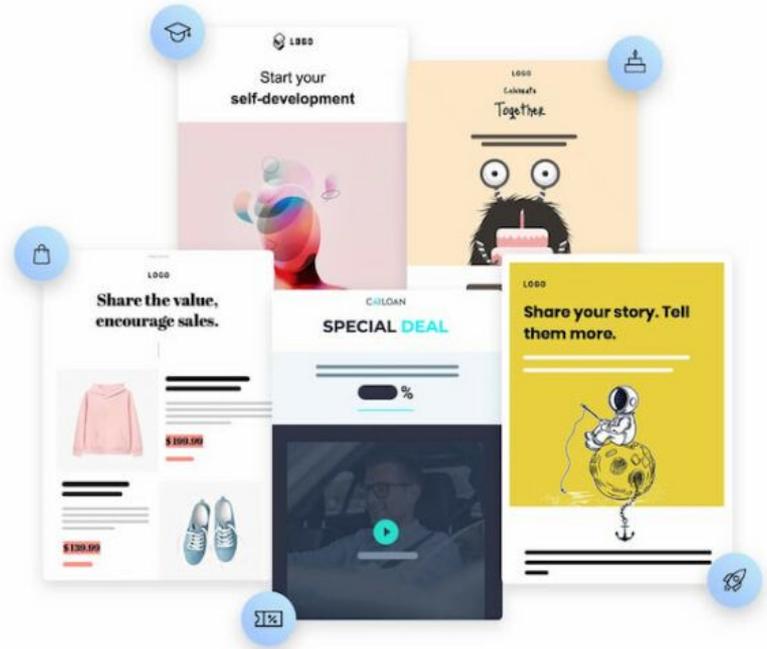


Recession-proof your email marketing with AI

Why invest in email marketing in 2023?

- ROI of **38:1** (DMA 2021)
- First-party **data you own** and **control**
- Email is **not owned** by one company



Benefits of AI + email marketing

- Deliver **product recommendations** at scale
- Optimize your emails' **send time**
- Generate **compelling content**
- Speed up **content creation**

What is your email about?

nutrition and diet plan coaching program now 20% off for new signu

What kind of business do you have?

Nutrition

[More settings](#) ^

Who is this email for?

busy professionals and adults with full-time jobs

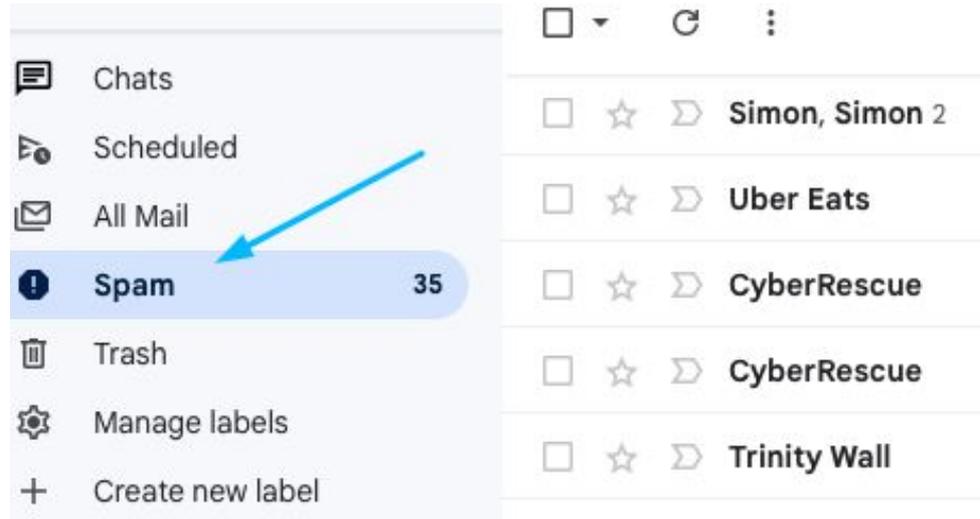
What kind of email is it?

Announcement

The current state of AI in email marketing

For recipients:

- spam detection
- inbox delivery & filtering



The current state of AI in email marketing

For email marketers:

- optimized send times

The screenshot shows a control panel for an email campaign. At the top, there are three toggle switches: 'Click tracking' (checked), 'Ecommerce tracking' (unchecked), and 'Track link clicks with Google Analytics' (checked). Below these is a 'Sharing' dropdown menu. The main section is titled 'When would you like to send your message?' and features a 'Perfect timing' toggle (checked). A tooltip explains that this feature uses recipient behavior to optimize delivery times. To the right of the 'Perfect timing' toggle are two buttons: 'Send immediately' and 'Schedule for later'. At the bottom right, there are 'Save as draft' and 'Send message' buttons.

