



# Top Tips & Debunking Myths

Email Marketing in 2019

6th of November 2019



A promotional image featuring two men against a blue background with a repeating circular pattern. The man on the left is wearing a brown suede jacket over a striped shirt and is pointing his right index finger towards the center. The man on the right is wearing a dark suit jacket over a white shirt and is pointing his right index finger towards the right. Overlaid on the image is the text 'Double check! Use a Double Opt In Database' in a large, white, sans-serif font.

**Double check!**  
**Use a Double Opt In**  
**Database**



A man with grey hair, wearing a dark blue pinstripe suit, is leaning over a woman with short grey hair. He is holding a stethoscope to her neck, examining her throat. The woman is looking up at him with a concerned expression. The background shows a window with a decorative glass pattern and a white door.

**Make use of the  
Pre Header**



[Mailboxes](#) All Inboxes [Edit](#)

**STV** 18/10/2019 >  
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Watch live on the STV Player View in browser  
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[https://www.gstatic.com/images/branding/googlelogo/1x/googlelogo\_color\_74x24dp.png]...

**Coming Up on STV** 18/10/2019 >  
Seed - A sneak peek at this week's X Factor: C...  
You're receiving this email as a seed contact.  
Some contents may not display or behave pro...

**BBC Shows and Tours** 16/10/2019 >  
Breaking the News visits Kelso, Pittlochry and L...  
Des Clarke and a mix of the UK's top comedians, commentators and up-and-coming stand-up t...



A photograph of two men in a workshop or garage. The man in the foreground is wearing a dark jacket with a grey hood and is looking down. The man in the background is also wearing a dark jacket with a grey hood and is pointing his finger at the first man. The background shows a workshop with various tools and equipment. The text "Don't Batch and Blast" is overlaid in the center of the image.

**Don't Batch and Blast**



Two men are standing side-by-side in front of a dense, lush green background of tropical plants. Both men are wearing dark blue, textured blazers over white shirts. The man on the left is smiling broadly, showing his teeth. The man on the right is also smiling, but more subtly. They appear to be behind a table, as some objects like a mug and papers are visible at the bottom. Overlaid on the center of the image is the text "First name - always have a backup" in a large, white, sans-serif font.

**First name - always  
have a backup**





FOOD



OFFERS & STUFF



LOCATIONS



\*Coupon valid the week of your birthday only at participating Jack in the Box® restaurants.

## Fname!

### HAPPY BIRTHDAY WEEK

When we realized we couldn't sing in an email, we had a better idea. Free Birthday Tacos! Bring



A man with a beard and tattoos is standing in a game show studio, arms outstretched. He has a tattoo on his chest that says 'CYPRUS' with a map of Cyprus below it. He is wearing a red waistband. In the background, another man in a white shirt and tie is visible, and a large screen displays a colorful, abstract pattern. The text 'You CAN send an email more than once' is overlaid in the center of the image.

**You CAN send an  
email more than once**



A man in a black judicial robe is seated in a courtroom. He is looking towards the camera with a serious expression. His hands are clasped in front of him. In the foreground, a wooden gavel is out of focus. Behind him, a large circular seal with a scale of justice is mounted on a wood-paneled wall. To the left is a Union Jack flag, and to the right is a blue flag with the word 'JUDGE' visible. The scene is lit with warm, dramatic lighting.

**Avoid @NoReply**





Test, test, test and  
test again



A woman with light brown hair, wearing a dark quilted jacket, stands in front of a fire truck at night. The scene is illuminated by the red and yellow lights of the truck, creating a dramatic, low-key effect. The background is dark with some blurred lights.

**It's time to Debunk  
some Myths**



“You’re using Mailchimp.  
Oh so your email marketing  
is pretty basic then?”





- ✓ Drag and drop email builder
- ✓ A/B Testing
- ✓ Automated emails - Welcome, Abandon Bag etc
- ✓ Segmentation
- ✓ Reporting
- ✓ Support available
- ✓ Free version for up to 2,000 contacts



“Emails should be short and  
sweet”







## Morning Briefing

### Top Stories



A man has died after a **one-car smash on a road in Aberdeenshire** in which his vehicle is **understood to have crashed into a tree**. ([STV News](#))

**Six people have died in a raging wildfire** that has destroyed **more than 500 buildings** in Northern California. ([ITV News](#))

A right-wing think tank has been **offering potential US donors access to UK government ministers**, an investigation claims. ([Guardian](#))



“Emojis increase open





“You should avoid words like  
Sale or Free in your Subject  
Line”





“Video in email is the next  
big thing”





A man is shown from the chest up, wrapped in several layers of patterned scarves and headbands. The patterns include orange and black dots, red and white plaid, yellow and black geometric shapes, and blue and white polka dots. Only his eyes and part of his nose are visible. He is holding a small photograph in his left hand. The background is a solid blue gradient. The word "Questions?" is written in large white font across the center of the image.

Questions?



# Thank You

