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# 4 Steps to Becoming an Email Marketing Queen (or King)

Jessica Best, Owner & Chief Strategist at BetterAve



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# The 4 Steps

1. May good thoughts be your sword & shield.
2. **Ignore** Adversity.
3. Abide by the rules of love.
4. Larger than life is just the right size.

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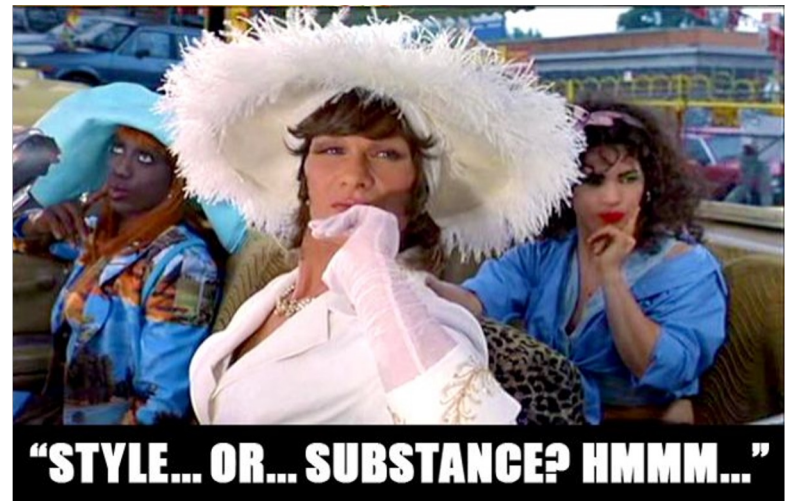
# Rule #1

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# ■ May Good ~~Thoughts~~ *Content* Be Your Sword & Shield

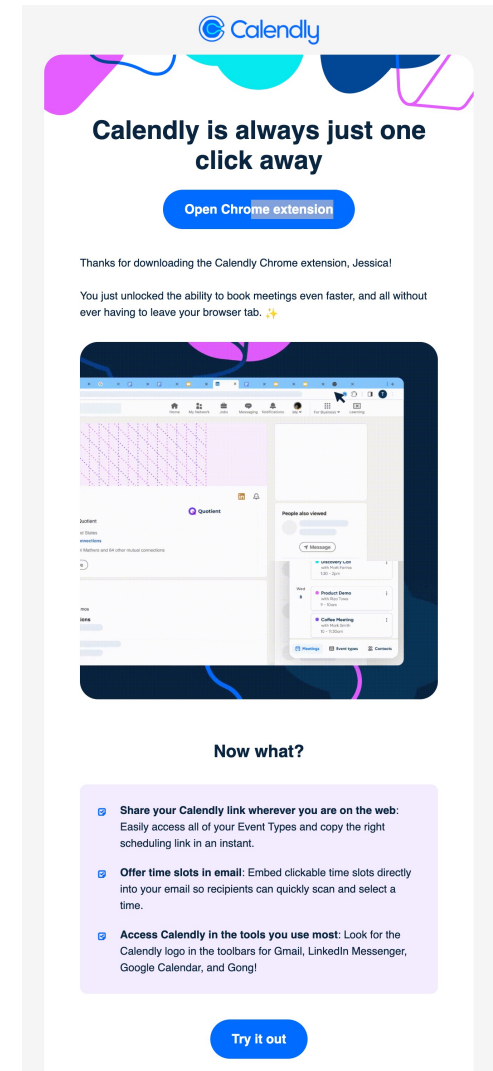
Email Marketing = Style AND Substance

- Make a strong visual impression
- ... but know the power of your words!
- Your (From) Name is important



# Visuals that Work in Email Marketing

- Buttons > text links
  - with enough white space around buttons to make them stand out
  - Built as “bulletproof” buttons (not images)



The image shows a Calendly email marketing template. At the top, the Calendly logo is on the left, and a pair of colorful sunglasses is on the right. Below the sunglasses, the text "Calendly is always just one click away" is centered. Underneath this text is a blue button with white text that says "Open Chrome extension". Below the button, there is a paragraph of text: "Thanks for downloading the Calendly Chrome extension, Jessica! You just unlocked the ability to book meetings even faster, and all without ever having to leave your browser tab. 🙌". Below the text is a screenshot of a web browser showing a Calendly interface. Below the screenshot, the text "Now what?" is centered. Below this text is a light purple box containing three bullet points, each with a blue square icon. The first bullet point says "Share your Calendly link wherever you are on the web: Easily access all of your Event Types and copy the right scheduling link in an instant." The second bullet point says "Offer time slots in email: Embed clickable time slots directly into your email so recipients can quickly scan and select a time." The third bullet point says "Access Calendly in the tools you use most: Look for the Calendly logo in the toolbars for Gmail, LinkedIn Messenger, Google Calendar, and Gong!". Below the purple box is a blue button with white text that says "Try it out".