Click tracking ⓘ

Ecommerce tracking ⓘ

Track link clicks with Google Analytics ⓘ

Sharing ▾

When would you like to send your message?

We'll look at when each recipient opened your messages in the past and deliver your email when they're most likely to open it. Skip **Perfect Timing** if you want to send a time-sensitive message to all recipients without any delay.

Send immediately OR Schedule for later 🕒

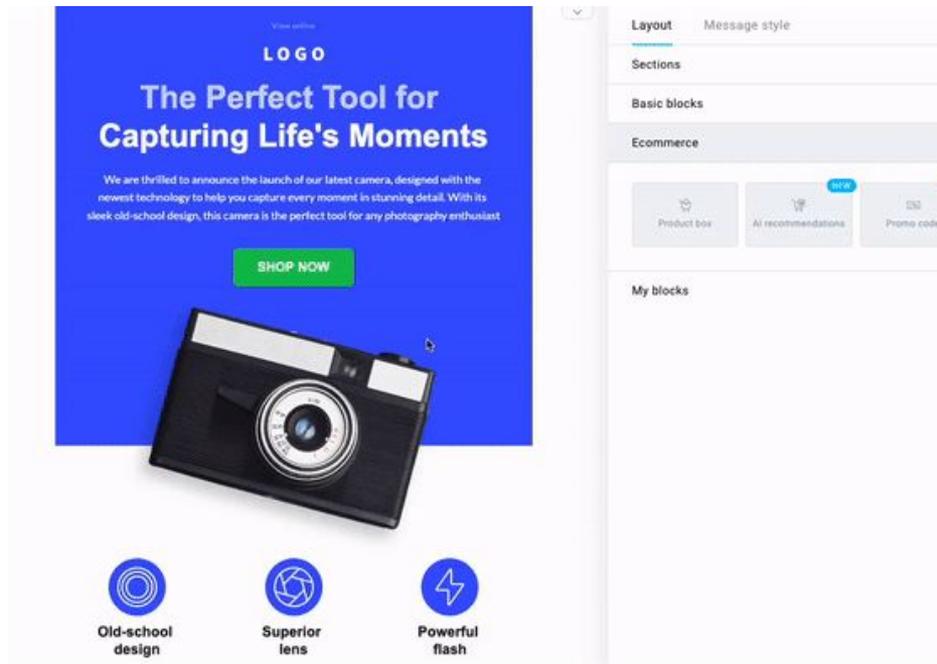
Perfect timing ⓘ

Save as draft Send message

The current state of AI in email marketing

For email marketers:

- product recommendations



Getting started with AI in email marketing

For email marketers:



Write 5 subject lines for a promotional email on 10% off for a pet supplies store

- subject line ideation



1. "Pamper your pet with 10% off at our store!"
2. "Limited time offer: 10% off all pet supplies!"
3. "Save big on pet essentials - 10% off at our store!"
4. "Don't miss out on 10% off your favorite pet products!"
5. "Your furry friend deserves the best - 10% off at our pet store!"

Getting started with AI in email marketing



can you write the copy of an email that promotes a 20% discount offer that is promoting a new deep focus training course for a company in the education industry?

For email marketers:

- email content ideation



Subject: Save 20% on Our New Deep Focus Training Course

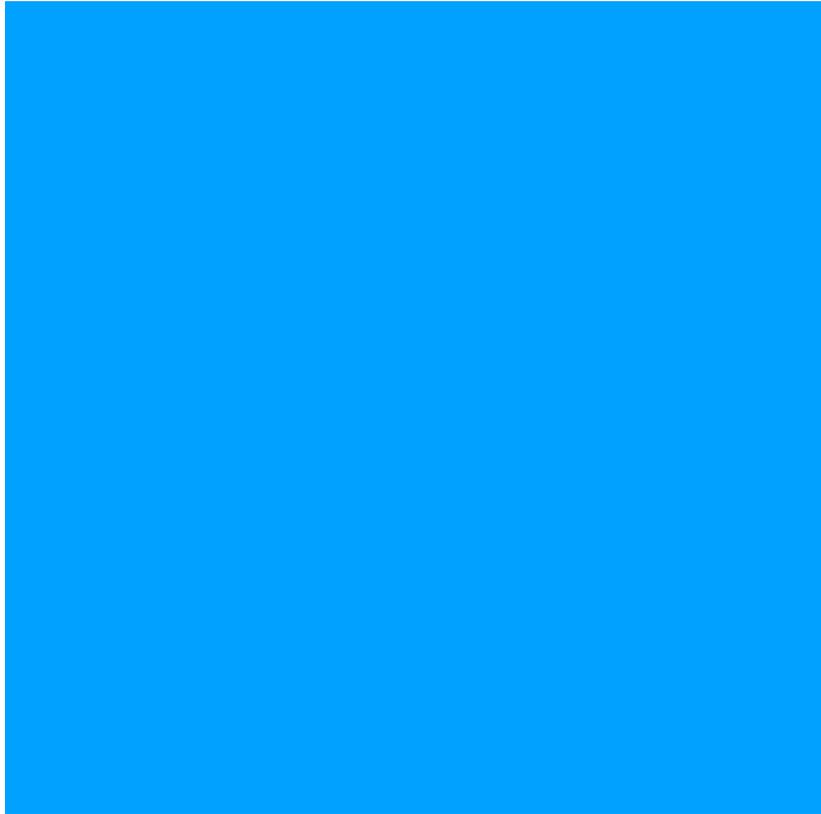
Dear [Name],

We are excited to announce the launch of our new deep focus training course designed to help students and professionals achieve their goals by mastering the art of concentration. To celebrate this launch, we are offering a 20% discount for a limited time only.

Our deep focus training course is ideal for anyone looking to improve their ability to focus, retain information, and enhance productivity. Whether you are a student looking to ace your exams or a professional seeking to boost your work performance, our course has got you covered.

By enrolling in our course, you will learn the most effective techniques to boost your concentration, manage distractions, and maintain peak productivity. Our course is designed to help you develop a deep sense of focus that will help you achieve your goals faster and more efficiently.

What's next for email marketers: AI-generated emails



with complementary **AI-generated subject lines**



Generate ideas for a subject line

Pick your favorite subject line. You'll be able to customize it.

Master Deep Focus Techniques & Save 20% on Our New Course Today!

Boost Your Learning Power with Our New Course - Get 20% Off Now

Unleash Your True Potential with Deep Focus Training - 20% Off

Transform Your Study Habits with Our New Course & Get 20% Discount

Become a Productivity Pro with Our Deep Focus Training - 20% Off

[< Back](#)

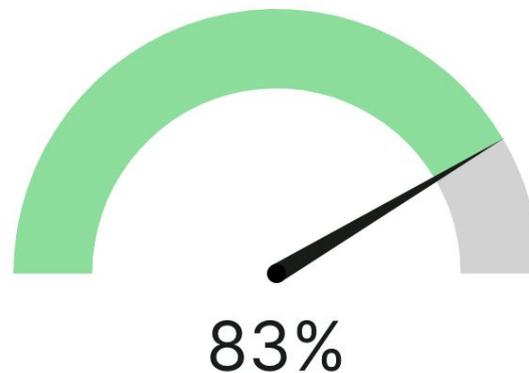
[Thanks, I'll use my own](#)

Results

Better emails in less time

- 85% decrease in email creation time
- Increase in open & click rates
- 62% increase in productivity*

Customer Satisfaction Score ?



Results

“Remarkable surprise to discover. The AI system has written my short promotion emails far better than my own. I have generated more replies than ever. Thanks!”

“I love the new feature. It creates excellent copy and gives me ideas that I can edit and add to my email marketing. It has increased my open rates on the emails I tested using the AI Email Generator.”

Make your communication **more engaging**

Deliver **more relevant** and **engaging communication** through **AI-generated content, advanced segmentation** and **email automation**.

Why?

- Get higher engagement rates and inbox placement
- Get more repeat customers and brand advocates

YOUR FREE SHIPPING IS ABOUT TO EXPIRE

RUDY'S

DON'T PUT THIS OFF LIKE A SOFTWARE UPDATE

Your cart is about to expire and so is your chance to enjoy free shipping. [Complete your purchase](#) before these go back on the shelf, and don't forget — use code **SMLS0V5** at checkout.

[Clay Spray](#)
Quantity: 3 — Total: \$72.00

[The Travel 1-2-3 Bundle](#)
Quantity: 1 — Total: \$12.00

CHECKOUT NOW

Free shipping applies to US orders only. Shipping rate must be equal to or under \$20.00. Rudy's reserves the right to choose shipping method and carrier. Coupon only valid for 24 hours from date first email is received.

