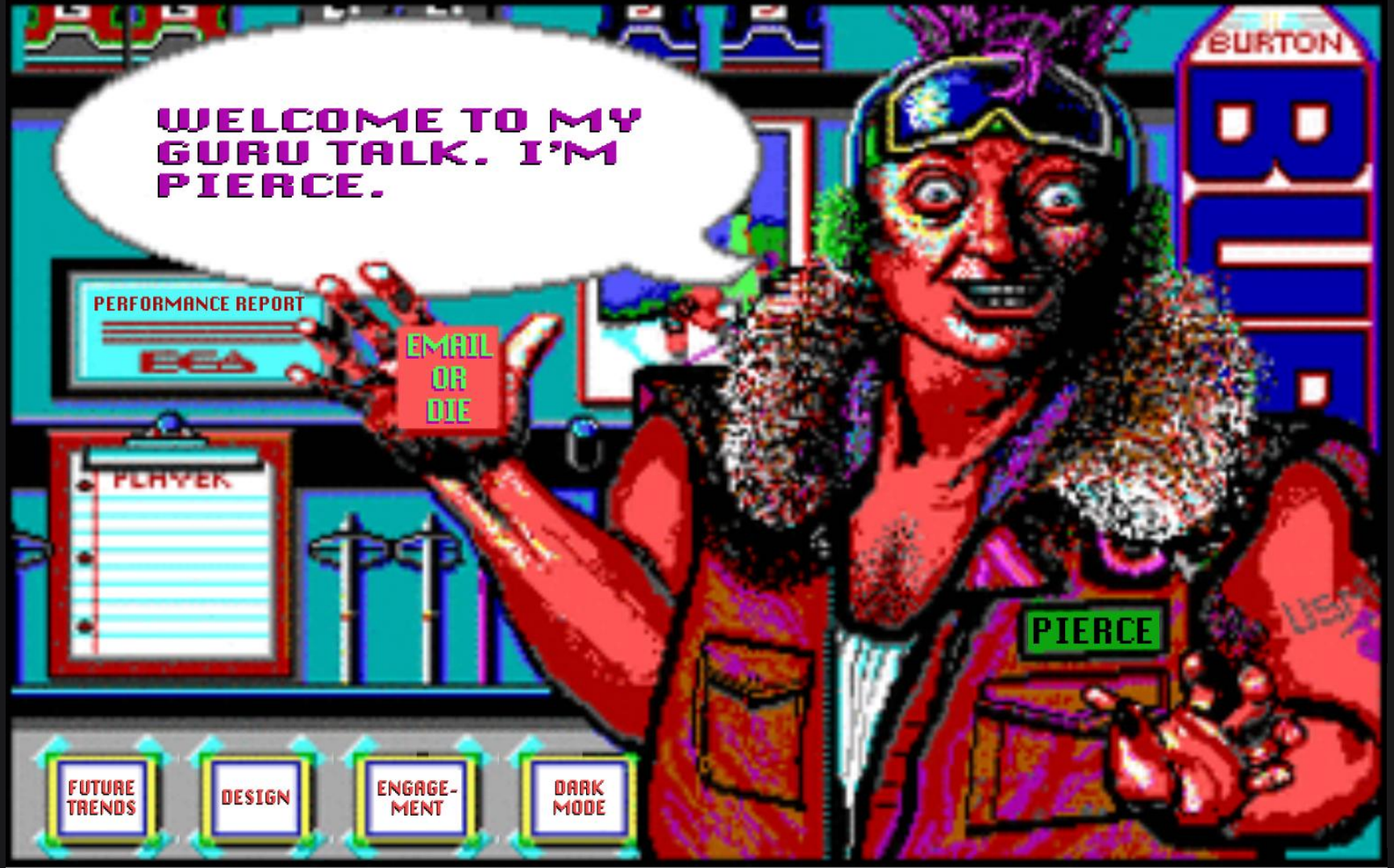
knak.
TOTALLY
RAD
Email Design
Pierce Gyaanwalla
Cofounder & CEO, Knak

SKI OR DIE
PUSH START KEY!
ULTRA
GAMES

BURTON
BURTON
Redneck
SKI SHOP
COMPETE ALL
EASY
SNOWBOARD
HALFPIPE
SNOWBALL
BLAST
INNERTUBE
THRASH
DOWNHILL
BLITZ
ACRO
AERIALS

WELCOME TO MY SKI SHOP. I'M RODNEY.
HIGH SCORE
EGA
SKI ◆ A ◆ DIE
PLAYER
BURTON
RODNEY
GO COMPETE
GO PRACTICE

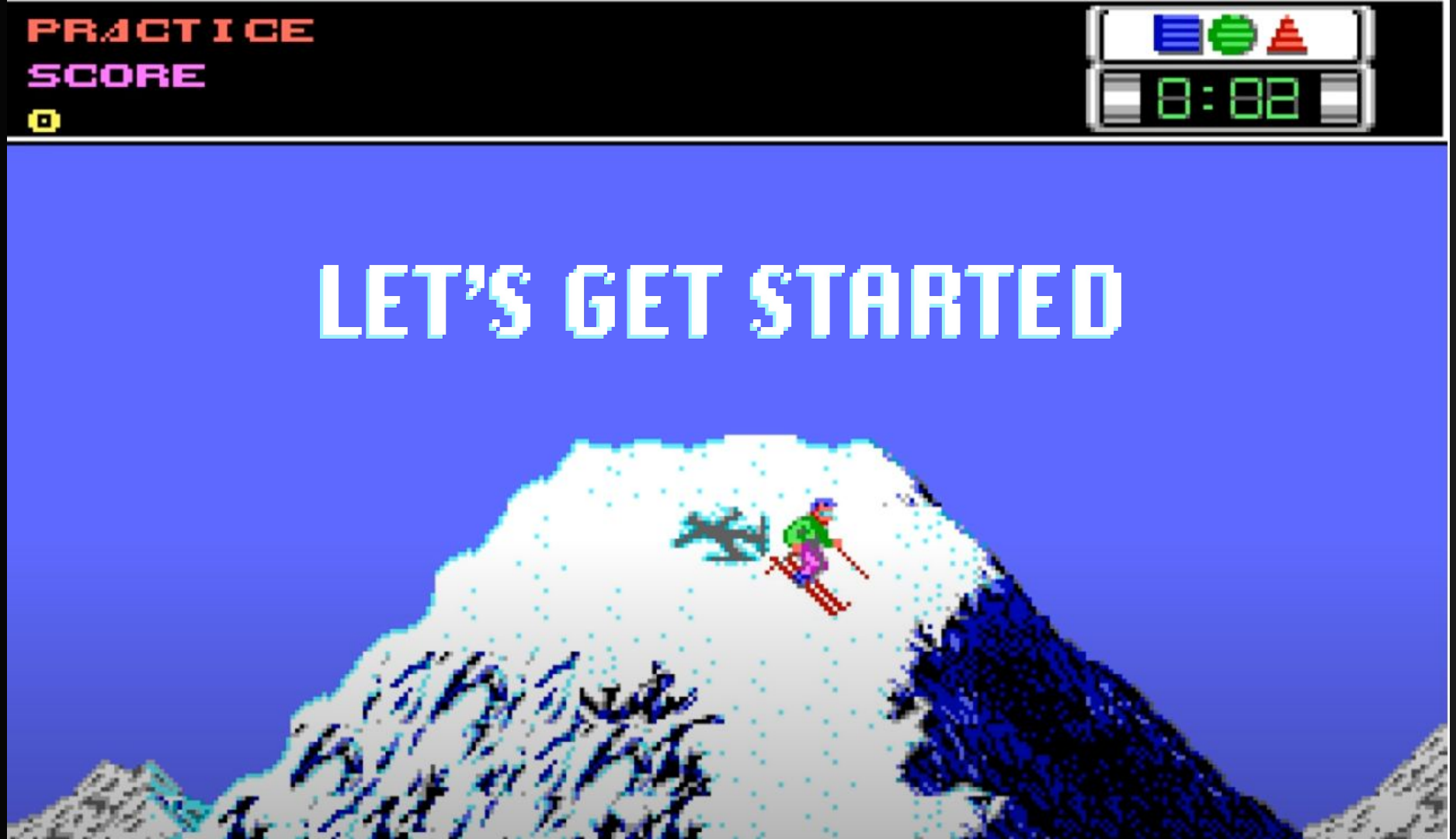

WELCOME TO MY GURU TALK. I'M PIERCE.
PERFORMANCE REPORT
EGA
EMAIL OR DIE
PLAYER
PIERCE
BURTON
FUTURE TRENDS
DESIGN
ENGAGE-MENT
DARK MODE

GO FROM

Are your emails?