Calendly

Calendly is always just one click away

Open Chrome extension

Thanks for downloading the Calendly Chrome extension, Jessica!

You just unlocked the ability to book meetings even faster, and all without ever having to leave your browser tab. 🙌

Now what?

- Share your Calendly link wherever you are on the web: Easily access all of your Event Types and copy the right scheduling link in an instant.
- Offer time slots in email: Embed clickable time slots directly into your email so recipients can quickly scan and select a time.
- Access Calendly in the tools you use most: Look for the Calendly logo in the toolbars for Gmail, LinkedIn Messenger, Google Calendar, and Gong!

Try it out

# Visuals that Work in Email Marketing

- Buttons > text links
- “Anchoring” drives up response by showing the original price (scratched through) and how much less the reader will pay if they act now



MOMS, DADS AND GRADS

Inspired Gifts for Spring

Stop by the [Harry S. Truman Presidential Library & Museum](#) to browse can't-miss collectibles, award-winning histories, vintage games, hand-crafted accessories, presidential apparel and so much more.

Open during [Museum hours](#), there is no admission charge to explore the beautiful **Buck Stops Here Shop**. [Members](#) save 10% on all purchases. MEMBERS: To receive your discount for online purchases, please order by phone at 816.268.8261.

*Your purchase helps support the educational and exhibit programs of the Harry S. Truman Presidential Library & Museum. Thank you!*

APPAREL



**TRUMAN BALLCAP WITH LIBRARY SEAL**  
Reg. Price: \$18.99  
Members: \$17.09  
[AVAILABLE ONLINE](#)

Get your TRU on! From ballcaps and socks to neckties, tees, hoodies, quarter zips and onesies, there's something for everyone.

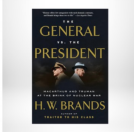
COLLECTIBLES



**TRU EXCLUSIVE! THE INDEPENDENCE**  
Reg. Price: \$299  
Members: \$269.10  
[IN-STORE ONLY](#)

This limited-edition replica of Truman's presidential plane is as stunning as the aircraft itself. Limited supply; call for availability. (Approx 8"x18")

BOOKS



**THE GENERAL VS. THE PRESIDENT**  
Reg. Price: \$17.95  
Members: \$16.16  
[AVAILABLE ONLINE](#)

Our bookshelves are made for browsing. Bestsellers, biographies, YA nonfiction and picture books highlight defining chapters in America's story.

HOUSEHOLD



**TRUMAN SEAL WATER BOTTLE**  
Reg. Price: \$18.99  
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JEWELRY



**CHARLIE HARPER BLUEBIRD EARRINGS**  
Sale Price: \$24.95  
Members: \$22.45  
[IN-STORE ONLY](#)

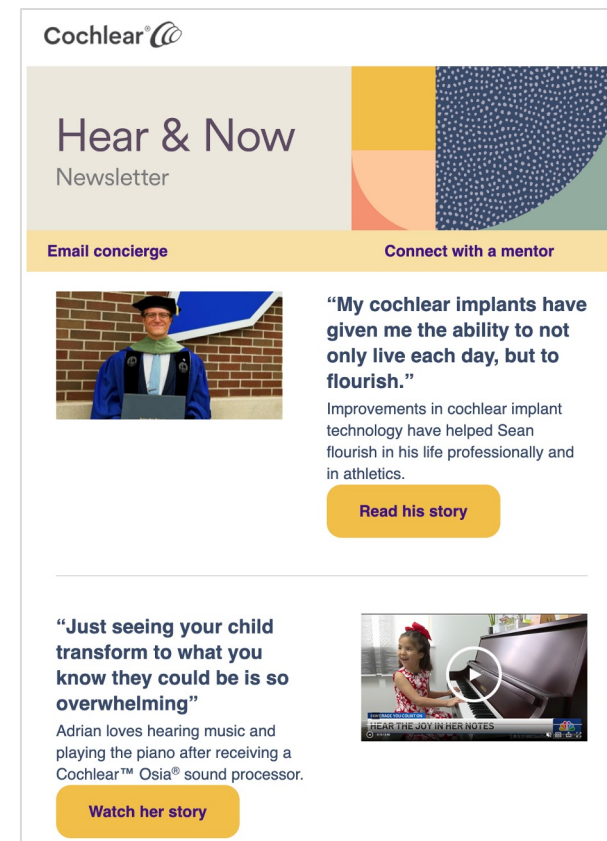
NEW ITEM!



