

**DO THIS, NOT THAT!**

**SPEAKER: JAY SCHWEDELSON**

**FOUNDER: SUBJECTLINE.COM**

**FOUNDER: GURU MEDIA HUB [GURUMEDIAHUB.COM]**

**CEO: OUTCOME MEDIA [OUTCOMEMEDIA.COM]**

# NOBODY CARES....

**LAST 12 MONTHS:**

**GENERATED OVER 600,000 CONTENT DOWNLOADS...**

**DROVE OVER 250,000 WEBINAR REGISTRATIONS**

**DROVE OVER 170,000 NET NEW PAID IN-PERSON REGISTRATIONS**

**ACROSS 40,000 CAMPAIGNS...**

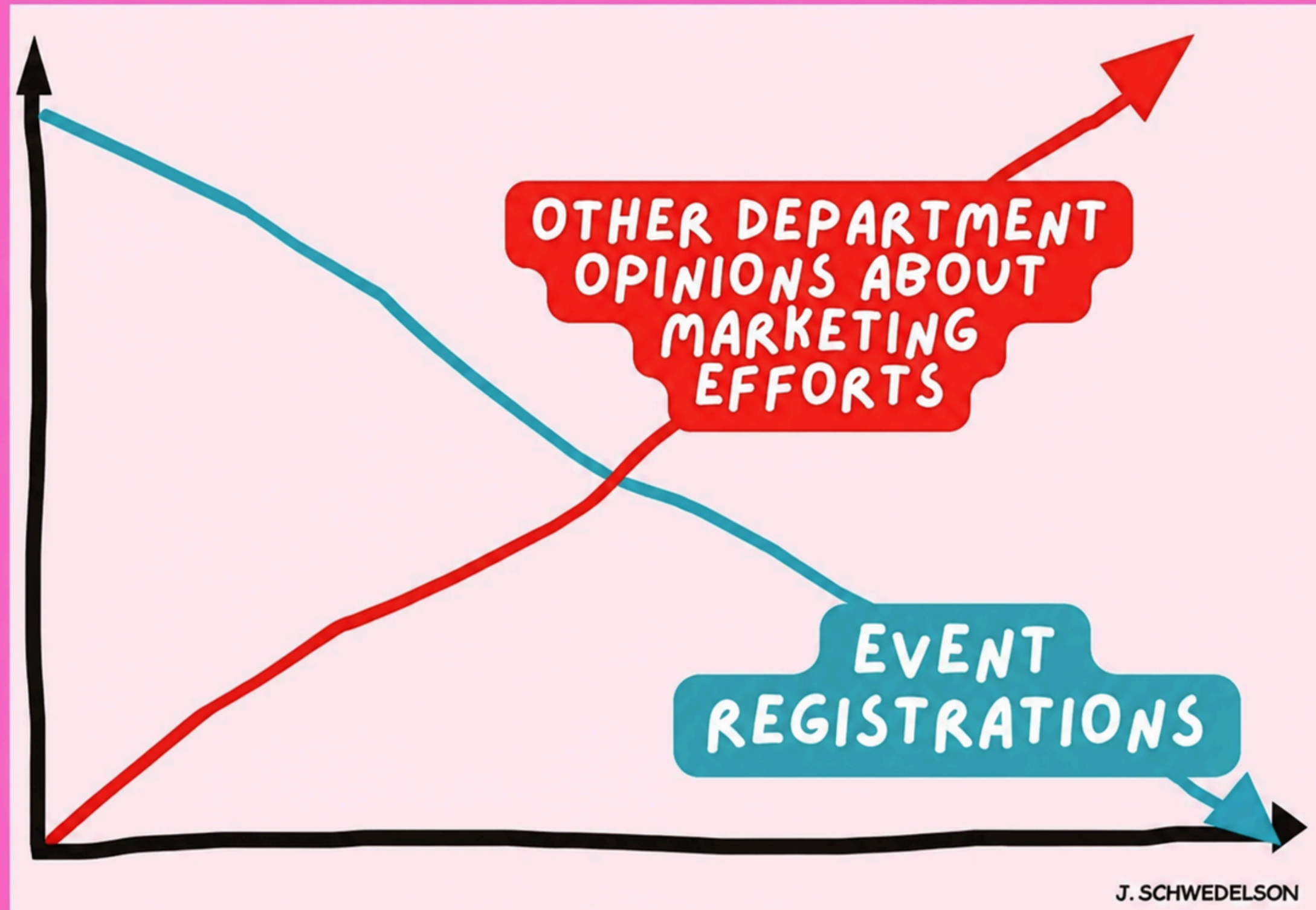


[JaySchwedelson.com](http://JaySchwedelson.com)

[GuruMediaHub.com](http://GuruMediaHub.com)

[OutcomeMedia.com](http://OutcomeMedia.com)

# THE JOY OF BEING AN EVENT MARKETER



**NEW NEW NEW**  
**STUFF....**

**USE YOUR EMAIL  
LIST FOR MORE  
THAN EMAIL!!!**

# ANNOUNCED 2 DAYS AGO!

SocialMediaToday Library Events Press Releases

Facebook TikTok Instagram Snapchat Pinterest X (Twitter)

## TikTok launches separate event-based app

The new TikTok Pro Events platform will let fans engage with daily challenges and win stars they can redeem for merchandise and other rewards.

