038 Email: The Latest List Growth Tips with Gabe Macaluso from Omnisend

[00:00:01.600] - Intro
You're listening to the Keep Optimising podcast to increase your traffic, improve your conversion rate and grow your profits.

[00:00:10.750] - Chloe Thomas
Hello and welcome. If you are looking to improve the performance and return on investment of your marketing, you have tuned in to the right podcast. I'm Chloe Thomas, the host of this marketing-focused podcast, and it's very cool to have you tuning in to our episode all about email sign-ups this month.

[00:00:30.880] - Chloe Thomas
We are all about email marketing and we've been working our way backwards through the customer journey. The first episode of the month we tackled the post-purchase campaign. Last time it was the welcome campaign. And this episode is all about growing your list, getting those people signed up who are going to experience the new awesome welcome campaign you've created as a result of our last episode.

[00:00:55.360] - Chloe Thomas
Of course, when we're collecting any data, we have to do it in a legal and responsible way. We're not getting into the ins and outs of GDPR, et cetera, in this episode. But do you remember to follow the rules of whichever region you're marketing to with your email sign-up activity.

[00:01:11.920] - Chloe Thomas
Right. That's the legal stuff done. In today's episode, we're getting into the latest and greatest tactics for increasing your email list, both increasing the quantity and the quality of the people on that list.
We will be getting into wheels of fortune, quizzes, pop-ups, whether or not to discount, and a fair bit more. We’re just about to meet today's guest and get stuck into all of that. But before we do, please do check out the sponsors.

[00:01:41.090] - Chloe Thomas
This podcast is brought to you by Klaviyo, the ultimate eCommerce marketing platform for brands of all kinds and sizes. Whether you're an entrepreneur just starting out or you're part of a marketing team at a multinational brand, Klaviyo will give you everything you need to create memorable marketing moments, building customer relationships that keep shoppers coming back time and time again. Get started with a free account today. Visit Klaviyo.com/masterplan. That's KLAVIYO.com/masterplan.

[00:02:13.580] - Chloe Thomas
Today, I'm chatting with email marketing expert Gabe Macaluso. Gabe is the director of customer success at Omnisend, and prior to that he was on the Bronto team at NetSuite. So Gabe's got some serious eCommerce email pedigree. Hello, Gabe.

[00:02:29.420] - Gabe Macaluso
Hello Chloe.

[00:02:30.920] - Chloe Thomas
It's great to have you here.

[00:02:32.750] - Chloe Thomas
And I'm looking forward to getting into, I think, everyone's favorite email marketing topic if they're being really honest. More on the subject of more. How do we get more? But before we get into that, how did you get into email marketing?

[00:02:47.510] - Gabe Macaluso
It's a really funny story. I was actually a middle school science teacher for seven years. I had children. My wife said I need to go make more money. And so lived down the street from Bronto and Bronto was sort of one of those always tech startup companies that people admired and you wanted to go work for. And so kind of just made my case and said, hey, there's no better customer research and customer success than dealing with a bunch of eighth-graders who don't want what you have. And you have to convince them it is.

[00:03:22.290] - Chloe Thomas
I see, so you sold them on I have the skills because I can deal with eighth-graders.
Absolutely. I mean, it was a great mix of like marketing tactics, customer relations, because you have to deal with it every day. Angry parents, kids staring at each other that don't want to be stared at, you know, and conflict resolution. That's what it's all about.

Very cool. And just for those who aren't in the US, what age is eighth-grader?

Ahhh! 14

14 Oh, gosh.

People either love it or hate it. Absolutely.

Ouch. That sounds like hell. Oh dear just imagining how awful that would be. All right. So Gabe let's talk this List growth, I think, is always a hot topic for people because, you know, although we all know that quality is more important than quantity. Quantity is very, very alluring. So you are at the coalface with retailers all the time looking at this. What's the coolest thing you've seen recently? The most successful thing you've seen recently in terms of list growth?

Yeah, I think probably the coolest thing I've seen in terms of list growth is people actually taking a step back. You know, typically when we're talking about like an email capture pop-up, the recommendation is always three seconds of them landing on page because that's going to be your highest quantity of submission, right? Not necessarily your highest submission rate, but your highest quantity. And when we talk about that, that's important. So people are taking a step back and going, how do we curate this experience a bit more to make it more like an in-person experience?