**MIYOTO WATCH BY SWITCHWOOD**  
Reg. Price: \$155.99  
Members: \$140.35  
[AVAILABLE ONLINE](#)

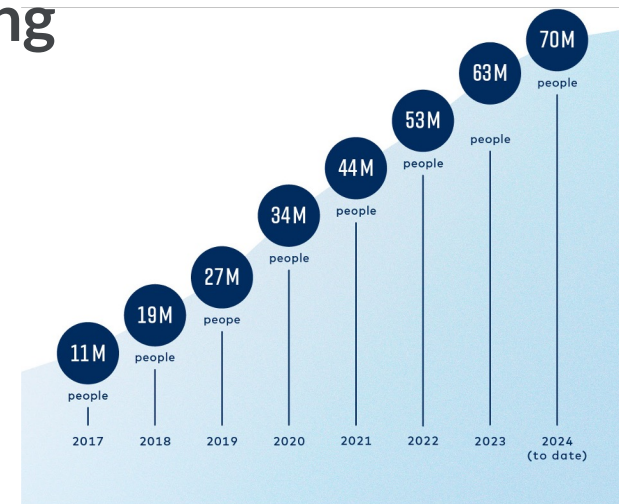
## Visuals that Work in Email Marketing

- Buttons > text links
- “Anchoring” drives up response by showing the original price (scratched through) and how much less the reader will pay if they act now
- Use humans! Their stories and smiles.
  - BONUS: Faces draw the eye wherever THEIR eyes are looking
  - BONUS: Videos can be a huge lift!

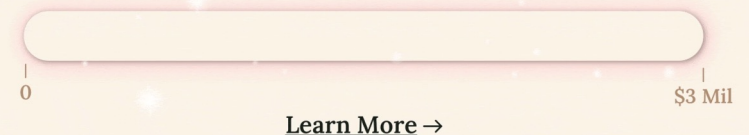


## Visuals that Work in Email Marketing

- Buttons > text links
- “Anchoring” drives up response by showing the original price (scratched through) and how much less the reader will pay if they act now
- Use humans! Their stories and smiles.
- Graphics make skimming easier, especially with large numbers or data
  - BONUS if they’re animated! **Relevant** motion draws the skimming eye.



Over \$2 Million Donated  
to Children's Charities



[Learn More →](#)

## ■ Copy that Works in Email Marketing

- Prioritize clarity over cleverness:
  - What is the offer?
  - How can they use it?
  - When does it expire? (urgency works!)
  - What will they get when they click?

**Free Shipping Ends In Hours! Fill Your Cart Now! -**

**Last Chance For Free Shipping! - Shop and save o**

**Free Shipping For A Limited Time! 📦 - Use code F**

## Copy that Works in Email Marketing

- Prioritize clarity over cleverness:
  - What is the offer? How can they use it?
- Tell (Human-Centered) Stories
  - Use the voices of your customers! (testimonials, ratings, videos, etc.)





**Verified Client Rating**  
**4.9/5 Stars**  
  
[Visit Our ClearlyRated Page](#)



Dear Friend,

In the realm of HR services, having a reliable partner who can provide accurate information in a timely manner truly makes a difference.

At [Axcet HR Solutions](#), we understand that the quality of assistance you receive greatly affects your overall experience. That's why we strive to offer unparalleled service, aiming to deliver peace of mind to all our valued clients.

It gives us immense pride to share that our commitment to excellence was recently validated in a client survey. We received an outstanding rating of 4.9/5 stars, accompanied by numerous testimonials. You can find some of these testimonials on our ClearlyRated page [here](#).

If you find yourself lacking the peace of mind you deserve from your current HR partner, I invite you to [reach out to me](#). Let's have a conversation and explore how we can address your needs effectively.

Delivering peace of mind every day,

**"Makes my job easier.."**

*"My payroll administrator always is prompt in responding to me! She is so kind and always smiling. She just works with me to make my job easier. She does her best to get me what I need even in busy times. Truly has been a joy working with her over the last several years"*

- Michelle, Controller, Medical Practice

[Want better service?](#)