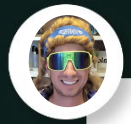
or

Let’s find out.


PRACTICE
SCORE
0
0:02
LET'S GET STARTED

Pre-Send Checklist

Pre-Send Checklist



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.

Make the sender name clear, memorable and relatable

Consider using emojis

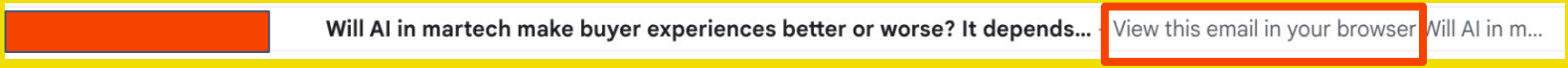
Make your subject line actionable

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

Keep the preview text under 100 characters

Preview Text:

REALLY BAD



Sender Display Name:

REALLY BAD

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:

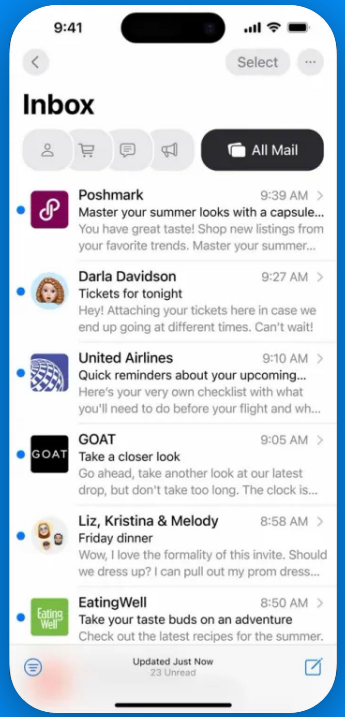
🧵 THREAD 🧵

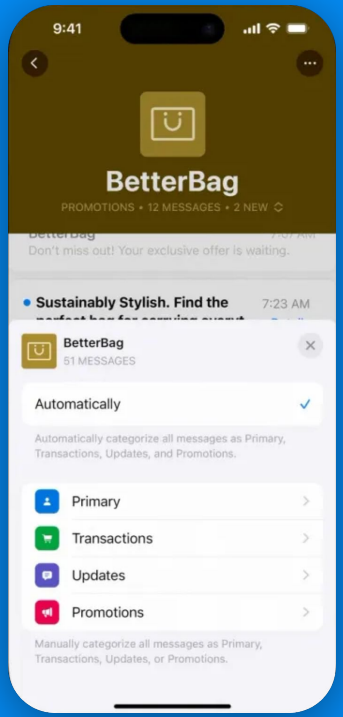
53 178 903

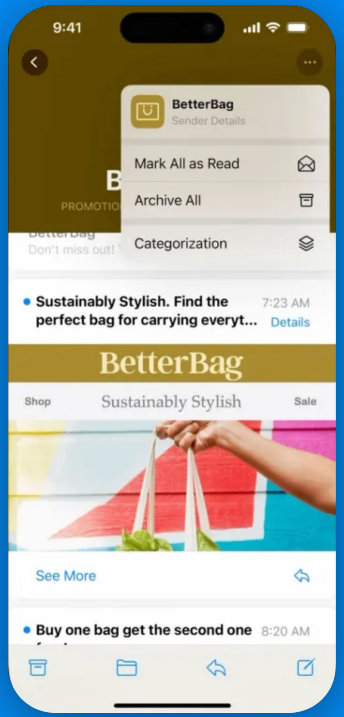
Future Trends

Heads up.

iOS 18 on September 18, 2024







Steve · Millionaire H @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:

TOTALLY RAD

Welcome to Harry's Newsletter External Inbox ×

Harry Dry <harry@marketingexamples.com> Unsubscribe Mon, Aug 19, 4:51 PM

to me

Hey – It's Harry.

Thanks for subscribing. I really appreciate it. I send one newsletter every Monday.

One small favour – Please reply to this email with "Hey Harry" to make sure you actually get the emails.

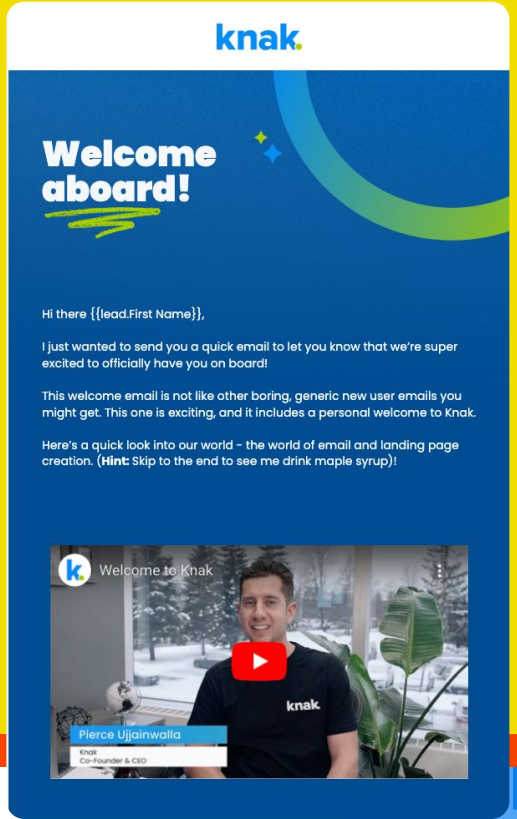
It only takes 12 seconds. Writing each newsletter takes me 12 hours.

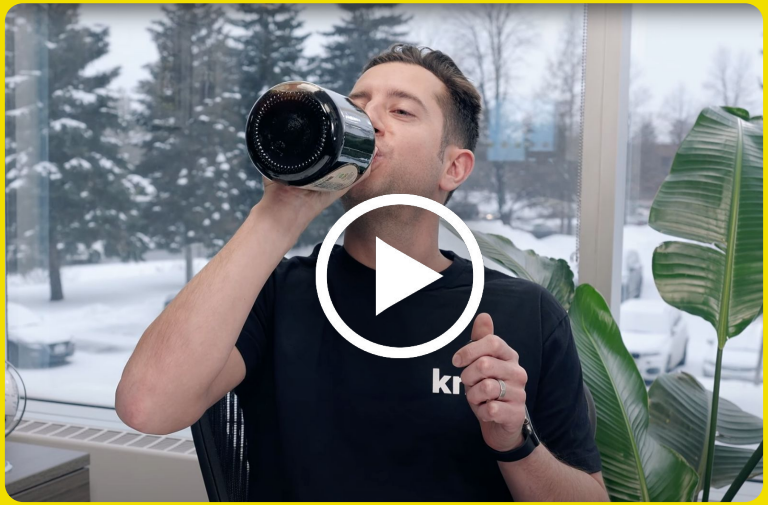
– Harry

P.S. I'm down to connect on LinkedIn if you want

P.P.S. Want a free crash course on copywriting? You might like this video!