Because, you know, if you walk into a resale store and the first thing that happens is outside of Walmart or maybe some of your bigger department stores where they have the Walmart greeter and they say hello to you as you walk into the store, you know, you don't have someone running up
with the clipboard in your face going, hey, do you want to save 20 percent off everything in your purchase? You be like, can I, can I just browse a little bit first?

[00:05:20.190] - Gabe Macaluso
Can I get an experience? Can I see what you have? And then we can talk. So people are definitely taking a step back. And so, you know, whether it's setting up different triggers I think is really neat. So at Omnisend we've been playing around with like page call number of page clicks and really kind of targeting different messaging and different acquisition pop-ups, depending on how long someone spending on your site.

[00:05:45.040] - Chloe Thomas
I think it's so clever when companies actually dive into the details and they don't just go, yes, three seconds, boom, three seconds, boom. We'll just hit everyone. Whether you've been to the site a million times before, or you've been once. We're going to go three seconds, boom. There's the pop-up. But I think one of the things which I find some people doing this is there's no, you know, three second boom.

[00:06:05.880] - Chloe Thomas
We know what we're doing. Page scroll. Well, how far down the page they need to scroll? Clicks, how many clicks? And of course, it's going to be, I'm assuming it's different for every retailer.

[00:06:16.260] - Gabe Macaluso
Yeah, absolutely. And I mean, pop ups are always funny because you can always play around with your brand voice and it's a great opportunity for you to introduce people to that brand voice. So if you're a little bit of a cheekier brand, you can kind of go around that route of like, hey, we don't want to we don't like spam either. Right. Or, hey, we want to, we want to touch base with you once a week so you can also set expectations there's a couple of different strategies to it.

[00:06:43.930] - Gabe Macaluso
Then the other option is if it's a higher price point, then you can start talking about things like, hey, this is a big decision. We want to help you with it. Right. So you can, you can kind of do all of those sort of things to establish, hey, this is what our brand is about. And this is why we want you on our list.

[00:07:03.750] - Chloe Thomas
With that extra content. Do you think we're moving to a space where the message, the, you know, the call to action for the email sign up is more "here's a reason why you should care about us and you could have a discount" rather than it being "get ten percent off!!!". Is it do we have to sell it as well as then offer the discount?
[00:07:24.930] - Gabe Macaluso
Yeah, I think that’s an interesting concept and I try to encourage all of our merchants that we work with to avoid offering a discount in that pop up. Because if you offer a discount and that initial touch that you first got, then subconsciously you’re telling all of your consumers you’re a discount brand.

[00:07:45.750] - Gabe Macaluso
And we, you know, being in the email marketing space, we all know the tricks. If I have a Gmail address, I can move the dot anywhere in my name. It registers as a new email address. I still get it to the same inbox if I had a plus after my name. I mean, there’s a number of things you can do that’s actually a little side note. I love this idea. Any time you register for a webinar, put it like Gabe Macaluso plus Omnisend webinar.

[00:08:10.020] - Gabe Macaluso
And that way when you start getting other emails and you’re like, I don’t remember how I signed up for this. You see it like it was sent to Gabe Macaluso at Omnisend webinar. And you’re like, oh, I got all these different. Because I signed up for this webinar, I love that sort of like source tracking well.

[00:08:26.230] - Chloe Thomas
Well, so literally, if we were on Gmail, whether we’re at Gmail or we’re at, like we used gmail at eCommerceMasterPlan.com so I could do Chloë plus thing I signed up to here and then I could work out who they gave my data to?

[00:08:41.130] - Gabe Macaluso
Yeah, exactly.

[00:08:47.500] - Gabe Macaluso
Super fun to do and super fun to do with brands as well. So like the brands are like we never saw your data and it’s like, yeah, you did.

[00:08:56.800] - Chloe Thomas
That’s cool. And that’s not like you’ve got to try and remember which email address you use to sign up because you’re not going to put, it’s not going to be "Chloë+1".
[00:09:05.350] - Gabe Macaluso
Right

[00:09:05.350] - Chloe Thomas
was Omnisend or “Chloë+2” was to do X, Y, Z webinar. You actually going to put the name of the thing into.