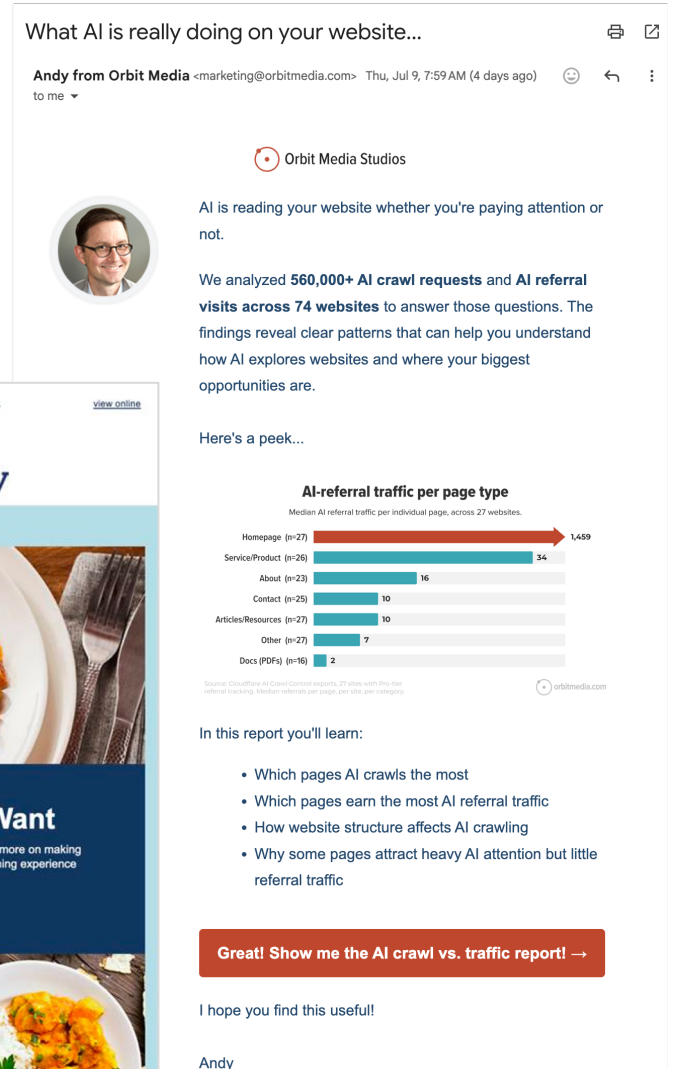
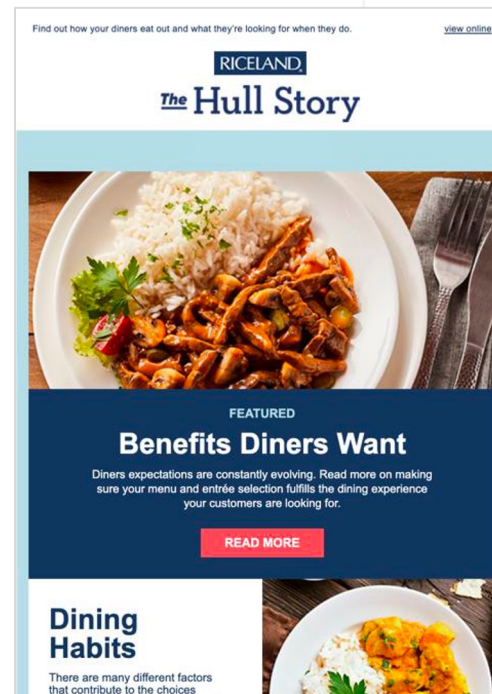


Axcet HR Solutions, 10975 Grandview Drive Suite 200, Corporate Woods Bldg 27, Overland Park, KS 66210, USA, 913-383-2999

[Unsubscribe](#) [Manage preferences](#)