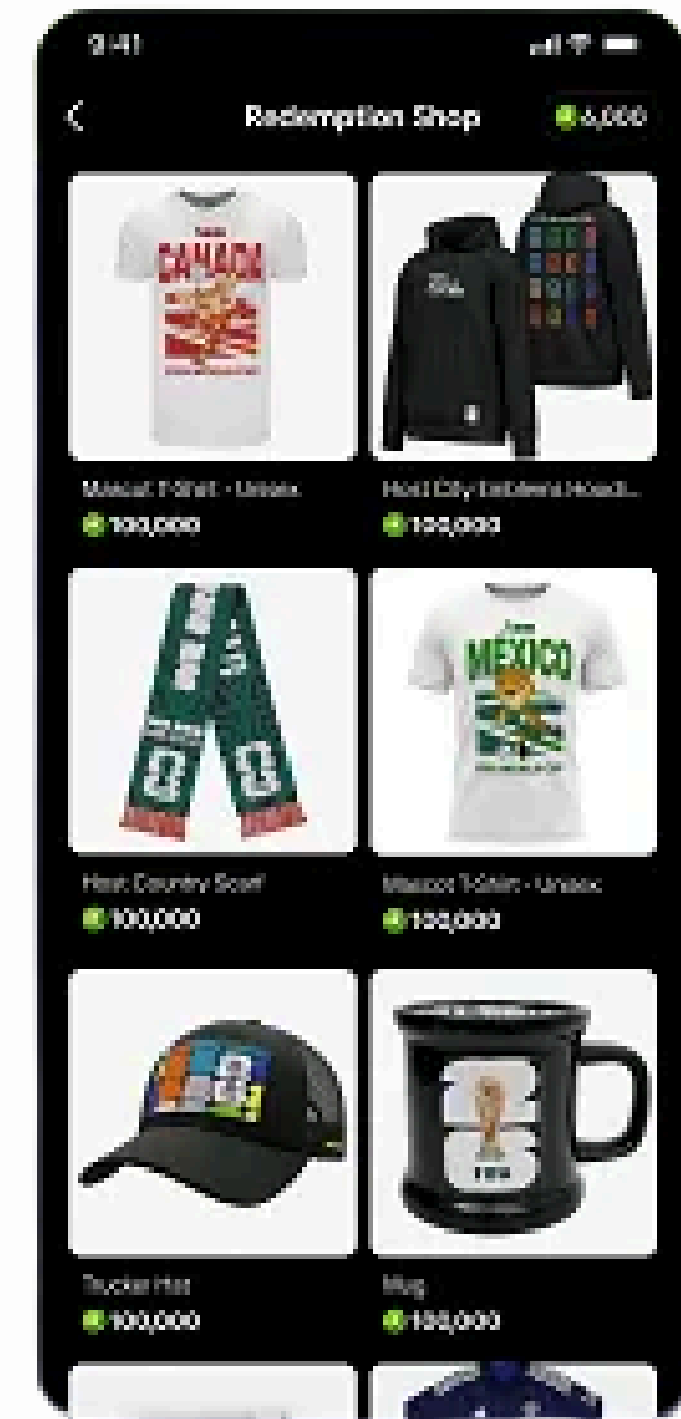
