

Imagine What's Possible

BLOODY HELL! The Convergence of Email Design, B2B, and My British Mum

Well, of course, I use the Oxford comma. My Mum is British, after all.





Michael Barber

SVP, Chief Creative Officer Godfrey @michaeljbarber



BLOODY HELL The Convergence of Email Design, B2B, and My British After all.























Hacking + Email. Yep.

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contact: toms@firemail.cc

Bad Fun <u>Unsubscribe</u>

VIEW ENTIRE MESSAGE

← Reply





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 tha may be proprietary, confidential and/or	●●●● AT&T	LTE 🕆	10:40 PM	*	70% 🗖
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Can You Read This?





Yeah, Neither Can I



Southwest Rapid Rewards

from Cirque du Soleil®





Dear Michael,

package, courtesy of Visa Signature:

- Roundtrip air fare for two on Southwest Airlines*.1
- +Best-In-house seating.
- Behind-the-scenes guided tour.
- show, and during intermission.
- + Complimentary parking.
- Commemorative gift.

mystery of Cirgue du Soleil.

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I Mean, Come On...

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No You Can't Unsubscribe





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	Never email me again.
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< > È	
	@michaeljbarber • #m

- 'J ~







Hello again Michael,

I missed your reply to my email a 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,

I missed your reply to my email a couple weeks ago. I 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.



Columns & Pitch+Zoom =









You're Not the NSA















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.



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.







Size doesn't matter

SUMMARY OUTPUT

Regression Statistics				
Multiple R	0.039640153			
R Square	0.001571342			
Adjusted R Square	0.001393685			
Standard Error	5.493123809			



Subject line length accounts for just 0.1% of email open rate variance

@michaeljbarber • #mpb2b

Source: Phrasee, https://phrasee.co/the-final-word-on-email-subject-line-length/



Sentiment words matter





Diversity different strokes for different folks






Sophistication



Emojis make good subject lines better, make bad subject lines worse



Single column "skinny" layouts.



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Single column "skinny" layouts.





A letter from award-winning designer Maurice Cherry introducing a collection of essays by designers of color.





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RECOGNIZE

Introducing the RECOGNIZE anthology



Webinar: Design Systems for People

Learn how to tackle design system adoption head-on with InVision Design Specialists Emily Campbell and Neelum Etheridge.

MY DESIGN SYSTEM'S CALLED PHIL

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	Buy Tickets





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The inverted pyramid.





We chatted with Jakub Swiadek, designey, about working on viral products, keeping things simple/ why you should fail, and how Meerkat came to be.



View in browser

JUNE 15, 2015 JUNE 19, 2015

Inside Design at Meerkat





Adobe+InVision team up to support Photoshop Artboards

Even though Artboards are brand new, we partnered with Adobe to make sure they worked in invision on day 1.

CHECK'IT OUT



The zig zag.

Products



Unmistakably premium Postcards get the attention your promos deserve. They get seen, get grabbed, and get the buzz for your business.



Envelopes

Designed to peir perfectly with our Postcards and invitations, Envelopes are available in a range of colors - even metallic.

Shop Envelopes





Luxe Postcards

With ultra thick Mohawk Superfine paper and choice of 8 color seams, Luxe makes for some mega classy promotions.

Shop Luxe Postcards



Stickers

They are the perfect long to the Postcardmeets-Envelope cake. Seal It with a Sticker for that super classy detail.



Slim up your headers.

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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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Ann Handley knows what's up!





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Use your platform's power features.





Talk to people with shared traits

Sort contacts based on data you've collected, like location or signup source.

Target based on engagement

Let the way people engage with your marketing guide how you talk to them.





Use your own unique insights

Filter by details unique to your needs using tags and custom form fields. See what we can predict for you

Target your marketing based on predictive insights about purchase behavior.



Use your platform's power features.

Insert Token

Token:



Default Value:





Be Bloody Brilliant. Build better the best emails.







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

@michaeljbarber • #mpb2b



4mnh2h

Contextual buttons.



It's here: Our newest Cold Brew - uabarber@gmail.com - Gmail https://mail.google.com/mail/u/0/?ui=2&view=btop&ver=177lztgng8ymz&search=inbox&th=15b391de451... More 🔻 Introducing **TOASTED COCON** flavor is only here for a limited time. COLD BREW Crafted with flavors of toasted cocc DELICIOUS DETAILS our bold, smooth Nariño 70 Cold E and Sumatran Coconutmilk, this un flavor is only here for a limited tin DELICIOUS DETAILS



Contextual buttons.





flavor is only here for a limited time.

ORDER NOW



Post purchase personalization.



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Celebrations / Milestones.

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Inbox is the cart.