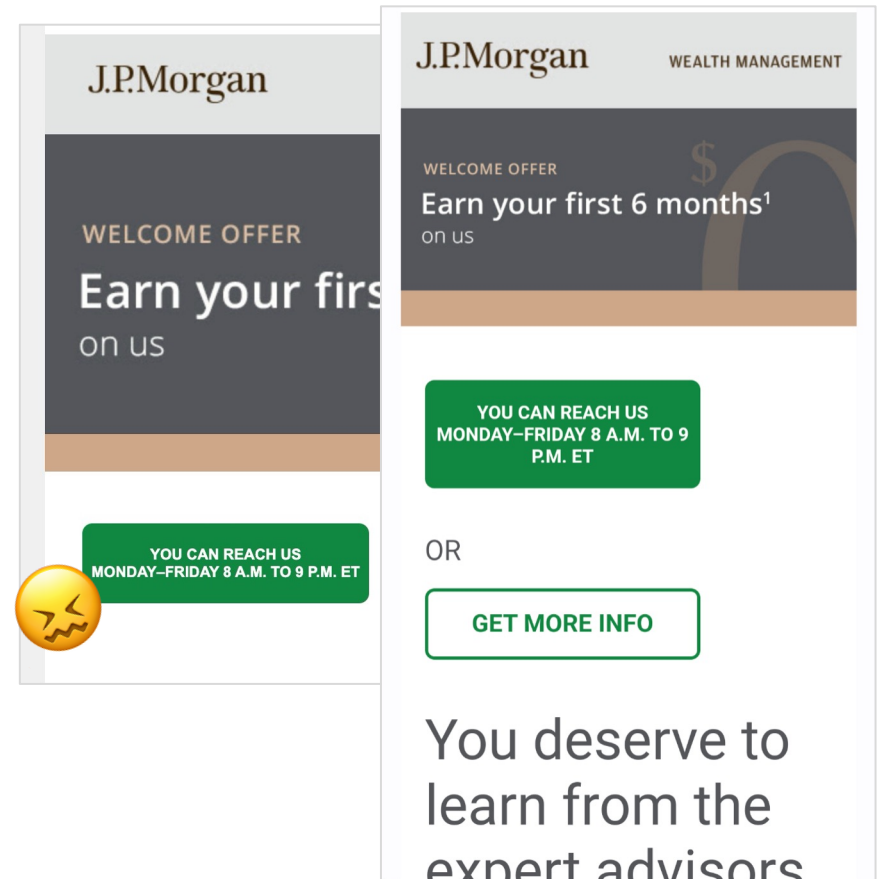
# Copy that Works in Email Marketing

- Prioritize clarity over cleverness:
  - What is the offer? How can they use it?
- Tell (Human-Centered) Stories
  - Use the voices of your customers! (testimonials, ratings, videos, etc.)
- Keep it Skimmable (but not necessarily short)



## ■ Calls-to-Action (CTAs) that Work in Email Marketing

- Buttons > Text links... usually
- Keep 'em Short
- If you have an easy-to-tout offer, put it in the button, i.e. “Get Free Report”
- The right CTA will vary along the customer journey:
  - Learn More works best for top of funnel shoppers
  - Buy Now works best for mid-/bottom funnel conversion-focused emails



## ■ Offers in Subject Lines

If you have an offer, put it in the subject line.

Hallmark Business C.

**Start 2025 with \$25 off\*** - Order your New Year's cards from Hallmark.

Hallmark Business C.

**Hurry to unlock your mystery offer!** 🍪 - Time's running out to score a treat for yourself!

And don't forget about making the preheader *WERK!*

## Review the Pros

- ✓ Animated deal banner
- ✓ Short headline in hero image
- ✓ Short, skimmable paragraph with bolded key point.
- ✓ “Bulletproof” buttons
- ✓ Plenty of white space
- ✓ Price anchoring
- ✓ “Deals you missed” (FOMO!)
- ✓ 5-star customer testimonial



Don't miss the best deals ✨🌍➡

Going [hello@marketing.going.com](#) ... [Unsubscribe](#) Fri, Jan 26, 2024, 10:39 AM ☆ 😊 ↶

Get Premium for just \$24 Get Premium for just \$24

From snorkeling in Thailand to Vespa-ing through Rome, don't miss out on Premium's unlimited access to international and domestic deals. **Time's running out to get Going for just \$24 your first year.**

[UPGRADE NOW](#)

**Top Premium deals**

**\$252 RT** ~~\$4,000~~  
London

**\$138 RT** ~~\$900~~  
Across South America

**\$583 RT** ~~\$1,200~~  
Vietnam

**\$714 RT** ~~\$1,350~~  
Sydney

[INTERNATIONAL DEALS](#)

**Hear from one of our members**

A membership that pays off 100%. We have saved thousands of dollars while traveling around the world. We just came back from Finland, it was my dream to see the Northern lights on my birthday and Going helped make my dream come true!

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Excellent based on 841 reviews

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4845 Pearl East Circle, Suite 118  
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Boulder, CO 80301-6112

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# Rule #2

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## ■ Ignore Adversity

- Email is here to stay!

"If you're not investing in an email list, you're almost certainly missing out. That TikTok/Instagram/Threads/Twitter/LinkedIn following you're building? Statistically it's better to trade 1,000 new followers for a single email subscriber. That's how lopsided the value-exchange is."

*Rand Fishkin, Founder, SparkToro*



## ■ Why Email Marketing in 2026?

- It's FAST
- It's low cost
- It's HIGH ROI

| <input type="checkbox"/> Session primary...Channel Group) ▾ + | Active users               | Sessions                   | Engagement rate  | ↓ Total revenue                 | Session key event rate |
|---------------------------------------------------------------|----------------------------|----------------------------|------------------|---------------------------------|------------------------|
|                                                               |                            |                            |                  |                                 | All events ▾           |
| <input type="checkbox"/> Total                                | 2,059,574<br>100% of total | 3,330,862<br>100% of total | 90.01%<br>Avg 0% | \$3,371,347.07<br>100% of total | 45.5%<br>Avg 0%        |
| <input type="checkbox"/> 1 Email                              | 827,453                    | 1,340,224                  | 91.47%           | \$999,860.86                    | 55.96%                 |
| <input type="checkbox"/> 2 Paid Search                        | 192,731                    | 274,829                    | 91.3%            | \$559,715.82                    | 34.54%                 |
| <input type="checkbox"/> 3 Direct                             | 282,921                    | 415,116                    | 87.4%            | \$458,121.04                    | 26.87%                 |
| <input type="checkbox"/> 4 Cross-network                      | 207,611                    | 263,574                    | 94.05%           | \$428,287.23                    | 86.14%                 |
| <input type="checkbox"/> 5 Organic Search                     | 425,410                    | 633,195                    | 89.03%           | \$396,000.20                    | 19.56%                 |
| <input type="checkbox"/> 6 SMS                                | 48,144                     | 105,312                    | 92.99%           | \$194,918.55                    | 33.34%                 |
| <input type="checkbox"/> 7 Unassigned                         | 30,524                     | 46,247                     | 50.02%           | \$174,708.59                    | 43.72%                 |
| <input type="checkbox"/> 8 Paid Social                        | 65,996                     | 92,848                     | 96.13%           | \$52,065.40                     | 88.93%                 |

