2025
PARTNER
MARKETING
EVENT

dynamicscon.com/partner-marketing-event

Introductions

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Founder of
The ISV Society

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Director of Marketing &
Software Sales

2023 PARTNER MARKETING EVENT

Poll

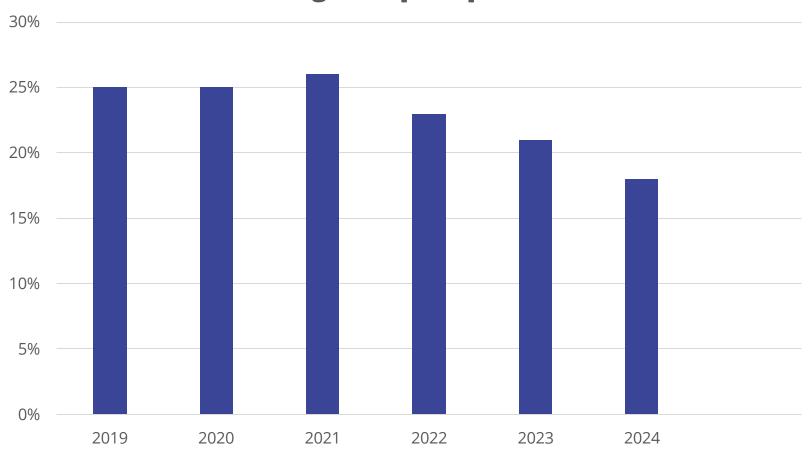- What's your biggest email marketing challenge?

Agenda

- Email is not dead!
- Why your emails may be flatlining
- Diagnosing email issues with AI
- Personalize with Purpose
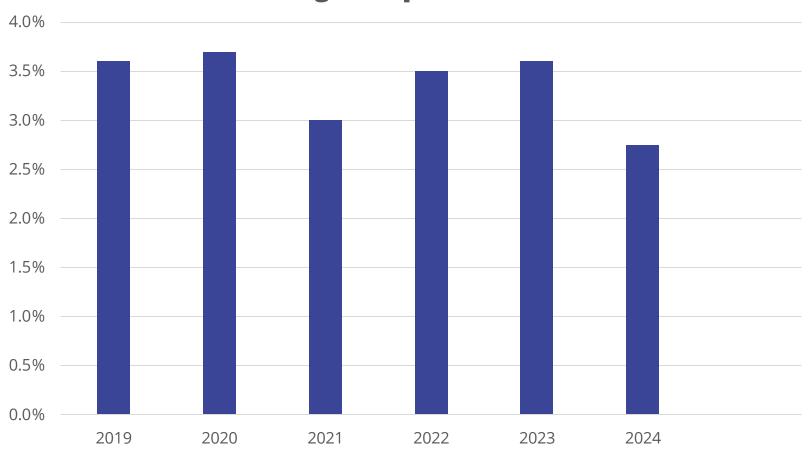- Creating high-converting content

Email is not dead

Average Unique Open Rate

Year	Rate
2019	25%
2020	25%
2021	26%
2022	23%
2023	21%
2024	18%

Email is not dead

Average Unique Click Rate

Why your emails
may be flatlining
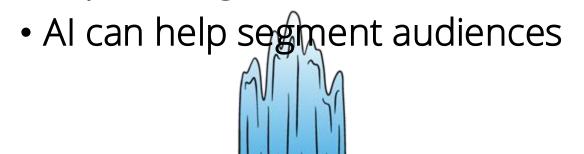
How to Leverage AI for Smarter Email

- AI-powered subject lines
- AI predictive analysis
- Optimizing send times with AI
- AI can help segment audiences

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Trust But Verify

- **AI is powerful, but it's not infallible.**
- Always test AI-generated recommendations with A/B testing.
- Review AI insights with human judgment—context matters!
- Cross-check with real user feedback & behavior patterns.

Data-Driven Optimization

- Tracking behavioral triggers to personalize follow ups
  - Did they open?
  - Did they take an action?
  - Resend to non-openers?
  - Resend to openers
  - What did the download - add then to a sequence or workflow

Beyond First Names

Behavioral-based personalization

Actions

Interests

Content

Beyond First Names

- Dynamic content based on user engagement
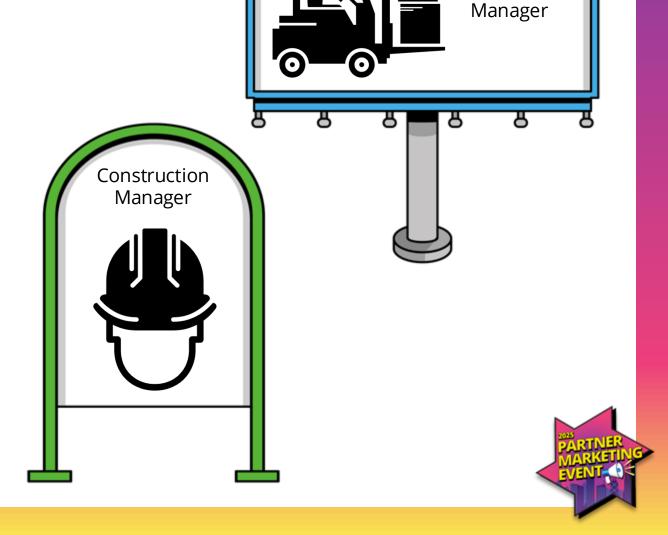
Beyond First Names

