

Fireside Chat | **[Email Marketing]**

How to Craft Compelling Email Copy that Captures Attention and Drives Action



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Poll Question

What emailer marketing service do you use?

Mailchimp

Zoho

Hubspot

MailerLite

omnisend

SendinBlue (Brevo)

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Question 1

What are the most effective email marketing strategy in your industry?

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Poll Question

- >What makes you open an email?
- >Recognised Sender / Prior transaction
- >Subject Line
- >Personalisation
- >Expected Benefit

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Question 2

What are the key elements of a persuasive email subject line & content, and how can AI assist in generating them?

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Question 3

Can you share examples of brands that have excelled in email copywriting, resulting in improved open and click-through rates?

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Key Takeaways