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# Rule #3

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*Inbox Placement*

## ■ Abide by the Rules of ~~Love~~

Email Marketing is now (and truly has been) a **permission-based channel**, letting email subscribers tell us what they want & how often they want it.



## ■ Only Add Subscribers Who Opt In for Email

- Be clear about how their email address will be used
- Make the user take an action to join
- Don't buy, rent, trade, share or "borrow" email addresses

### Join the club

Subscribe to our newsletter for access to discount vouchers and product updates!

Email

- ☐ Send me information about products, services, deals or recommendations by email (optional)
- ☐ I accept the sending of advertising material related to relevant third-party products and services, via email (optional)

**Get access**

No strings attached. Unsubscribe anytime.  
For further details, review our [Privacy Policy](#).

*Inbox Placement*

## ■ Abide by the Rules of ~~Love~~

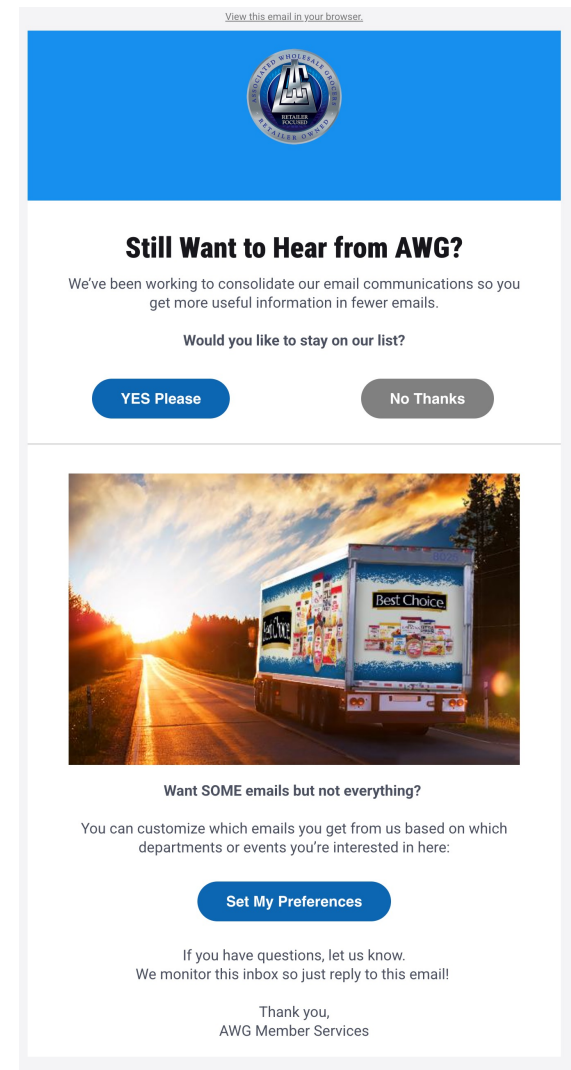
- BUT Unengaged ~~friends~~ subscribers are holding us down from our true success
- Time to check yourselves – or them – and ask “Are you still interested?”

Try a Re-engagement Campaign to 13-month inactive subscribers and if they don't respond, time to trim!



## ■ Re-engagement Campaign Sample

- An Inactive Sub Re-engagement:
  - Send 3 emails (not just 1)
  - Easy Yes/No buttons (or Stay/Go buttons)
  - Subject line is more important than ever!
- If they click YES, they stay
- If they click NO, they go



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# Rule #4

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## ■ Larger than Life is Just the Right Size

- Think big. No... BIGGER!
- Marketing across the customer journey with automation from shopping to buying to referring

Email Marketing success goes beyond monthly promo emails and uses data to drive results.



## ■ Winners of the *Email Marketing* of the Year Contest:

- Data-driven timing (Automation)
- Data-driven lists (Segmentation)
- Data-driven content (Personalization)
- Data-driven insights (Optimization)

# ■ Automation That Works

- Welcome Email(s)



**Thank you for using Ballotpedia to research your elections!**

You're well on your way to being an informed voter, and we hope our [Sample Ballot Lookup](#) helped you get there.