[00:09:14.440] - Gabe Macaluso
Right. Oh yeah.

[00:09:16.200] - Chloe Thomas
You've lost me now Gabe, I'm now about to be totally obsessed by that.

[00:09:20.260] - Gabe Macaluso
You can bring me back in six months. We'll talk the whole another tangent that

[00:09:24.040] - Chloe Thomas
They’re competitive anyway, we digress. Yeah.

[00:09:28.330] - Chloe Thomas
So customers have lots of tricks they can do to make sure they get a discount, whether they're new or old anyway, that's what you're saying. I think the more important thing about what you're saying was that actually do we want to give a discount? Because, I mean, we can track it and we can see if it impacts uplift and all the rest of it.

[00:09:46.240] - Chloe Thomas
But actually, do we want a customer who's only trying to get the discount or do we want the right customer?

[00:09:52.840] - Gabe Macaluso
Right. And of course, like the person, the point of getting a person on your email list or your SMS list, if you're going to use acquisition for SMS, is to really focus on retention. So, yes, we want to acquire their contact information so we can communicate with them. We do want to convert them
to that first purchase, but especially in this day and age, with everyone being home, like we're doing more and more research on the products that we're purchasing.

[00:10:14.680] - Gabe Macaluso
And so we're looking for that experience. We want to do social good. We've got time to do it. One of the things I was hoping to research before our chat was last year about this time the study came out that 60% of people start their product searches on Amazon. Right. So it became like the number one product search engine. We're moving away from that. You know we purchase things on Amazon all the time. The Amazon truck is stopping at my house every other day, basically.

[00:10:41.770] - Gabe Macaluso
And it's phenomenal how my wife has decided she wants to be more green and how direct to company she's going to find those specific things and not just give the money to Amazon and not just have it come in a box, but like really taking time to research these things. And part of that is the acquisition strategy. So, OK, you get someone to sign up for your pop-up. Message one is, thanks for signing up. Here's a little story of our brand.

[00:11:06.100] - Gabe Macaluso
Number two is this is why you should buy from us and maybe there's some recommended products that they sell and converted. And then maybe in the third message, that's where you put the discount. So the discount is not driving the sign-up. I'm not getting an email address because I'm trying to give them something. I'm giving them a sign-up because I'm getting good quantity or good quality contacts and not just worrying about how many contacts I get to sign-up, which we all know is important.

[00:11:29.430] - Gabe Macaluso
You know, I deal with customers all the time and deliverability like they don't want to unsubscribe any contact. I get it right. Like, you know.

[00:11:39.130] - Chloe Thomas
List quality is important. And those days both, you know, as you're saying, the deliverability score, list quality. But there's also the, do they actually want to buy and be a good customer list quality on top of that.

[00:11:49.300] - Chloe Thomas
So you mentioned the about gathering SMS data and email data, and that's something which, you know, we know hopefully everyone listening knows that the fewer fields you put, the more likely someone is to sign up, whether you're offering a discount with your offering something else. So would you, if you were a company who are actively using SMS and actively using email, would you
do email and SMS on the same form? Would you do it staged or as in sign up for our email next page?

[00:12:20.110] - Chloe Thomas
Would you like SMS as well? How do we manage that need for two pieces of data now?

[00:12:26.020] - Gabe Macaluso
Yeah. Great question. Test. Right, so use email for fifty percent of the people use SMS only field for fifty percent of the people and see which one gives you your higher submission rate. And of course look down funnel. How many of those people given your SMS are actually engaging with your mobile mobile messaging and what's their time to conversion? That's going to be your biggest thing. So I always tell people, yes, list growth is important, but ultimately at the end of the day, it's revenue.

[00:12:54.010] - Gabe Macaluso
And if revenue is going up because of these changes you’re making and that's affecting revenue downstream, then that's the right choice you need to make.

[00:13:02.230] - Chloe Thomas
Lots of testing going on. So we're saying pop-ups, still good, still working, be cleverer than three seconds, and up it goes. We're talking don't lead with a discount, lead with a compelling reason of why they might want to be hearing more from you. Test capturing SMS versus email and email, etc.

