BLOODY HELL The Convergence of Content, Email, and My British Mum

PS Of course, I use the Oxford comma. My Mum is British, after all.

Michael Barber SVP, Chief Creative Officer, Godfrey @michaeljbarber





















We Don't Want to Talk to You

Inbox From: DoNotReply@starwoodho> Hid To: Michael Barber > Your updated and final Le Meridien Charlotte Hotel folio April 2, 2015 at 9:20 AM All Mail We hope you have enjoyed your stay at Le Meridien Charlotte. Attached is the copy of your updated and final folio as requested. For any billing questions or other queries or comments, please do not hesitate to contact the hotel directly for prompt assistance. We look forward to welcoming you back again soon. This electronic message transmission contains information from the Company that may be proprietary, confidential and/or	•••• AT&1	T LTE 🔆	10:40 PM	*	70% 🗖
To: Michael Barber > Your updated and final Le Meridien Charlotte Hotel folio April 2, 2015 at 9:20 AM All Mail We hope you have enjoyed your stay at Le Meridien Charlotte. Attached is the copy of your updated and final folio as requested. For any billing questions or other queries or comments, please do not hesitate to contact the hotel directly for prompt assistance. We look forward to welcoming you back again soon. This electronic message transmission contains information from the Company that	Inbox			^	~ ~
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From: DoNotReply@starwoodho... > Hide

Can You Read This?



Yeah, Neither Can I







I Mean, Come On...

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< Inbox (1191
From: runDi
To: Michael B
Registration Super Hero Today at 1:16 All Mail
-
Dear Michael Barber, Congratulations! You are now registered for the <u>20</u> <u>Avengers Super Heroes Half Marathon - Individual</u> Please take a moment to carefully review your reg
full name and contact information is accurate. As a reminder, all runners are required to maintair the Half Marathon race and you believe you will fir enter/update your proof of time information at htt
August 2, 2016. Proof of time must be provided from an officially t 2014 and must be one of the below listed distance appropriate race distance is not submitted for Prov
Half Marathon – 10K, 12K, 15K, 10 Mile, Hal
Be sure to check the <i>runDisney</i> website for full ev- information. Thank you for registering and we loo Please take a moment to carefully review your re- name and contact information is accurate. For wh requests please contact us at <u>rundisney@disneys</u>
Be sure to check the <u>runDisney website</u> for full ev information. Thank you for registering and we loo run Disney
wdwsportsregistration@disney.com
Questions and answers Participant name Gender
Date of birth Email address Day phone
Contact address
Shirt Size Will you be competing in the Military Division Please choose one of the following:



Nailed It

5:30 🗸

To: matthew@techmediaco.com

/* CLIENT-SPECIFIC STYLES */ body, table, td, a { -webkittext-size-adjust: 100%; -ms-text-size-adjust: 100%; } table, td { mso-table-lspace: Opt; mso-table-rspace: Opt; } img { ms-interpolation-mode: bicubic; } /* RESET STYLES */ img { border: 0; height: auto; line-height: 100%; outline: none; text-decoration: none; } table { border-collapse: collapse !important; } body { height: 100% !important; margin: 0 !important; padding: 0 !important; width: 100% !important; } /* iOS BLUE LINKS */ a[x-apple-data-detectors] { color: inherit !important; text-decoration: none !important; fontsize: inherit !important; font-family: inherit !important; fontweight: inherit !important; line-height: inherit !important; } /* MOBILE STYLES */ @media screen and (max-width: 600px) { .img-max { width: 100% !important; max-width: 100% !important; height: auto !important; } .max-width { maxwidth: 100% !important; } .mobile-wrapper { width: 85% !important; max-width: 85% !important; } .mobile-padding { padding-left: 5% !important; padding-right: 5% !important; } } /* ANDROID CENTER FIX */ div[style*="margin: 16px 0;"] { margin: 0 !important; }



Subject: A special holiday surprise for you



You Just Used Half the Screen

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Sharing Testing Is Caring

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Haven't Had This Car for 6 Months





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Just Stop Sending Me Email

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Lying



barber&hewitt.

weeks ago for a quick chat?