 **Informed voter checklist**

- ☒ Use sample ballot to research election
- ☐ Find out when and where to vote
- ☐ Stay informed all year with Ballotpedia

You can stay informed by staying up-to-date with Ballotpedia and all the content we offer—from our podcast and video explainers to election resources and results.

Each Friday afternoon, you'll receive a short newsletter called The Weekly Brew with our top stories from the week. You may also hear from us occasionally with special updates.

If you'd rather not hear from us, you can [unsubscribe at any time](#).

**Looking for more?**

Want more Ballotpedia in your life? Here are a few places to start:

- [Sign up for any of our newsletters](#) covering daily politics, school boards, the Supreme Court, and more
- Follow Ballotpedia on [Facebook](#), [X](#), [Instagram](#), or [LinkedIn](#)
- Subscribe to our [podcast](#) or [YouTube channel](#)
- Check out [our store](#) (use **BPVIP20** for 20% off select items!)

# Automation That Works

- Welcome Email(s)
- Lead Nurture
- Customer Onboarding
- Cross-sell & Upsell
- Referral Program
- Re-engagement



North America's best selling camper van  
View in bronze

**WINNEBAGO**

**A CAMPER VAN FOR EVERY CAMPER**

Energy and fuel-efficient systems, streamlined features and floorplan optimizations – the Travato is the top selling Camper Van in North America for a reason. And this year, there are even more reasons why the Travato continues to be the van everyone is looking for.

[EXPLORE BROCHURE](#)

**WINNEBAGO**

**EXPLORE MORE THAN JUST THE OPEN ROAD.**

Explore the space, too. The durable and dependable Winnebago Travato was built to take you where you want to go for longer with innovative interiors that don't sacrifice comfort.

[EXPLORE TRAVATO](#)

**Winnebago Sleep System**  
The Travato's innovative Winnebago® Sleep System was created with your comfort in mind. Two-layer hygienic foam, a deep frame layer that pulls heat away from your body, and a European suspension system that increases comfort, relieves pressure, and improves air circulation all help you sleep off the open road, on the open road.

[EXPLORE SLEEP](#)

**Improved Water Controls**  
Keep it flowing with an easy-to-use and undisturbed water control panel and the Travato's Eco-Hot® water system that cuts water waste and time waiting for hot water, whenever you are.

[EXPLORE WATER](#)

**Flexible Spaces**

**WINNEBAGO**

**TRAVELING OFF THE BEATEN PATH SHOULDN'T BEAT UP YOUR COMFORT.**

**VIRTUAL WALKTHROUGH // 12:18**

With upgrades inside and out, the Winnebago Travato takes you out longer while providing exactly what you need to enjoy the stay. See for yourself with a walkthrough of our 59GL floorplan.

[WATCH WALKTHROUGH](#)

**Entertainment on the road**  
Go off the grid without being access to the grid. The Travato's Bluetooth sound bar offers exceptional sound quality for your favorite movies, music and more. The 59GL also features a new TV mount that has a 180-degree swivel for optimal viewing. Plus, you can keep all your entertainment options mounted with ease by using the RAM® Tough™ Mounts.

[EXPLORE ENTERTAINMENT](#)

[EXPLORE SEATING](#)

**WINNEBAGO**

**A LEG TO EX**

In 1958, John K. Ha set out to change t this by uniting peop exploration, an unprecedented craft take your ve

[CON](#)

**Curious**  
Your local dealer is ready to

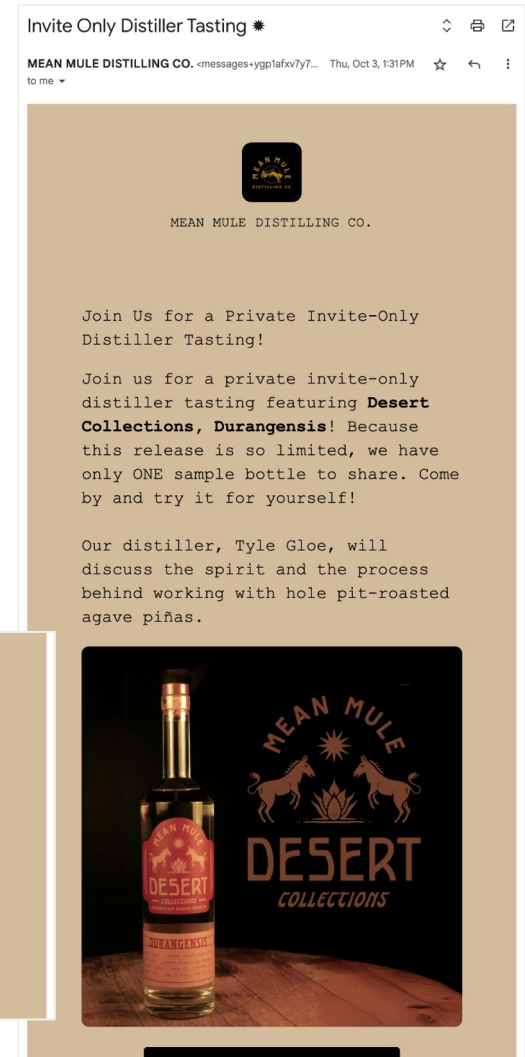
[FIND](#)