[00:13:24.190] - Chloe Thomas
Then there's something else which I've seen a lot of people doing recently, which seems like a bit of a no-brainer to me is the Wheel of Fortune option. Have you. Are you finding, I would guess the results are great because A. people get to be interactive. So it looks like fun. It looks like far more fun than just putting your e-mail address in the box. But also it means the kind of the person taking some ownership of the journey.

[00:13:52.450] - Chloe Thomas
To some extent we psychologically, we know means they're going to feel more bought in. So, is all that standing up, are people seeing good results from the Wheel of Fortune option?

[00:14:01.960] - Gabe Macaluso
Yeah, absolutely. And any time you can gamefy something people love gamification. The one drawback to the Wheel of Fortune is the discount, right? Oh, here you go. And that's why people are doing it. Again we talk about quality of contacts, like people know how to hack pop-ups, especially if,
like people want to produce hurdles. Right. So, you know, they're going to display the discount code in the pop-up. Right.

[00:14:28.960] - Gabe Macaluso
So if I know you're going to display the discount code in the pop-up, then I'm going to put it whatever I need to put in that email input field just so I can get that discount code. So then you question, OK, so we put it in the first email, but now we're introducing a hurdle right. The person's on their site and now I'm telling them, leave my site and go check your email, which then opens up a whole nother can of opportunities for me to get distracted by something else, depending on what email inbox I'm looking at.

[00:14:58.300] - Gabe Macaluso
So, of course, there's this constant struggle of they're on site. Do I keep them on site so I complete their purchase or do I protect my discount code? And then you can get into the whole bit too like when you're offering a discount, do you do a static code or promote like a single-use code? And to me, it's like if I'm going to give you a 10 percent discount for giving me your email address and it gets put on honey or whatever coupon site there is, if that drives 10 conversions for me, but I'm giving 10 percent margin, that's still way cheaper than my acquisition costs.

[00:15:29.850] - Gabe Macaluso
So the more the merrier. If you want to use welcome 20 all day to get 20 percent off, I don't care. That's what it takes for you to come back and buy again. Great. That's fine. But I digress. So back to the wheel of fortune. Yes. They're always going to be interactive. People are always going to click on them. You're going to have a high-quality quantity. You're going to have a high submission rate.

[00:15:51.100] - Gabe Macaluso
What are the quality of those contacts? I don't know. I mean, I, you know, candidness. I'm in this business. I put my name in the inbox or the little wheel of Fortune because I like to watch it spin. Do I have any intention of actually engaging with that brand? Probably nine times out of ten now and then. So now I'm just a dead contact and you're sending me emails. Is there a chance I might purchase, of course, but again, you have to balance that out of what is my acquisition cost?

[00:16:18.800] - Gabe Macaluso
What's it going to cost to put Gabe on my email list to keep emailing him? And what are those opportunities that he's actually going to purchase something from that based on him getting this discount?
I'd also say sometimes psychologically, when I get that gamification, if I see there's like a 50 percent off and I click on it and I only get the five percent off and I'm like, OK, first of all, does anyone actually ever win the 50 percent off? Does that actually ever happen? And number two, like, if you're willing to give someone 50 percent, the best they can give me is five percent. That sucks. Like, screw that, I'm done.

There's a lot of psychology going on with where the offer points get put. And there's also, you know, the likelihood of winning one of them. And I think there's also, you know, going back to a point you were saying earlier about if it's a more considered purchase, a more luxury brand, does having a wheel of fortune with discounts actually fit? You know, would it be jarring? You know, you're saying about earlier on about, you know, you walk into Walmart and you've got the greeter.

And if the greeter said, would you like to sign up for this and get 10 percent off, you probably would because it's Walmart. And that would make sense and it would fit. But if you walked into a No Saks Fifth Avenue and someone came up and went, so I don't even live in the States, clearly from my accent, he's probably going to email in. And they do that every time I walk in, you know someone immediately accost you and go have this bottle of perfume free.

If you spend 200 pounds today or something, you're going to get, oh, that feels a bit icky. And if that's the case for your brand, maybe the Wheel of Fortune isn't for you.