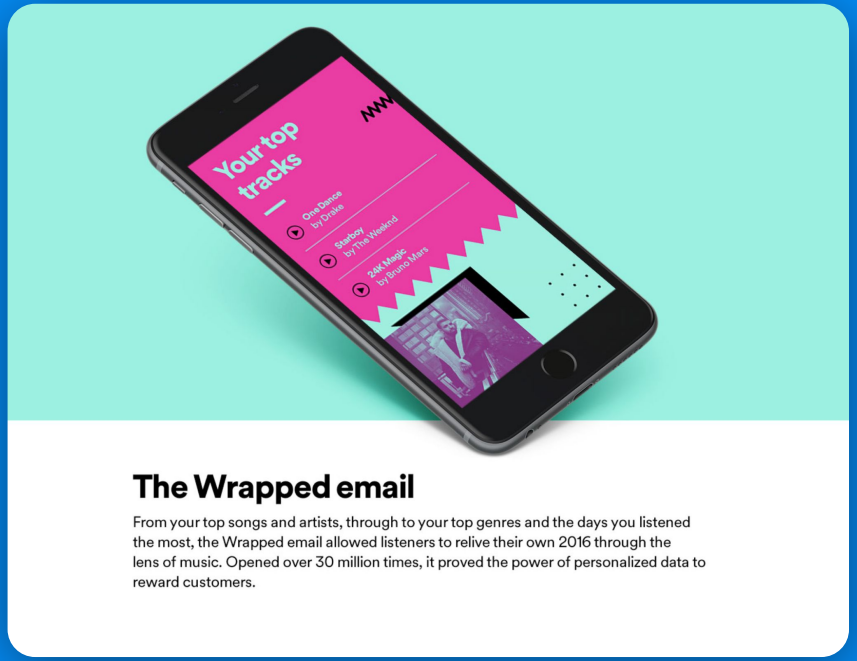
Welcome Emails:





Future Trends

Better personalization

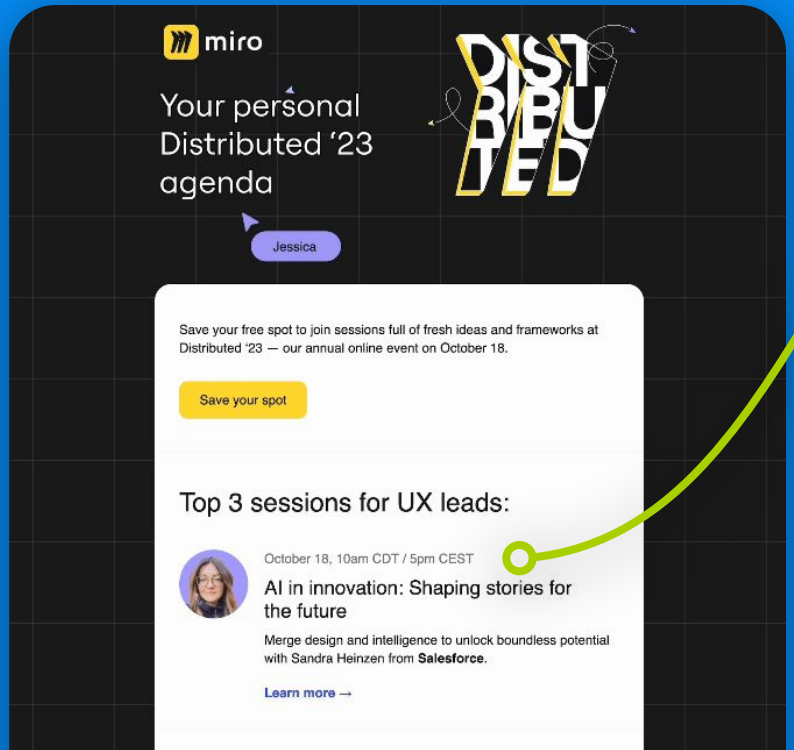


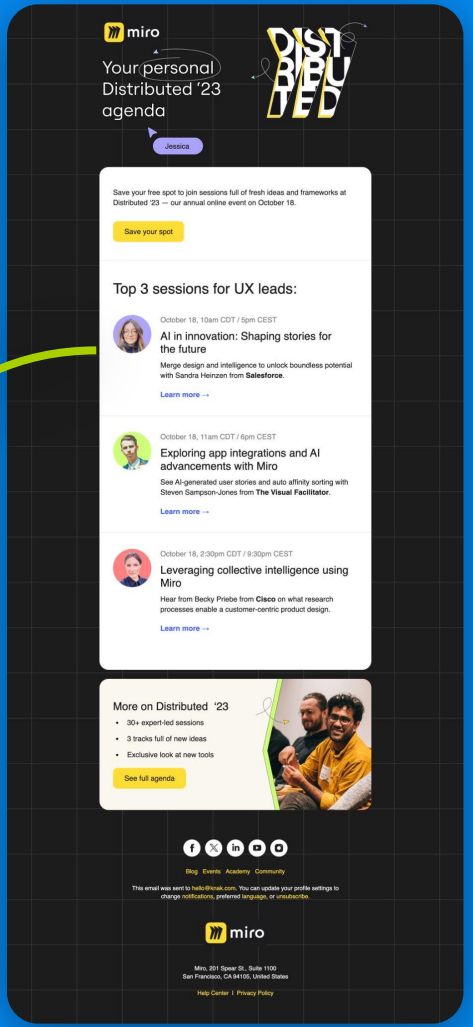
The Wrapped email

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 ×

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+ microsites for our target accounts
- See how other ABM experts are breaking into valuable accounts

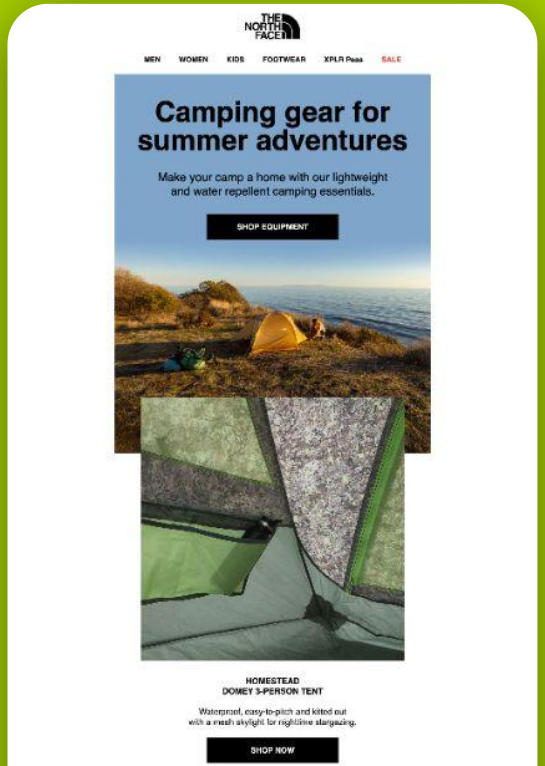
You can also win a $500 Airbnb gift card for your next getaway.
All you need to do to win is check out your microsite and follow the instructions.