**Own a**  
For more than 60 years, Winbago has enhanced the lives of experienced, research, i fully functional homes on v

[BAG](#)

## Segmentation That Works

- Best offers to best customers
- Exclusive invites
- Product- or category-specific targeting
  - Tied to past purchase, web browse behavior or specifically shared areas of interest
- Removing deal purchasers from emailed reminders



## ■ Personalization That Works

- First name. (Yes, still.)
- Assigned Location or Rep
  - Great to “sign off” from that person
  - And/or to use testimonials or stories about that person
- Reason to Buy/Path to Purchase
  - Based on past engagement/clicks

Hi, [Recipient Name],

There's no better way to explain the Wagner difference than from a customer's perspective.

EnerSys plant manager, Gabe Blew, has this to say:

*"I wanted to thank you for allowing us to do a pre-inventory check the other day; hopefully it helps the entire day go smoother for everyone. I did want to also make mention that our support person from Wagner, Nick Buntjer, was extremely helpful and clearly knowledgeable of our inventory. It was reassuring when I did my counts and had caught a couple of errors, he had already identified these pallets on his sheet, and we were able to resolve them together. Finding employees that display that level of extreme ownership in their job is a rarity these days. I also know that my Cycle Count Lead has had positive experiences with him when she has asked for verification counts or had questions. Nick seems to be a strong employee for your team and made a positive impression on me during our visit. Please know we appreciate you working with us and EnerSys is happy to have Nick as our account representative."*

Our team of experts is the reason we've been honored as an *Inbound Logistics* Top 100 3PL for 20+ years in a row. We know we can make a difference for your business.

Bring it!

The Wagner Logistics Team

## ■ Optimization That Works

What does your analytics data tell you about what works in email?

### Look for overperformers

- Example: Product-focused content drives the most high-value actions on the site from email
- Example: 5 out the top 10 emails for the year were about sports-related events

### Look for underperformers

- Example: June's offer drove 1/5 of the traffic/ transactions of our usual offer-based email



# ■ Optimization: A Consistent, Measured Testing Plan

| # | Trend to Test                                              | Hypothesis                                  | How We'll Test It                                                                                                          | What Defines a "Winner"                                     | Date to Test | Content/Creative                                                                                 |
|---|------------------------------------------------------------|---------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------|--------------|--------------------------------------------------------------------------------------------------|
| 1 | Subject Line Personalization for Lead Nurture Series       | Personalization will drive lift in response | 3-way split test:<br>A. No personalization in SL<br>B. First Name at the beginning of SL<br>C. First Name at the end of SL | Open Rate<br>supported by click rate/appointments set       | Sept         | How can I help?<br><firstname> how can I help?<br>How can I help <firstname>?                    |
| 2 | Offer in Subject Line vs Preheader for Lead Nurture Series | Offer in SL will out perform offer in PH    | 2-way split test:<br>A. With offer in subject line<br>B. Offer in the preheader                                            | Conversions to New Account<br>supported by Open/Click Rates | Oct          | Use your card to get a \$5 Reward<br>Use your card to get a \$5 Reward                           |
| 3 | CTA Button Tone/Copy for Current Customer Upsell Series    | Clarity will trump cleverness in the CTA    | 2-way split test:<br>A. Clear call to act/value offered<br>B. Clever/Branded wording                                       | Reply/Click rate<br>supported by # appointments made        | Nov          | Add a Savings Account<br>Start Dreaming                                                          |
| 4 | Emojis in Subject Line for Current Client Newsletter       | Using emojis will drive lift in engagement  | 3-way split test:<br>A. SL with no emojis<br>B. SL with emojis and the words<br>C. SL with emojis instead of words         | Open rate<br>supported by click-through rate                | Dec          | Must read estate planning guide<br>Must read estate planning guide<br>Must read 🏠 planning guide |

Scan to get my  
Testing Strategy Template:



# RECAP: The 4 Steps

1. May good ~~thoughts~~ **content** be your sword & shield.
  2. **Ignore** Adversity.
  3. Abide by the rules of ~~love~~ **inbox placement**.
  4. Larger than life is **just the right size.**
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# 4 Steps to Becoming an Email Marketing Queen (or King)

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