I mean, I'm expecting to walk into Tiffany's and see a giant wheel of fortune and be like.

And you going, why didn't I win this prize?

I mean, could you imagine? I mean, maybe that would drive foot traffic, but it would be almost comical, like and you could never associate those two brands. And I think you're exactly right. Like the email collection point could be your first interaction with this customer, and so you want to be able to set that tone from the very beginning and gamification will work perfectly if you're selling animal models and cartoons and children's toys, that type of stuff.
Gamification makes perfect sense. I've even seen it like an automotive, like, you know, you can do that kind of stuff. But if you're a luxury brand, like your goal is to not discount. And I worked with a number of luxury brands where they weren't a discount and then they started discounting and then they tried to backtrack and like it killed them because the mindset was, you're a discount brand, you offer discounts. I'm not paying full price ever for your product because you conditioned me to that point.

And if an Email capture point is where you started that conditioning, how do you want to condition them?

You know, you're conditioning them before they've even got their credit card out to expect a discount. And it's just how many a retailer has failed due to making that error.

The on the kind of, I guess the complete opposite of the Wheel of Fortune is something we're seeing a lot of, especially beauty brands with strong stories doing at the moment is the quiz, which really takes the getting the user involved in their purchase journey to a next level. And I can see you're nodding along, as I'm saying, about the quiz idea. So clearly quizzes work. Should we, how do we go about constructing one?

Great question. So quizzes definitely work. I worked with probably one of the first makeup brands to kind of parlay into this quiz space. And they actually had it. They kind of combined it with the idea of like attender where they were providing looks. So they were using user generated content, they were using micro influencers. And you could go on their website and it was a combination where you would swipe right or left, depending on what makeup look you liked.

And then it would take you to the quiz where they asked you what your skin-type when you wake up in the morning, is it oily, is it dry, what look you liked best? And they took all of this data and combined it. And the nice thing about the quiz is it takes it from here's the discount to, hey, we actually care about what you're trying to do with us. And so we want to really curate and really help you identify what products you want to purchase.
[00:20:32.650] - Gabe Macaluso
So now it's become a, hey, you're on my team, we're doing this together. And that's like that likelihood is going to get me to purchase. Right, versus, you know, it's a personal touch versus just you signed up. Here's the generic welcome. Bye bye-bye. Right now, that stuff works. But again, like make-up brands are very smart about this because, you know, I make it, I clearly don't wear makeup.

[00:20:56.500] - Gabe Macaluso
Well, you can't see me. But, you know, I have no problem with wearing makeup. My daughter does her makeup on me all the time. But like my nine year old daughter knows way more about this stuff than I ever could. So if I'm going and purchasing for somebody or I'm a newbie to this, we've seen like the rise of all these YouTube stars on makeup and tutorials and all that stuff. So if you see the rise of all that, it was necessary for this very specific kind of brand vertical to understand, OK, we have to educate our people so they understand why they're buying from us versus anybody else.

[00:21:28.540] - Gabe Macaluso
And you can do that with makeup. It's interactive. Now, one of the things that we converted to was reusable toilet paper. It's made from bamboo. Right? Like doing a quiz on bamboo toilet paper?

[00:21:41.110] - Gabe Macaluso
Maybe not the best, but you could try to apply some of those kind of things like and I could see some of the bigger retailers doing it. Like, is it important for you that you're the things that you buy from us are renewable? Is it important that you buy things that are made in America? Is it important or wherever, whatever country you live in? If that's a big thing for you, is it important that you buy local. We've seen the number of grocery stores in us that are like have a local section and have, you know, local produce and that's important to people nowadays.

[00:22:10.450] - Gabe Macaluso
So you kind of have to take all those things into consideration as you apply those quizzers. In terms of execution, there's a number of ways you can do it. I've seen everybody go from like Google forms, which there's no shame in that. People I know kind of shy away from it. They're like, but I'm a brand. Are they going to judge me if I use Google forms now?

[00:22:26.440] - Gabe Macaluso
No! No one's going to judge you.