Reviews natively.

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Data that provides utility.







Personalization of all forms.

GEOGRAPHICS

- Country -
- City
- Density
- Language -
- Climate
- Area
- Population

DEMOGRAPHICS

- Age
- Gender
- Income
- Education
- Social status
- Family
- Life stage
- Occupation

PSYCHOGRAPHICS

- Lifestyle
- AIO: activity, interest, opinion
- Concerns
- Values
- Personality
- Attitudes

BEHAVIORAL

- Benefits sought
- Purchase pages
- Intent -
- Occasion
- Buyer stage
- User status
- Life cycle stage
- Engagement



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

@michaeljbarber • #mpb2b



4mnh2h





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



Always say hello.

••••• ≎ ۵ 〈 Search
From: Airtable > To: barber@michae







Grow your list organically, always.

the security fence and at IDF troops and are burning tires, throwing rocks and launching flaming objects with the intention of igniting fires in Israeli territory and harming IDF troops. IDF troops are responding with riot dispersal means and fire, and are operating according to standard operating procedures."

Get the best of The New Yorker in your in-box.

Enter your e-mail

Footage from sites on the <u>Gaza</u> side of the fence confirmed that some of the protesters were hurling rocks and burning sticks at the fence, which serves as a border barrier separating Israel and the Gaza Strip. But the Palestinians, unlike the Israelis, were mostly unarmed, and none of them have successfully crossed the border. Indeed, some of the shooting victims appear to have been a good distance away from it.





Grow your list organically, always.





Grow your list organically, always.

Logged in user

With cellphones and emails, it's much easier to inundate a large number of people and to catch one person at a vulnerable moment. In the past, the grifter would have a lot of misses. Now, they don't care if they'll have a thousand misses. All they need is one hit.

You've earned so far over \$200,000 at the table. Few writers make that sort of money. Will you be quitting your day job?

For the next year, yes. But I'm never going to stop being a writer. Why can't I do both? I love poker. Why would I stop?

Sign up for Science Times

We'll bring you stories that capture the wonders of the human body, nature and the cosmos.

Sign Up

Logged out user

money. Will you be quitting your day job?

For the next year, yes. But I'm never going to stop being a writer. Why can't I do both? I love poker. Why would I stop?



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MANAGE EMAIL PREFERENCES | OPT OUT OR CONTACT US ANYTIME | PRIVACY POLICY



Speak like a human.





We're happy to see you're thinking of br hardgraft into your life but noticed th something holding you back. We'd love t you didn't follow through with your purc can try and get it right, just reply to this your feedback.



Anyway take your time, sleep over it 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



Respect time.




Content preferences, FTW.

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🛅 Email	🦳 Mobile 📄 Tools 📄 Google 📄 Furniture 📄 Articles 📄 B2B Websites 📄 Swipe File 📄
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	dnowacoski@godfrey.com If this is not your email address, please ignore this page since the email associated with this page
	Unsubscribe me from all mailing lists.
	UPDATE EMAIL PREFERENCES
	InVision weekly digest Our blog newsletter, including essential tips and tricks for designers and peeks inside the design pro
	Marketing Information Marketing offers and updates.
	Product information Be the first to hear about the latest and greatest new features.
	Webinars



UPDATE EMAIL PREFERENCES

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Our blog newsletter, including essential tips and tricks for designers and peeks inside the des

Marketing Information 1

Marketing offers and updates.

Product information 1

Be the first to hear about the latest and greatest new features.

Webinars × 1

Invitations, reminders, and followups on our design-focused (and totally free) webinars



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







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













Email Campaign Success

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





Email Channel Success

- Email program revenue & profit
- Email revenue per email or subscriber
- Subscriber lifetime value
- Subscriber RFM (recency, frequency, monetary)
- Email marketing ROI
- Lead pipeline impact





Email Campaign Omnichannel Influence

- Web traffic & sales
- Mobile app activity
- Store traffic & sales
- Social media activity
- Direct mail effectiveness
- Call center volume





Email Program's Omnichannel Influence

- Web traffic & sales
- Mobile app activity
- Store traffic & sales
- Social media activity
- Direct mail effectiveness
- Call center volume
- Customer lifetime value of subscribers vs.
 non-subscribers
- Customer RFM (recency, frequency, monetary) of subscribers vs. nonsubscribers



Hypothesis, always. Don't test without making an educated guess.





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.



Actives are different than the sidelines.

Test your active subscriber segment.



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.

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



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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, #amawm! Say hello @michaeljbarber





Ask me anything at the post-presentation huddle!

Imagine What's Possible



Michael Barber

michael@godfrey.com +1-520-591-1658 @michaeljbarber