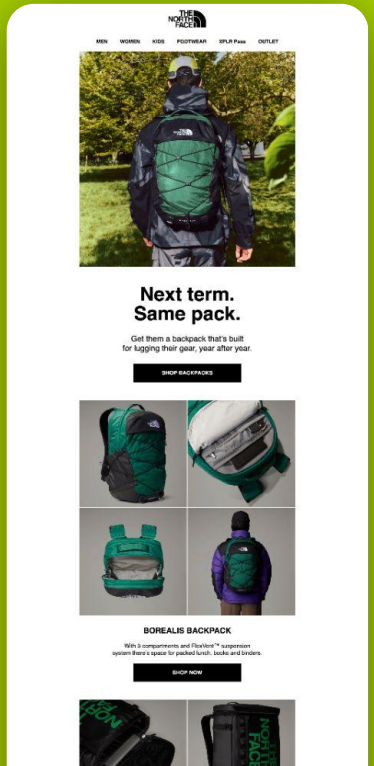
Get started here.

Best,
Regina Magaril
Marketing at Mutiny

Future Trends

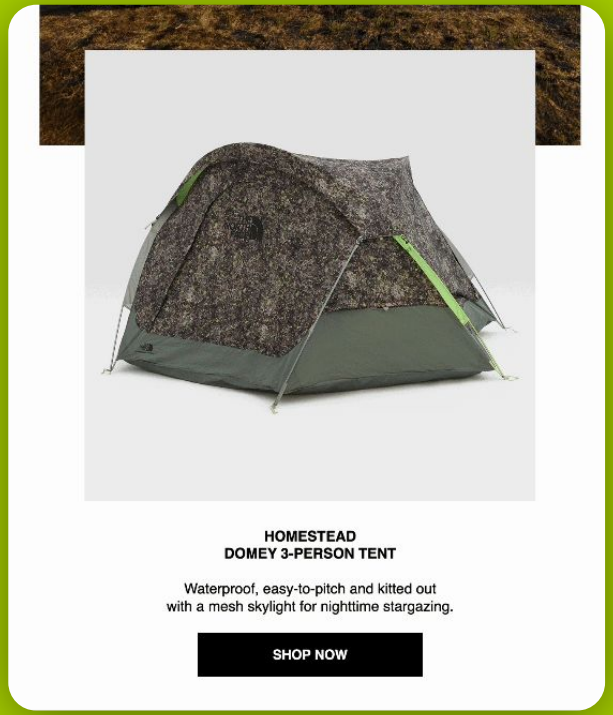
Modular Design Systems to support 1:1 Personalization

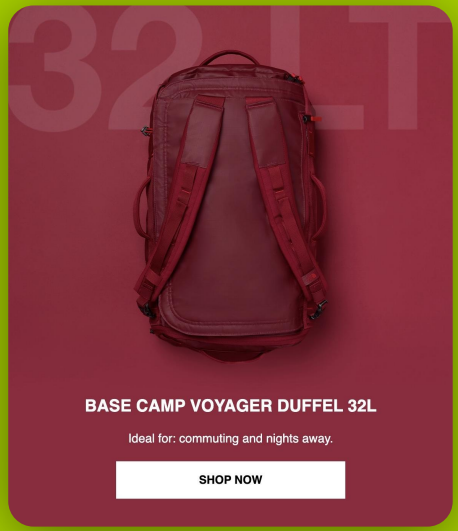




Future Trends

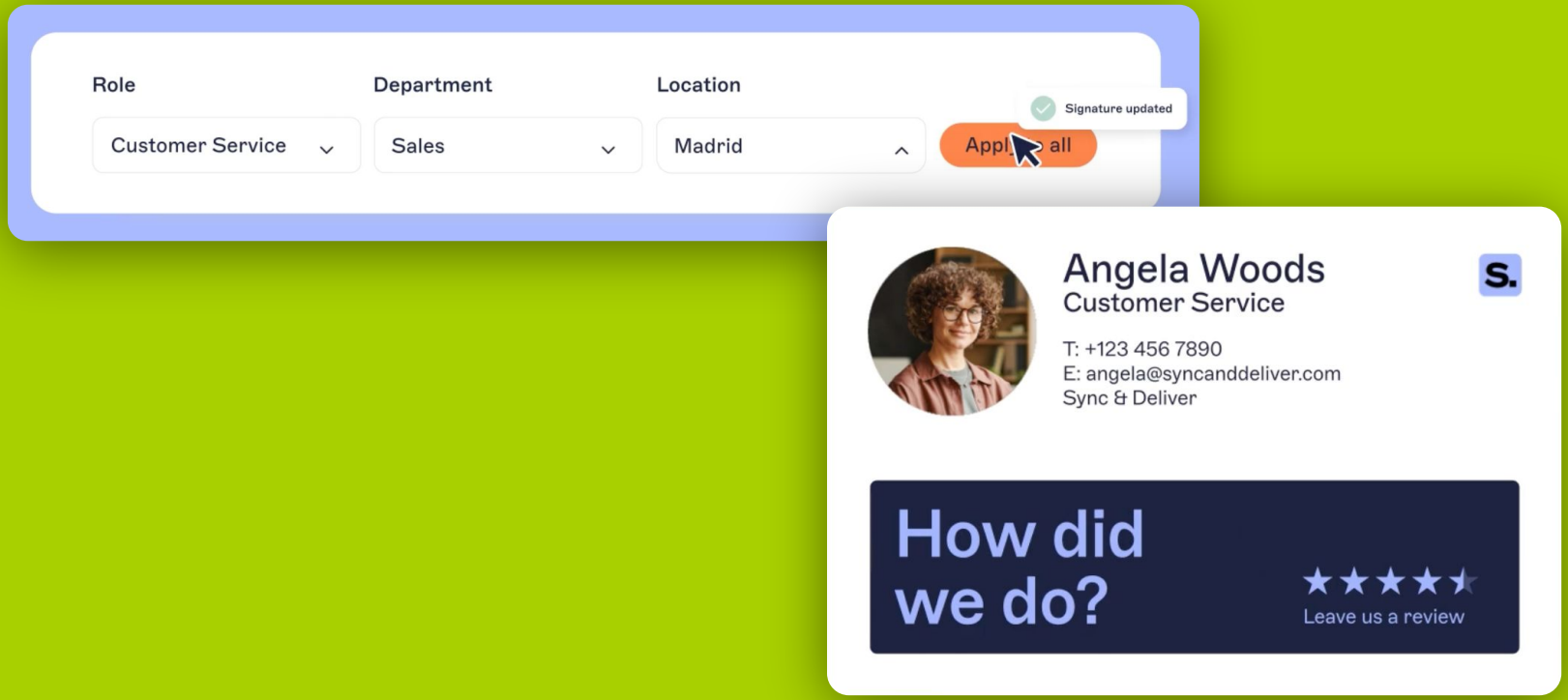
Modular Design Systems to support 1:1 Personalization