[00:22:27.400] - Chloe Thomas
Especially when you're testing it out. Yeah. You know, to do an all-singing, or dancing full-on quiz flow is a huge amount of work. Right. Proofing and checking and testing. And if you just want to try and work out what the right questions are to ask which routes do your customers go down?
Because, you know, I'm sure many businesses have you know, maybe you have a simple quiz with four different routes and you'll find eighty percent of people get on one of those routes.

[00:22:51.550] - Chloe Thomas
So you really shouldn't have spent the time building out the other ones to the same extent. So, yeah, yeah. I see no reason why starting for the Google form, test it and give it a go. But yeah, I think, like you said, the successful quiz sign-up. Oh, the success of a quiz sign-up lies in it feeling almost like kind of like a personality profile or a journey that you're going on that feels valuable as you go through it, as the consumer at the end when you get asked to put in your email address.

[00:23:20.940] - Gabe Macaluso
But you just, I didn't even realize I put in my email address because it was just such an obvious thing to do and such an obvious path to take. And it's making me a better customer before I even start getting the welcome campaign.

[00:23:34.410] - Gabe Macaluso
Yeah, absolutely. And, you know, we talk about how we collect all this different data about people and how we can kind of nurture them through that process. And I always go back to Starbucks like Starbucks, like their whole loyalty program, birthday program, like Starbucks could be like, hey, we're going to update our programs. If you want your free birthday coffee, we need to know like your neighbors dog's tail length. And without a doubt, people are going to be outside, like tracking down Fido and being like, I need to measure your tail because I want my free Starbucks coffee.

[00:24:04.830] - Gabe Macaluso
And like for Starbucks, that is literally no margin for them whatsoever. Like, they don't care.

[00:24:09.960] - Gabe Macaluso
It's a free coffee, like whatever.

[00:24:12.870] - Chloe Thomas
And then with something like that, they get so much social coverage in PR it would pay for itself so many times. It's building that relationship. And I think that's one of the things I like best about quizzes is that it builds a relationship between the quizzee maybe or the quizer and the company before you've even got their email address. You're building a personalized relationship which makes it so powerful. Well, Gabe. We are going to pause now for a remind of our sponsors and then we're going to talk about the wider world of email marketing.
Success in 2021 means building stronger relationships with your customers last year saw a lot of consumers switching to buy online, leading to surges in new customer acquisition. So how are you planning on turning your new first time buyers into profitable repeat customers? Well, that’s what Klaviyo is for. Klaviyo helps businesses create memorable marketing moments through email, SMS and personalized website experiences, and that is what creates repeat purchases. That’s why Klaviyo, the ultimate eCommerce marketing platform, is used by over 50000 eCommerce brands around the world.

Get started with your free account today. Visit Klaviyo.com/masterplan. That's KLAVIYO.com/masterplan.

OK, Gabe, so far, we’ve gone deep into list growth. Now you get to wow us with your insight and knowledge about the whole of email marketing. So for the following questions, your answer can be anything to do with email marketing, which, of course, does include list growth. Are you ready?

Yes.

Excellent. Let’s start with email marketing, newbie advice. If we’ve inspired someone to take that first step with email marketing, what do they need to know to give themselves the best chance of success?

Don’t be afraid of creating content and over mailing your customers. Oftentimes we have folks that will go months between time where they’re like, I don’t want to abuse my email list. And I always tell people to start with the four week rotating program. So number one is your big discount of the month. Number two is your new releases. Number three, our founder’s picks. Your favorites could even just be overstock. No one's going to know. Right. But you have inventory to clear.

So you just say that they’re your favorite. And then the fourth email is a content piece where it’s like a care tip or a blog. And a lot of people are writing blogs. So you can just recycle that content. And there’s your four monthly emails and then you just repeat that calendar and then you sprinkle on random holidays. I tell people all the time, like, you can make up holidays. I worked with a China brand and I told them, I'm like, you can do an "international punch bowl day".
Like no one needs to know that's not a thing. Just do it.

I love that. Don’t be afraid to email, OK. Once you’ve started, of course you’ve got to Keep Optimising. So what’s your favorite way to improve email marketing performance?