Looking forward to your reply, Colin Dowling VP Partner Solutions Liquid Web

Unsubscribe from future communications.



certainly understand that you're bu me to write. And I don't want to be do have interest in the work you're

Is the timing a little better now that

512. 923. 8042 | colin.dowling@liquidweb.com

Hello again Michael,

missed your reply to my email a couple weeks ago. certainly understand that you're busy and didn't ask for me to write. And I don't want to be a bother but I really do have interest in the work you're doing there at barber&hewitt.

#MOREBLAH



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Columns & Pitch+Zoom =







72 hours, 10 emails, WTH



Or this...



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Yeah.

Todaysparent.com 7:02 PM My baby died after being left in a hot car From crispy bacon to tender roasts, here are our 15 best pork recipes If you cannot read this email, please click here. Thursday, June...

You're Not the NSA





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	From: "Hayneedle" Subject: We know Date: September 2 To: ann@marketing
	hayneedle.com For the love of home
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Do You Care?

jetBlue

Hello Thomas Goodwin,

You didn't forget about us, did you? We'd still love to hear about your trip on March 27, 2019 from Las Vegas to New York City. Your feedback will help us improve the way we serve you.

jetBlue

Hello Thomas Goodwin,

You didn't forget about us, did you? We'd still love to hear about your trip on March 27, 2019 from Las Vegas to New York City. Your feedback will help us improve the way we serve you.



Do You Care?



Do You Care?



Delivery has failed to these recipients or groups:

JetBlue (QualtricsSupport@jetblue.com)

Your message couldn't be delivered to the recipient because you don't have permission to send to it.

Ask the recipient's email admin to add you to the accept list for the recipient.

For more information, see DSN 5.7.129 Errors in Exchange Online and Office 365.

#iveemailedyou5times #idontcare #goaway



Ann Handley June 20 · 🚱

A real email I got first thing this morning. (Subject line: "are you OK Ann?") Annnnd then my RESPONSE below. I'm sure he's a nice guy. I was just in a mood. 😂

 \sim



#iveemailedyou5times #idontcare #goaway

On Jun	20,	2017,	at	1:18	AM,	7
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Hey Ann,

I wanted to drop by your inbox one last time because I see a tremendous opportunity for MarketingProfs to save some serious time when it comes to writing high quality blog posts with our service.

I'm going to assume that you're not dead or kidnapped. Are you in prison???

If I don't hear back then I'll assume you're like me and have a million different things going on. I'll plan on reconnecting in a couple months, unless you let me know you're ready to evaluate sooner.

If you are in jail, don't worry - I'll post bail for you. Just let me know the best way to connect so I know where to send the money :)

PS- If indeed it still makes sense to connect then just let me know a couple times that work and I'll give you a call.

-

Regards,

Co-Founder,



#iveemailedyou5times #idontcare #goaway

DEAR

THIS EMAIL IS TO INFORM YOU THAT ANN HANDLEY (INMATE #874992) IS CURRENTLY BEING HELD IN THE TRI-COUNTY WOMEN'S CORRECTIONAL FACILITY.

SHE IS BEING HELD WITHOUT BAIL PENDING TRIAL FOR CHOKING A SALES PERSON FOR SENDING UNSOLICITED MAIL.

SHE IS SUSPECTED OF USING HER BARE HANDS, ALTHOUGH THE WEAPON MIGHT ALSO HAVE BEEN A STRING OF EMAILS THAT SHE WOVE TOGETHER AND USED AS A ROPE ABOUT THE VICTIM'S NECK.

SHE CAN'T RESPOND PERSONALLY, AS HER ONE PHONE CALL WAS TO THE REV FATHER BRIGHT KOFI OF NIGERIA, WHO PROMISED HER \$50 MILLION IN EXCHANGE FOR ASSISTANCE WITH A BANK TRANSFER FOR INHERITANCE DUE TO HER THANK YOU KIND LADY.

THANK YOU FOR YOUR UNDERSTANDING.

SINCERELY

MR. ANTHONY WHALE DEPUTY DIRECTOR & TUESDAY AFTERNOON ARTS AND CRAFTS LEADER TRI-COUNTY WOMEN'S CORRECTIONAL FACILITY



And, what happens with all these experiences?

Show them, Mum.


How do we get better? Enter Mum.



Be Bloody Brilliant. Build better the best emails.

From names matter, a lot.





