

The Double-Edged Sword: Leveraging Trends for Better Deliverability

Brought to you by



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It's not as simple as it seems



Ingenuity


**How do you like to get
inspired?**



Trends offer potential but come with risks. Successful adoption requires strategic thinking and adaptability.

Following Trends *Blindly*





Increasing email frequency without audience insight can spike unsubscribe rates and lower engagement.

The frequency *Fiasco*






Copying content strategy without aligning with audience interests can lead to alienation and trust loss.

The Content *Copycat*





Overusing automation without personalization harms customer relationships and engagement.

The Automation *Overload*





The Importance of *Context* and *Customization*

**Customization and
understanding your audience
are key to leveraging trends
successfully.**



Checklist

1. Audience Alignment:

- Does this trend resonate with my specific audience's interests and behaviors?

2. Brand Consistency:

- Can this trend be adapted to fit within my brand's voice and values?

3. Objective Clarity:

- What specific goal am I aiming to achieve by implementing this trend?

4. Competitor Context:

- How has this trend performed for others, especially competitors, in my industry?

5. Innovation vs. Imitation:

- Am I bringing a fresh perspective to this trend, or merely copying?

Checklist

1. Resource Evaluation:

- Do I have the necessary resources (time, budget, skills) to effectively execute this trend?

2. Risk Assessment:

- What are the potential risks (e.g., alienating subscribers, damaging reputation) of adopting this trend?

3. Performance Metrics:

- Which metrics will I use to measure the success or failure of implementing this trend?

4. Feedback Mechanisms:

- How will I collect and analyze feedback from my audience regarding this trend?

5. Exit Strategy:

- If the trend does not perform as expected, what is my strategy for pivoting away with minimal impact?

Checklist

1. Deliverability Check

- How might this trend affect my email deliverability and sender reputation?

2. Legal Compliance:

- Does adopting this trend comply with all relevant email marketing laws and regulations?

3. Cultural Sensitivity:

- Have I considered the cultural implications and inclusivity of this trend?

4. Sustainability:

- Is this trend likely to remain relevant long enough to justify the investment?

5. Personalization Potential:

- How can I personalize this trend to enhance engagement and connection with my audience?

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Thank you for joining!
Stay curious, and keep adapting!

A big thank you to



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