Future Trends

Don’t forget about email signatures



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

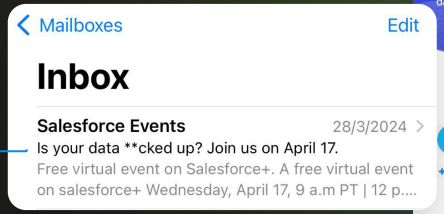
43

Design

The CHEETAH Email Framework

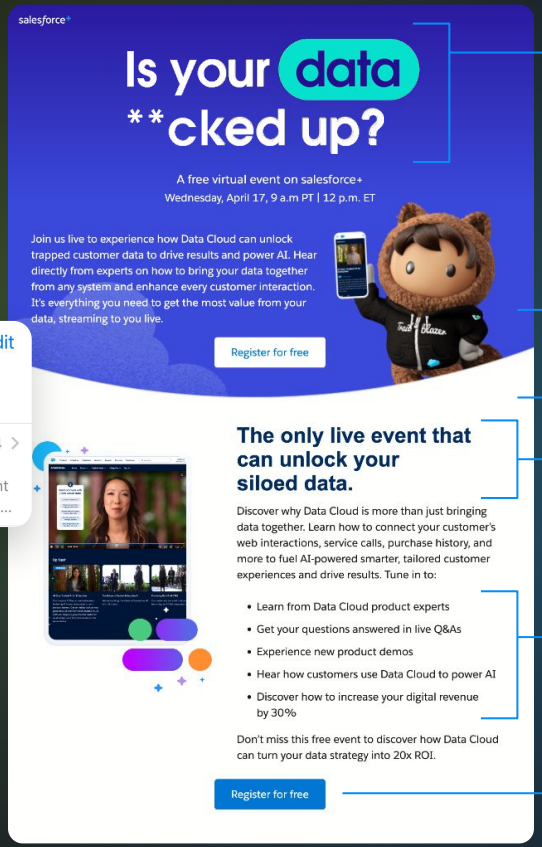
C	H	E	E	T	A	H
CAPTIVATE	**HUMAN**	**ENTERTAIN**	**EASY**	**TRANSITIONS**	**ANIMATE**	**HARMONY**
You only get one shot, one opportunity.	Are you writing in authentic language like a human?	Who said B2B is boring?	Define the GOAL – what do you want them to do?	Get creative with the transitions in your emails.	Helps to stand out, be different – catch attention.	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!

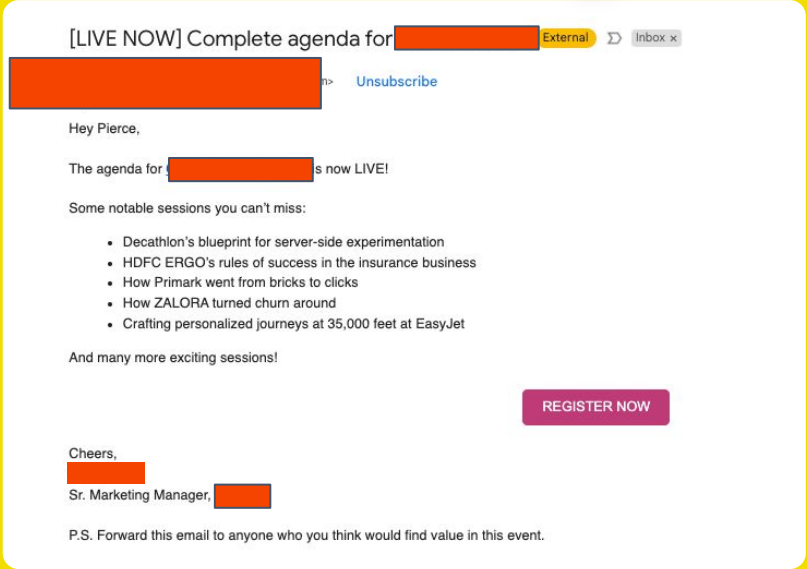
All points are about the benefits to the recipient.

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 ×

[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,
[redacted]
Sr. Marketing Manager, [redacted]

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

Buttons:

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

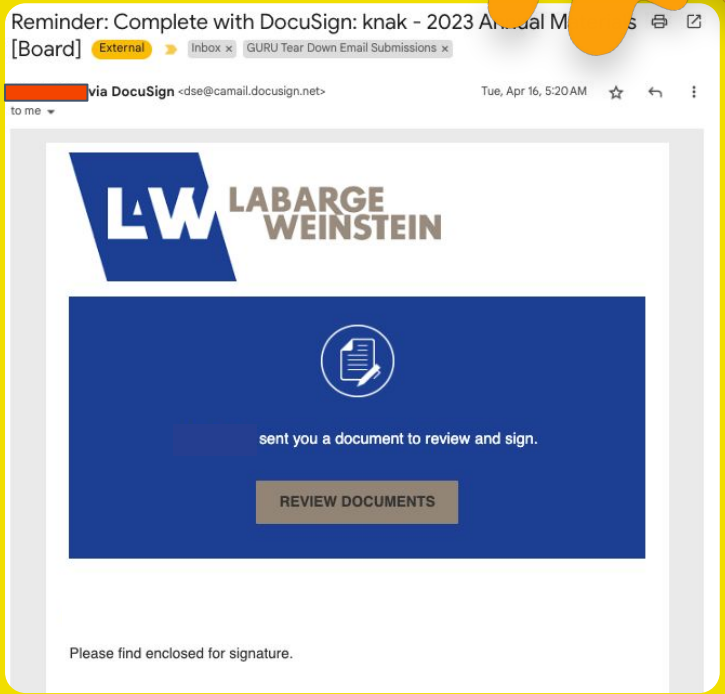
MOps-Apalooza
Anaheim, CA

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

>> Register now

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

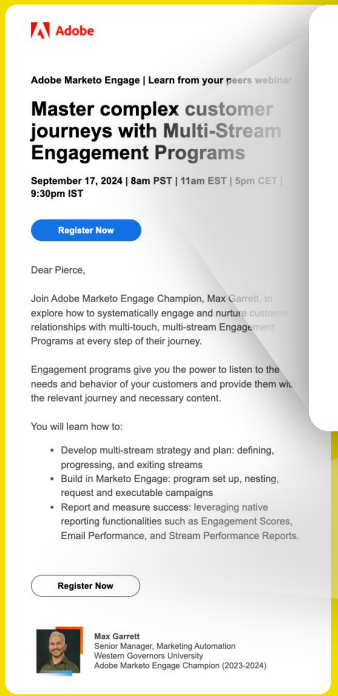
#1C3F94 #94711C

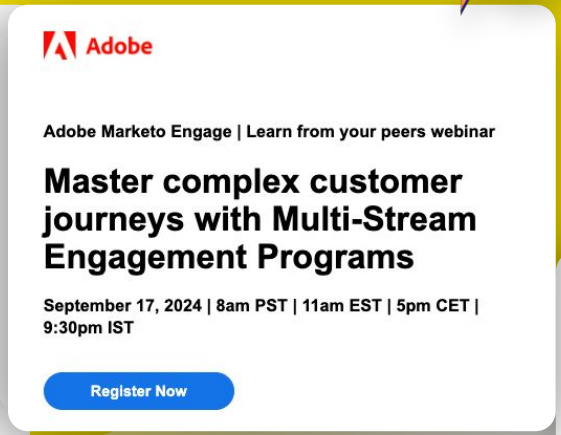
3. Use this color combination

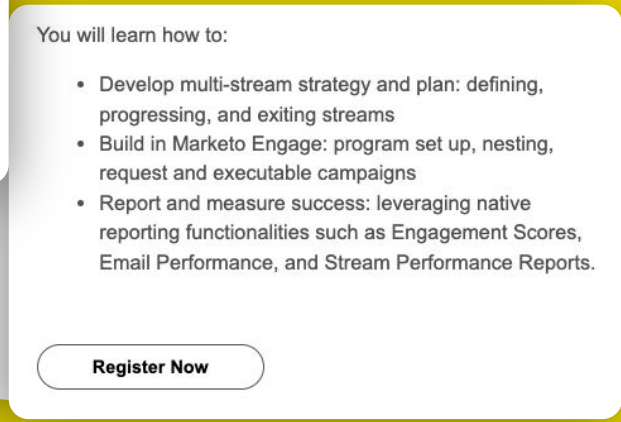
Create a graphic | Export palette

Button Hierarchy:

TOTALLY RAD







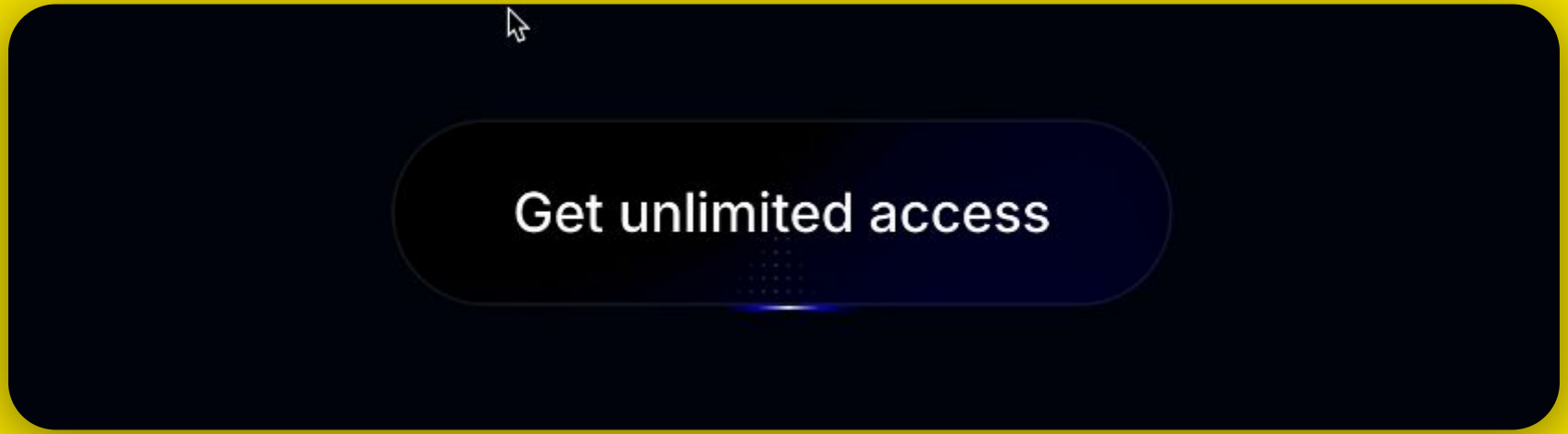
UI Adrian ✓
@uiuxadrian

How to design better buttons ✨

2:51 PM · Mar 18, 2024 · **46.8K** Views

17 49 527 588

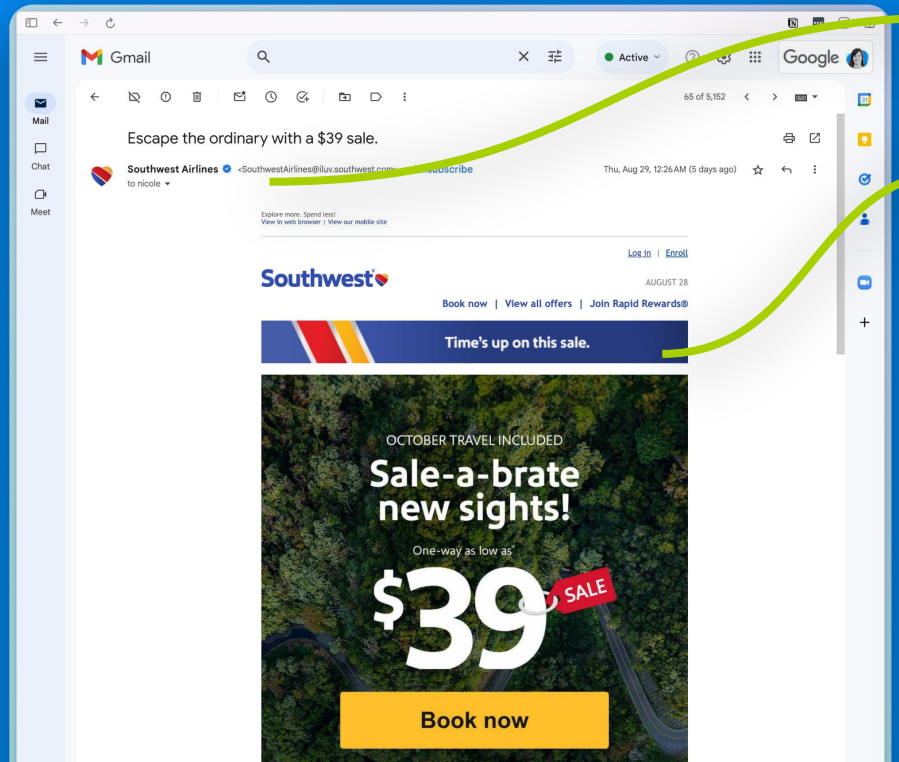
Button Design:



h/t ryanmulligan.dev

Design

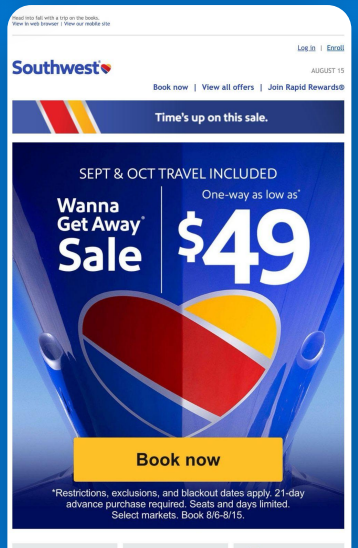
Brand consistency

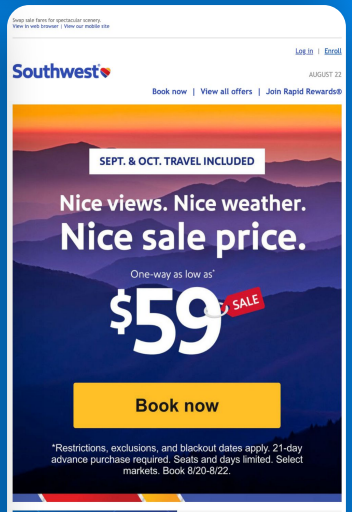


Southwest

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

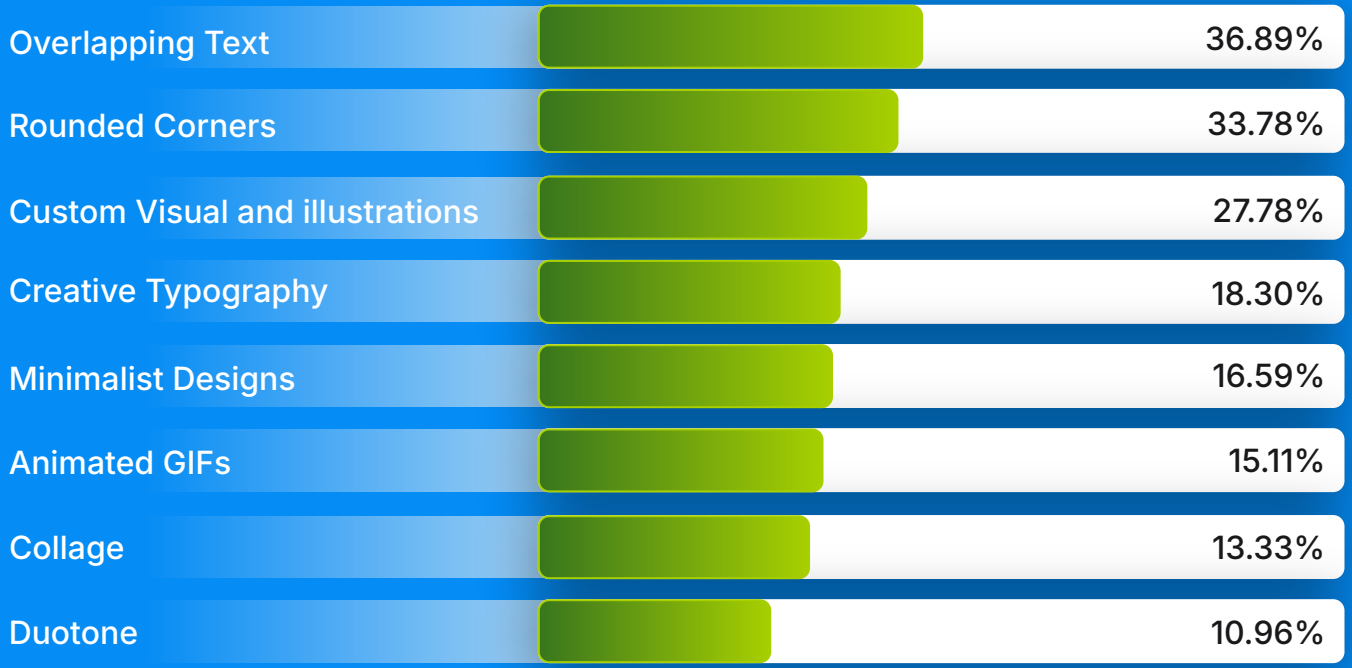
Time's up on this sale.