Automation’s are kind of the bread and butter. They’re going to be your biggest ROI and it’s where you can kind of start testing things before you roll them out big. So if you want to change your logo or change your navigation bar, automation’s are a great place to start testing those things because you can see where people can click on emails where they’re navigating to. Are they making it all the way down to the bottom of your emails or is there a lot of just fluff down there that doesn’t need to be down there?

And so people get very particular about some things. And like, there's people who if you change the color, they have an issue. If you change the navigation, if you change the button, if you change the date and time of send, I work with customers and they'll have if they miss their nine o'clock send window, they have customers emailing them, going did I miss your email that like what happened? And they legitimately panic about it. And those are the people you want to hear from, because we hear way too often from the people that are complaining about something in hopes of another discount.

Love it. OK, if someone listening wants to learn more about email marketing, is there one cheap or free resource you’d recommend to them?

Yeah. So this going to be a three-part thing, because it’s all about just inspiration.

We'll take three, definitely.
Keep Optimising Podcast: https://keepoptimising.com

[00:28:27.170] - Gabe Macaluso
OK? All right. So number one, probably the most underutilized email resource that I love is Pinterest. If you go on there and you're trying to figure out what to put in a welcome email, if you get to https://www.pinterest.com/ and type in welcome emails, there will be boards upon boards of people who have already collected all of these email designs for you. So you don't have to sign up for eight hundred brands to figure out what these other brands are doing and you can just go and look at them.

[00:28:51.230] - Gabe Macaluso
So that's number one. Number two is https://www.milled.com/. So the past tense of the mill like you mill weed. And it's an interesting place because I think the initial purpose of it was to replace your inbox where you can subscribe to email list through Milled. But I go and you can search like your favorite brands and you can see every campaign that they've sent over the last couple of years. And again, just brilliant in terms of people are lazy and you have to tell them exactly what to do.

[00:29:20.630] - Gabe Macaluso
So people craft so meticulously all the specific content. And if you're going, you look at your biggest brands, it's like giant hero image with the giant button, and that's what drives revenue. And so we think way too much and way too hard about it.

[00:29:34.760] - Gabe Macaluso
And then the last two that I would just kind of comment that are great are both really good emails and really good pop-ups. I'll kind of take it back to the new email acquisition.

[00:29:42.500] - Gabe Macaluso
So again, just examples, real-life examples of things that we want to do every day without having to go and navigate ourselves. Someone's already collected these resources, so go check out those two sites as well.

[00:29:55.010] - Chloe Thomas
So Gabe I got Pinterest, I go milled.com. What were the other two you mentioned there?

[00:29:59.150] - Gabe Macaluso

[00:30:04.340] - Chloe Thomas
And those are both sites where someone's just gathered it all for us.
Gabe Macaluso
Correct. Exactly!!!

Chloe Thomas
So cool, because it takes so much time to gather this stuff, so that's that's the rest of my day gone.

Gabe Macaluso
And really good emails, probably has my favorite pop-up. I usually use their example, which is counterintuitive, but there, again, cheekiness of the brand voice and it's like we don't want to be assholes, but they've got them start out and like, but it just perfectly fits the brand for them in terms of how often they're going to communicate with you. And you know that the content they're going to send you is going to be good. And it's enough of a pattern interrupt that it doesn't really impact your experience on their site.

Chloe Thomas
And that's quite meta, though. We're saying that to find a good example of an email sign-up pop-up, go to the email, email's resource. That is reallygoodemails.com. Yeah. There you go, guys. We got properly meta there. Okay.

Chloe Thomas
Thank you very much for those Gabe. Those are brilliant. And I predict many of our listeners are about to lose an hour to go into spying via those tools on their competitors, which is exactly the point of those tools.

Chloe Thomas
Right. It's crystal ball time. What's coming up in the next 6 to 12 months that we should be getting ready for in email marketing?

Gabe Macaluso
So I'm going to broaden this a little bit to omni channel marketing. And I think we're going to see a mix of email, and SMS. And the brands that are going to be most successful are going to be the ones that sort of seamlessly integrate the two channels of communication. SMS can be a whole other series of podcasts, I'm sure, in terms of strategies and the things you go behind there. But I think we're going to continue to see a shift of like.
Email coming back a little bit away from that personalization, we’re seeing a lot of rise of like A.I. and artificial chatbots and all that kind of stuff, but people actually want to talk to people. So I think if we can keep emails a little bit more vague, a little bit more broad, but then give people the opportunity to connect on a one on one, whether it’s like you look at a bonobo’s where they have like their style experts and but you have to have those people resources available.