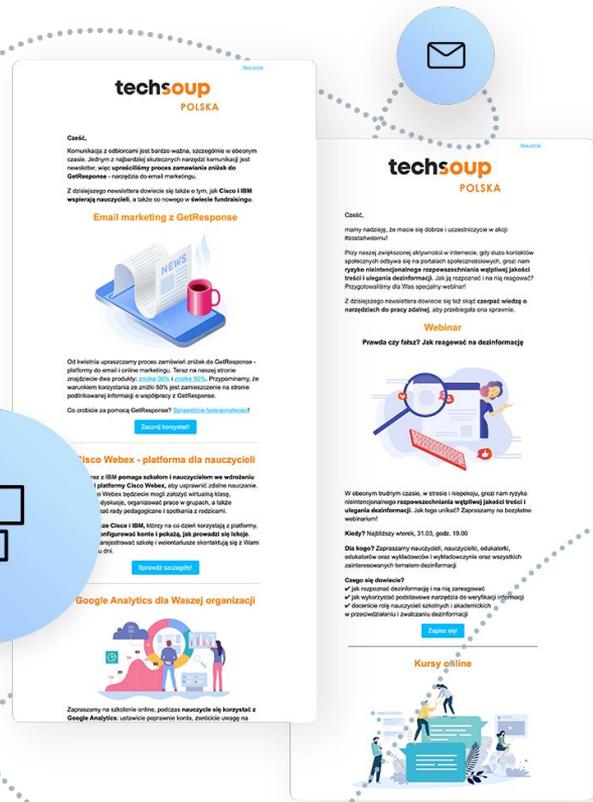
RUDY'S BARBERSHOP® 614 E Pine St, Seattle, WA 98122

If you are no longer interested in receiving emails from us you can [unsubscribe](#). Rudy's Barbershop 614 Pine St Seattle, Washington 98122

Case study: Techsoup

Every email:

- Has a **clear structure**
- Is **easy** to consume
- Uses the **same color scheme** and **similar graphic elements**
- Targets a **specific audience**



Automate & optimize your **onboarding process**

Optimize content for email automation sequences with AI at scale to **educate, nurture, and direct new customers and leads to the right direction.**

Why?

- Free up time long-term
- Educate, build relationships, and qualify your leads

Free Shipping Orders \$50+ | 30 Day Money-Back Guarantee

disco™

One size does not fit all.

The products that are lined on the shelves at department stores and inside spas are formulated for the masses.



Don't be fooled by the fancy packaging and slick marketing of the mass-manufactured skincare products that are offered today.

They might say "for men" on them... but they are actually the exact same formulas used in unisex and lady products and re-marketed toward men.

This is a problem...

Because when you take something you care about... Like your face... you shouldn't be putting any-old "off the shelf" ingredients on it.

Case study: Landcafe.pl

Business: Online store selling artisanal coffee beans and coffee brewing accessories

Campaign: Onboarding email series

Results: 54% of sales

- 41.30% during the campaign
- 13.30% after sending the discount coupon



Case study: Techsoup

Business: Foundation supporting NGOs with training and access to new technologies

Campaign: Targeted newsletters with recommendations based on audience's profiles and engagement

Results: 1,200% increase of orders value from a newsletter



Recession-proof your email marketing with AI:

1. Deliver **product recommendations** at scale
2. Optimize your emails' **send time**
3. Generate **compelling subject lines**
4. Speed up **content creation**

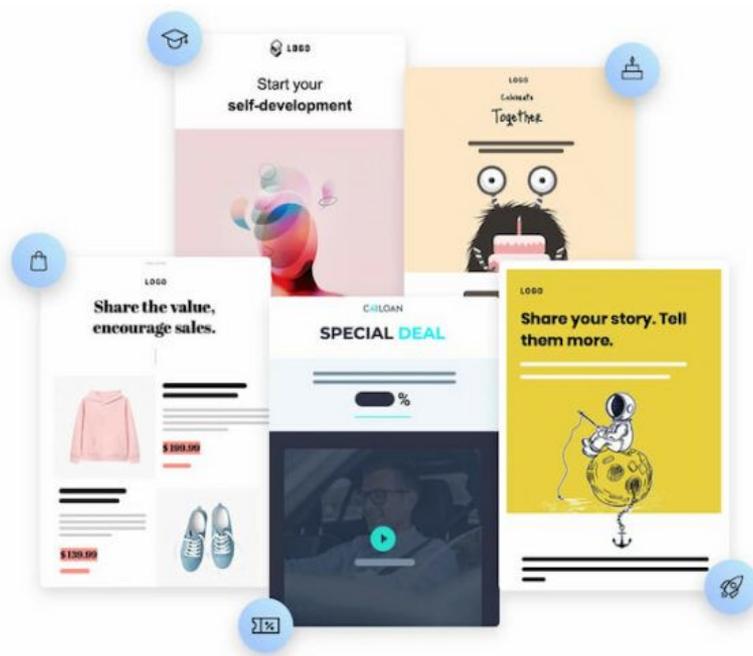
Recession-proof your online marketing with AI:

Embedding generative AI throughout your campaigns

1. **Drive more traffic** to your landing pages through AI-optimized ad content
2. Improve **landing page conversions** with AI-generated content
3. **Automatically onboard** new subscribers w/ AI-enhanced email content
4. **Recommending relevant products** automatically

GetResponse: Marketing Beyond Email

An **affordable, easy** platform to **send emails, grow your list, and automate communication.**



getresponse.com/start-free



Get in touch!



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