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

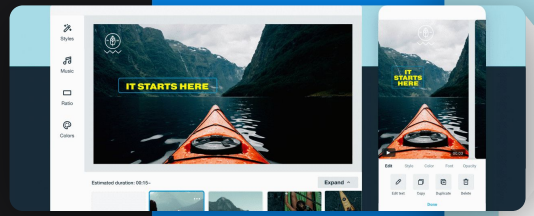
Have something useful to provide in the first place.

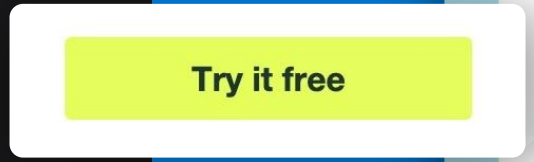
What are you offering? Are you providing value? Could it be changed to provide additional value to the person receiving the email?

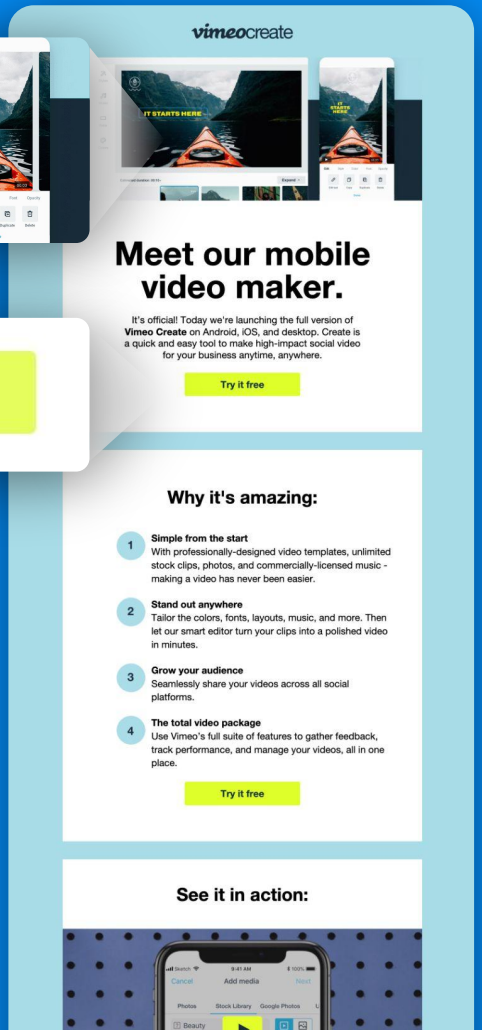
Engagement
Conversion Tips

Get the idea straight:
Know your goal and craft the CTA first.

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

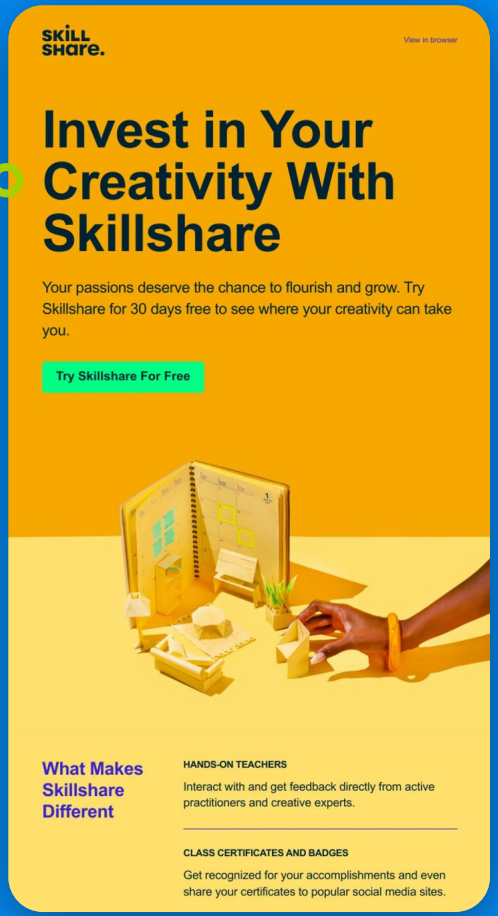






Engagement
Conversion Tips

Get the language right:
Use future-focused verbs that clearly convey the value of the action to the person.



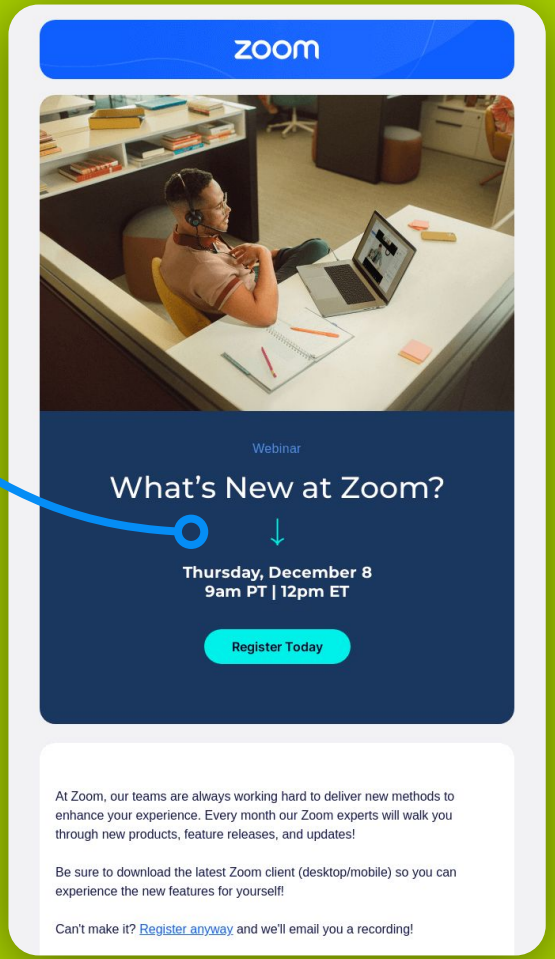
Engagement
Conversion Tips

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.