- Personalization tactics based on title

Finance Director

Customer Support

Construction Manager

Warehouse Manager

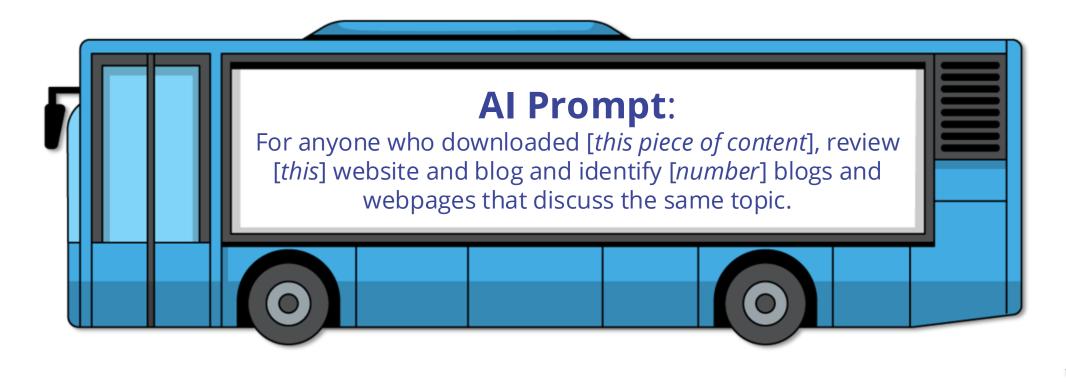# Automating for Impact

- Setting up automated email nurtures that feel personal
- Using AI-driven recommendations to increase relevance

AI Prompt:
For anyone who downloaded [*this piece of content*], review [*this*] website and blog and identify [*number*] blogs and webpages that discuss the same topic.

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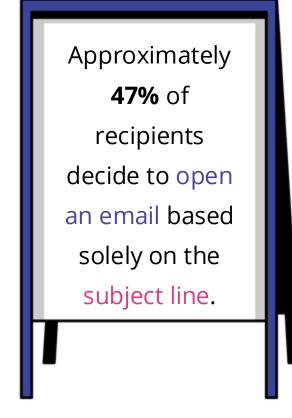
Create Content That Converts

Subject lines, CTAs, Visuals

Crafting Irresistible Subject Lines

- Power words to drive curiosity & urgency
- AI-generated subject lines vs. human-written ones
- Subject line A/B testing tips
- Clear, specific, straight to the point
- What's in it for them

Approximately **47%** of recipients decide to open an email based solely on the subject line.

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Pre-Header Text

AND

BUT

Plus

Best Practices for Crafting Irresistible Subject Lines

- Use power words: *Boost, Unlock, Exclusive, Limited-Time*

- Personalize: *"Amiee, here's a quick win for your marketing"*

- Test different styles:

  - **Curiosity**: *"You're making this email mistake…"*
  - **Urgency**: *"Last chance: 24 hours left!"*
  - **Direct value**: *"How to double your email engagement"*
  - **A/B Test**: Try two versions and see which gets higher open rates

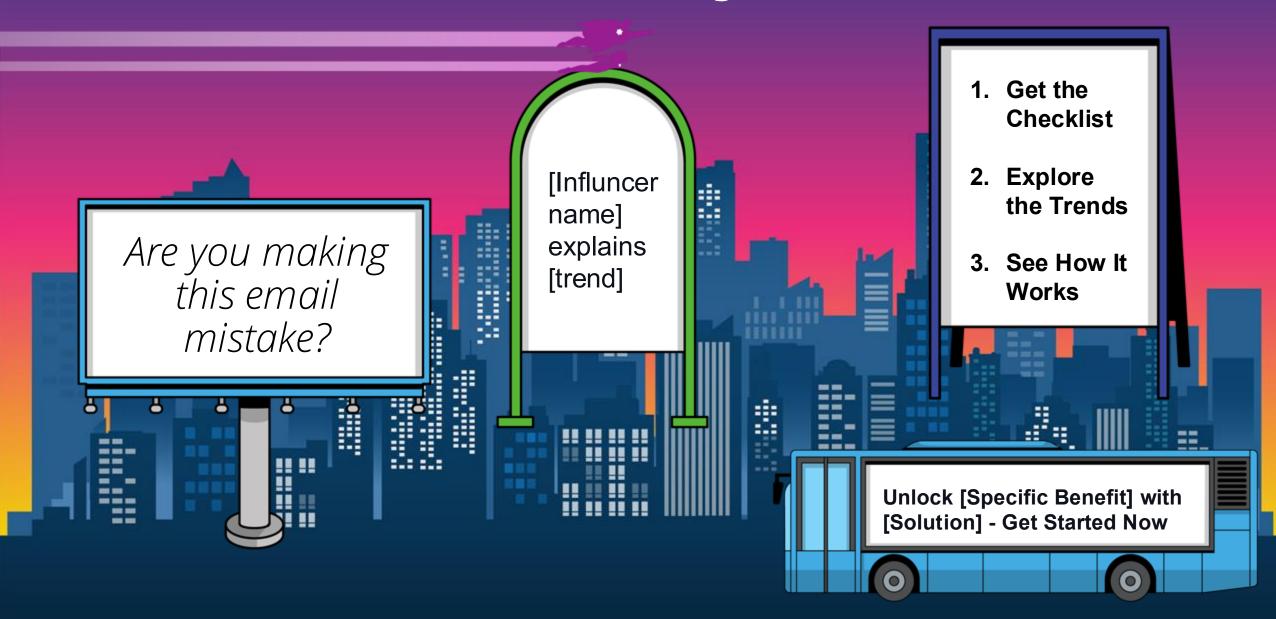## Example:

"Our latest product update" (12% open rate)

"Your workflow just got 10X easier 🎉" (25% open rate)

Email Body & Visuals That Resonate

- Using storytelling and pain points to hook readers
- Structure emails for skimmability
- Effective CTAs

Email Segmentation

- Define goals & segments
- Personalization & customization
- Preference center
- Re-engagement campaigns

Engagement Boosters

- The role of GIFs, emoji, interactive content
- Mobile-optimized emails
- Examples of GIFs and emoji
- Show the human side
- Human to human approach
- Have a plan, strategy, and mix of content
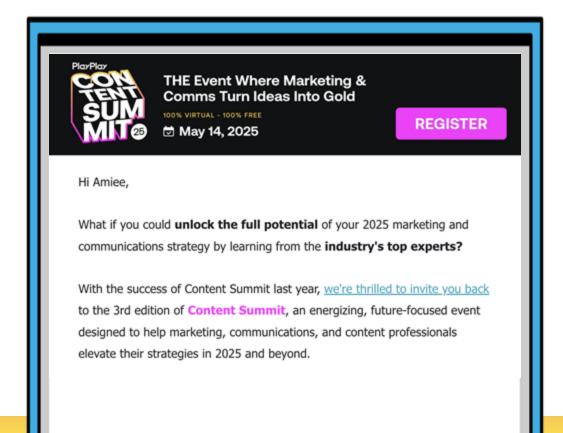
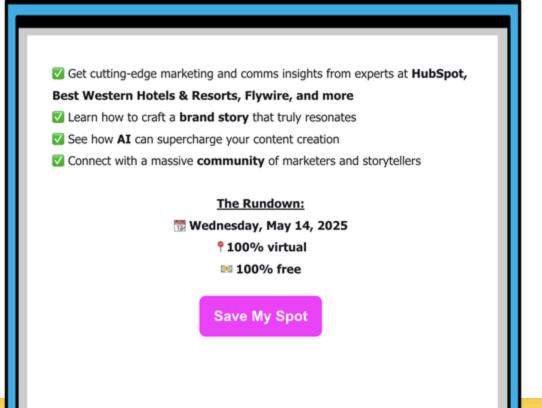Tools: Giphy, EZgif,

https://giphy.com/

Real-World Email Breakdown

3,000 signed up last year (including you, Amiee!) — Ready to join us again?

PlayPlay
CONTENT SUMMIT 25

THE Event Where Marketing & Comms Turn Ideas Into Gold

100% VIRTUAL - 100% FREE

📅 May 14, 2025

REGISTER

Hi Amiee,

What if you could **unlock the full potential** of your 2025 marketing and communications strategy by learning from the **industry's top experts?**

With the success of Content Summit last year, we're thrilled to invite you back to the 3rd edition of **Content Summit**, an energizing, future-focused event designed to help marketing, communications, and content professionals elevate their strategies in 2025 and beyond.

✅ Get cutting-edge marketing and comms insights from experts at **HubSpot, Best Western Hotels & Resorts, Flywire, and more**

✅ Learn how to craft a **brand story** that truly resonates

✅ See how **AI** can supercharge your content creation

✅ Connect with a massive **community** of marketers and storytellers

The Rundown:
📅 **Wednesday, May 14, 2025**
📍 **100% virtual**
🎟️ **100% free**

Save My Spot

Final Takeaways

Downloads

The ISV Guide To Grow Your Audience

Whether you're looking to generate leads, expand into new ERPs, collaborate with others, or get your content out into the world, this is the guide for you.

The Ultimate Guide to Email Testing

Take your email to the next level with this guide to email testing. You'll find out what to test, when to test and how to interpret the results.

Q&A

THANK YOU FOR JOINING US!

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