People still want to talk to people. So I think broadening it back, taking a step back and really kind of encouraging, but allowing the consumer to own that journey is going to be the biggest change that we see in the next 6 to 12 months.

I like that. So each channel plays to its strengths and enables personalization in the right way. That again Gabe you’ve probably cost me a good hour thinking on that one for later on today. But that’s a, it’s a brilliant, brilliant crystal ball insight there.

Right then Gabe. We are nearly at the end of the show. So could you please let the listeners know where they can find you and Omnisend on the Web and social media, please?

Yes, absolutely.

So it’s just Omnisend.com. That’s O M N I S E N D.com. And we are all there so you can find us on Twitter, YouTube, Facebook and then of course, good news is my last name, Macaluso. There’s not too many of us, so feel free to look me up on LinkedIn. Gabe Macaluso Omnisend and yeah, I’d love to connect with all of you.

Marvelous. Thank you. Gabe. Thank you so much for being on the Keep Optimising podcast today. You’ve shared so many insights with list growth and email marketing in general. It’s been an absolute pleasure. So thank you.

Thank you so much for having me today Chloe, I really appreciate it.
[00:33:29.090] - Chloe Thomas
So there you go, the ins and outs of what to do for list growth, so be careful of discounting what relationship do you actually want with your customer? Get the wording right. Why is it how can you, why is it they should sign up? What are they going to get? How can you compel them to sign up without actually going through the process of bribing people with a discount basically? Maybe Wheel of Fortune.

[00:33:53.030] - Chloe Thomas
If you are a brand who loves to discount, maybe that's something you should be testing, maybe quizzes if there's something you can put into the journey of self discovery that was going to work for you. Pop-ups definitely still on the cards, but it's time to be cleverer about how and when you're deploying them. And some amazing resources there from Gabe in terms of how to find out what other people are doing. Because I think often with email, one of the challenges is getting the inspiration.

[00:34:22.430] - Chloe Thomas
And a lot of that comes from looking at what the competitors and other businesses are rather doing. So those four sites he mentioned, we are going to add into the show notes and you will find all of that, the transcript of the episode, important notes, and a fair bit more at Keepoptimising.com. If you go there and click on the link to all the episodes and then click on the link for this episode and you'll find all that detail.

[00:34:47.600] - Chloe Thomas
Now, as part of my mission to help you improve your marketing, I've invited all our email marketing specialists to join us for a Q&A webinar at the end of the month.

[00:35:01.310] - Chloe Thomas
That will be your chance to get your email marketing questions answered.

[00:35:56.630] - Chloe Thomas
So get yourself registered by again going to Keepoptimising.com and you'll see a really obvious link for the webinar. And I'm looking forward to connecting with you guys during that webinar.

[00:35:12.470] - Chloe Thomas
Thank you so much for tuning in to this episode of the Keep Optimising podcast. If this episode has given you loads of ideas for increasing your list size, make sure you've got your welcome campaign ready to go. So all those new addresses you capture are getting the right messages to turn them into
Keep Optimising Podcast: https://keepoptimising.com

buyers. And if you want a guide to doing that, then it’s exactly what we covered in our last episode with Val Geisler. So checkout episode number 37 for that, and please do tell your fellow email marketers about the show, because my aim is to help as many of you as possible to improve the performance of your marketing.

[00:35:50.930] - Chloe Thomas
Communicating via multiple channels increases the strength of your relationships with customers, just as Gabe was saying there when he was talking about email and SMS. So for the next two episodes in our email marketing series, we’re going to be exploring how to integrate your email marketing with other communications channels, both SMS and Facebook ads. So all that’s coming up with lots of tips on how to do it in order to increase those sales.

[00:36:16.850] - Chloe Thomas
For now, do have a great week and make sure you listen to the next episode so I can help you to Keep Optimising your marketing.

[00:36:26.500] - Intro
Access everything Keep Optimising at KeepOptimising.com, that's with an S, not a Z.