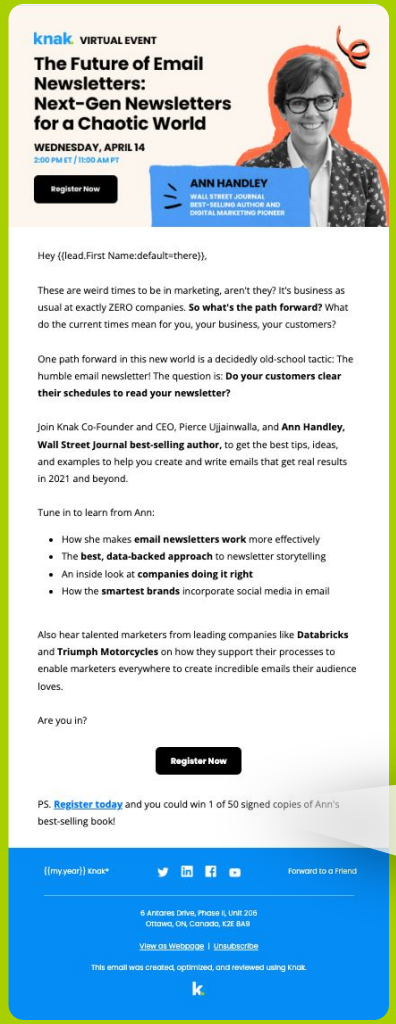
This can be as simple as using actual arrow shapes to guide the eye to where you want it.



Engagement
Conversion Tips

What's your X-Factor?

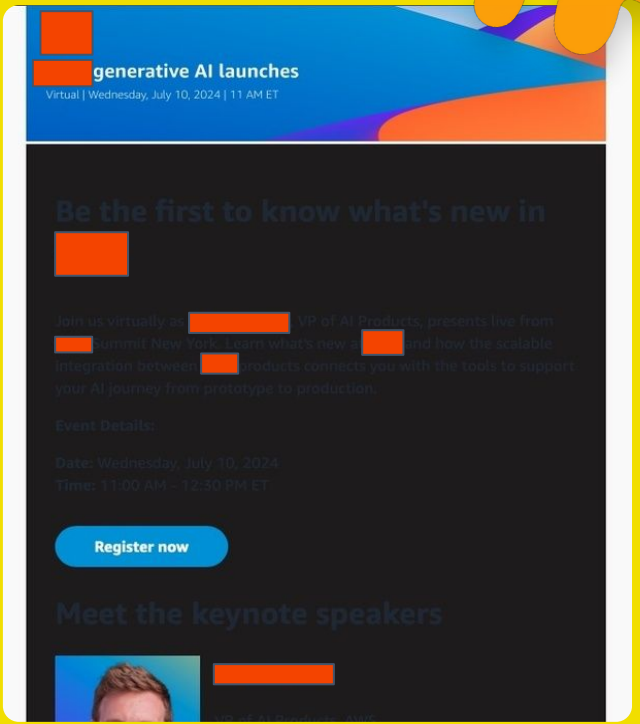
What are you doing to get your audience over the edge?



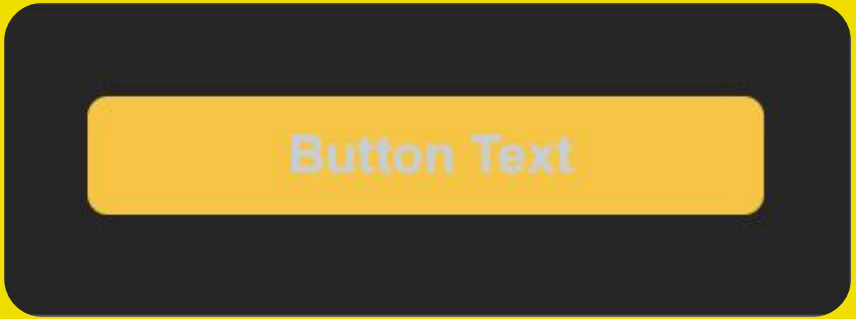
Dark Mode

Dark Mode:

REALLY BAD



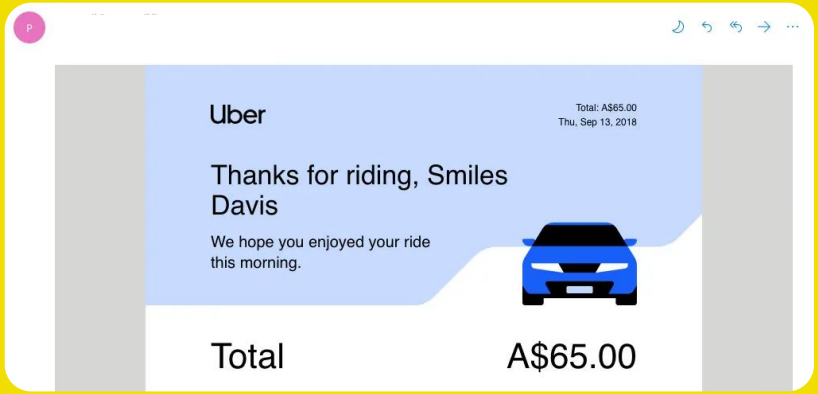
Dark Mode: REALLY BAD

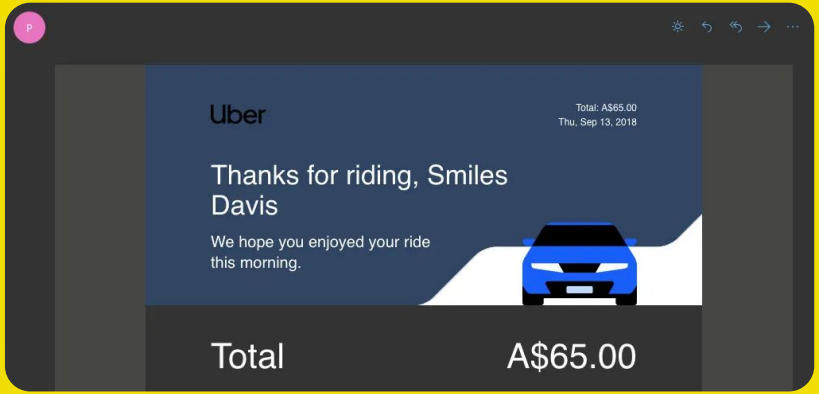


Dark Mode:

Button Text

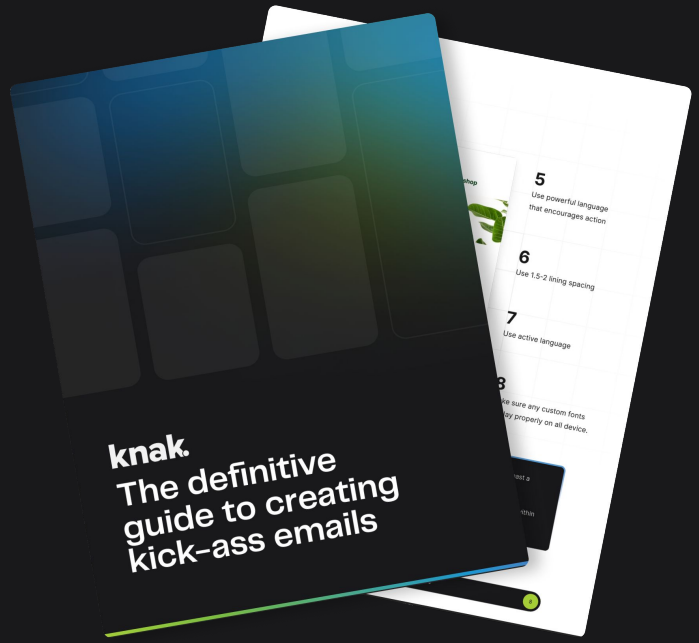
Dark Mode:


Uber
Total: A$65.00
Thu, Sep 13, 2018
Thanks for riding, Smiles Davis
We hope you enjoyed your ride this morning.
Total
A$65.00


Uber
Total: A$65.00
Thu, Sep 13, 2018
Thanks for riding, Smiles Davis
We hope you enjoyed your ride this morning.
Total
A$65.00

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

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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.)

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