

AI Analysis

NEW: Email Marketing: Test This, Not That-What's Working Now

Jay Schwedelson

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Summary

Jay Schwedelson, founder and CEO of Guru Media Hub and related companies, presented insights on current trends and strategies in email marketing. He highlighted the importance of leveraging Apple's new iOS updates to increase email open rates by using priority alerts and confirmation-style subject lines. Schwedelson emphasized that subject lines styled as confirmation emails like 'access approved' can increase priority placement and open rates significantly. He discussed how Apple's stacking of emails from the same sender has extended the tail of email engagement, making older emails more valuable and necessitating marketers to ensure content validity over time.

Schwedelson also critiqued the use of AI in email marketing, arguing that over-reliance on AI-generated content can lead to decreased engagement because users subconsciously recognize the patterns and terms AI uses frequently. He pointed out specific AI-recommended words and phrases that should be avoided in subject lines and call-to-action buttons, as they tend to lower engagement rates. Instead, he suggested using first-person phrases in call-to-action buttons and avoiding the word 'webinar' in favor of terms like 'live event' or 'insider session' to improve attendance and engagement.

Additionally, Schwedelson shared practical tips and tactics for optimizing email marketing strategies, such as testing reverse psychology subject lines, utilizing white space by eliminating preheaders, and integrating emojis effectively. He recommended focusing on data collection on the homepage of websites and leveraging Instagram Reels ads for cost-effective database growth. Schwedelson concluded with a call to action for attendees to participate in related activities and resources offered by his companies, emphasizing the importance of continuous testing and adaptation in email marketing strategies.



Takeaways

Leveraging Apple iOS Updates

Jay Schwedelson emphasized the importance of utilizing Apple's new iOS updates to increase email open rates. Marketers should aim to get their emails to show up as priority alerts, which can significantly boost engagement. Styling subject lines as confirmation-type emails, using phrases like 'access approved,' can help achieve this priority placement.

Avoiding AI-Generated Content Patterns

Schwedelson critiqued the overuse of AI-generated content in email marketing. He pointed out that certain phrases recommended by AI, such as 'unlock' and 'webinar,' are overused and reduce engagement. Instead, using first-person phrases in call-to-action buttons and rephrasing 'webinar' to 'live event' can improve open and click-through rates.

Practical Email Marketing Strategies

Jay Schwedelson shared several practical tips for optimizing email marketing. These include testing reverse psychology subject lines, utilizing white space by eliminating preheaders, and using emojis effectively. He also suggested focusing on data collection on the homepage and leveraging Instagram Reels ads for cost-effective database growth.

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