Single column "skinny" layouts.





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Designed for the scroll.

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	Buy Tickets



Single column "skinny" layouts.



●●○○○ AT&T LTE 券 2,373



The LGBT community wants advertisers to be more inclusive, but what's the best way to do that? We asked self-identified LGBT consumers in the U.S. how they felt about different approaches to messaging. Turns out, inspiration and laughter go a long way.

Learn more

🖸 in 🎔 G 🖬





VIDEO, CONSUMER INSIGHTS Data Dive: Two Approaches to Drive LGBT Engagement With Your Ads



Designed for the scroll.

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we know	ronica,	Vei	





Single column "skinny" layouts.





We looked at 1,000 landing pages. These are the top 5 design trends we found

Crayon CMO Ellie Mirman shares key takeaways from their recent study.



0 80% . <i>t</i>
New Standard in Property Management
Image:



Fonts and buttons, oh my!



Headlines **30px+**

Body copy 16px+

Fonts and buttons, oh my!



Buttons **44 x 44 points**

Fonts and buttons, oh my!

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Be Bloody Brilliant. Build better the best emails.



It's Always the Little Things, My Love. Personalization and interactivity matter.



Contextual buttons.



https://mail.google.com/mail/u/0/?ui=2&view=btop&ver=177lztgng8ymz&search=inbox&th=15b391de451... More 🔻 **TOASTED COCON** flavor is only here for a limited time. DELICIOUS DETAILS

Contextual buttons.





flavor is only here for a limited time.

ORDER NOW

Post purchase personalization.



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Post service personalization.



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Inbox is the cart.



Reviews natively.

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Buy now in the Inbox.



It's Always the Little Things, My Love. Personalization and interactivity matter.





Empathy is required, even in the Inbox.

Always say hello.

•
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Search
From: Airtable >
To: barber@micha
Hi Michael, Weld





Speak like a human.



can try and get it right, just reply to this your feedback.

Anyway take your time, sleep over it a you're ready you can pick up where off here.

> Hold on to the good, monie.ka & James

We're happy to see you're thinking of bringing some hardgraft into your life but noticed there was something holding you back. We'd love to know why you didn't follow through with your purchase so we can try and get it right, just reply to this email with your feedback.

Anyway take your time, sleep over it and when you're ready you can pick up where you left off here.

> Hold on to the good, monie.ka & James

Ask and you shall receive.





Frequency preferences FTW.

C

 $\leftarrow \rightarrow$

Email Frequency Preference ×



Frequency Preferences

Email Address * uabarber@gmail.com

Update Preferences



Empathy is required, even in the Inbox.



Consistency above all, darling. Measure all ways and always.



Build your email metric matrix.





litmus



Clicks & click rate

- Duration of engagement
- Post-click behavior (browsing,
- carting, etc.)
- Conversions & conversion rate
- Email campaign revenue & profit
- Lead generation



Email program revenue & profit

- Email revenue per email or
- subscriber
- Subscriber lifetime value
- Subscriber RFM (recency, frequency,
- monetary)
- Email marketing ROI
- Lead pipeline impact
Hypothesis, always. Don't test without making some educated guesses.

74% of companies don't.

Test automated/operational emails.



Your needle, your tests.

Focus on tests that move your needle.



Test similar and different audience segments. Different strokes for different folks.

Test your active subscriber segment. Actives are different than the sidelines.



Share results, everywhere. Your tests can impact other channels.

Consistency above all, darling. Measure all ways and always.



Let's recap. How does Mum do email?



Be bloody brilliant. Build better the best emails.

Be bloody brilliant. Build better the best emails.

It's always the little things, my love. Personalization matters.

Be bloody brilliant. Build better the best emails. It's always the little things, my love. Personalization matters.

Be kind. Empathy is required, even in the Inbox.

Be bloody brilliant. Build better the best emails. It's always the little things, my love. Personalization matters.

Be kind. Empathy is required, even in the Inbox.

Consistency above all, darling. Measure all ways and always.

Be bloody brilliant. Build better the best emails. It's always the little things, my love. Personalization matters.

Be kind.

Empathy is required, even in the Inbox.

Consistency above all, darling. Measure all ways and always.

She's the best.



Thank you, #ContentTECH! Say hello @michaeljbarber