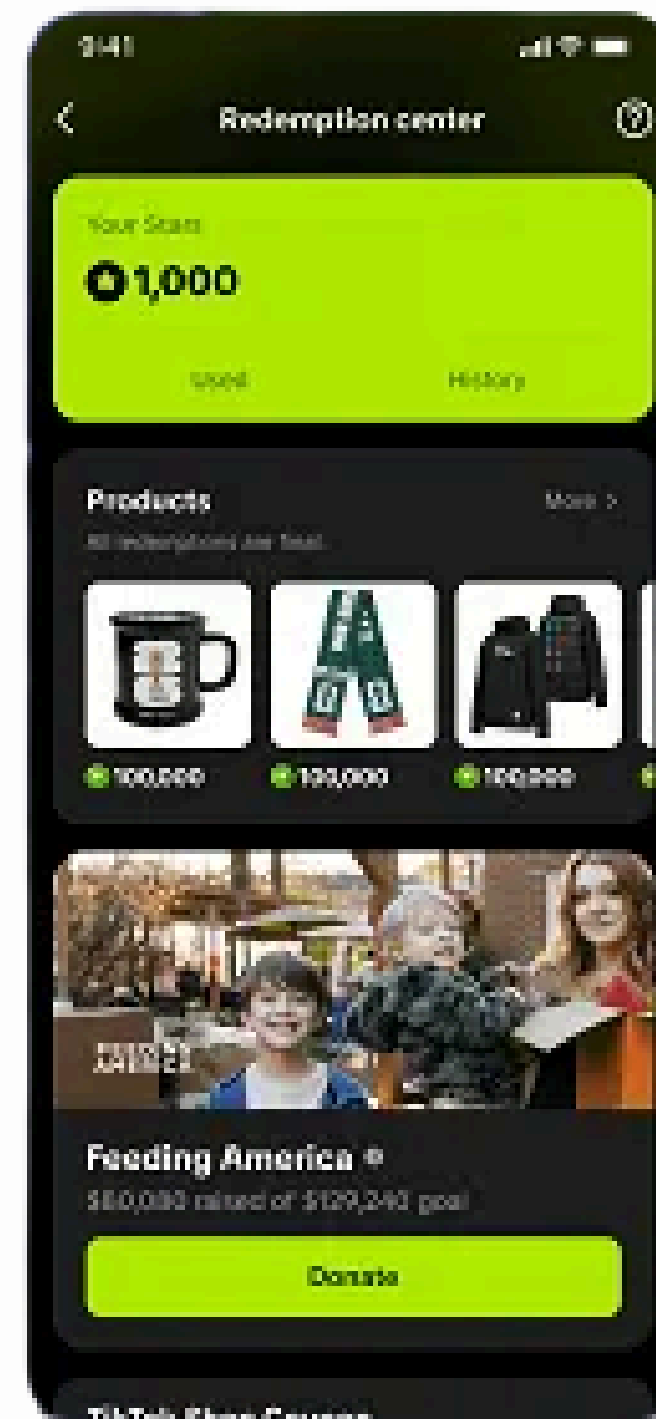
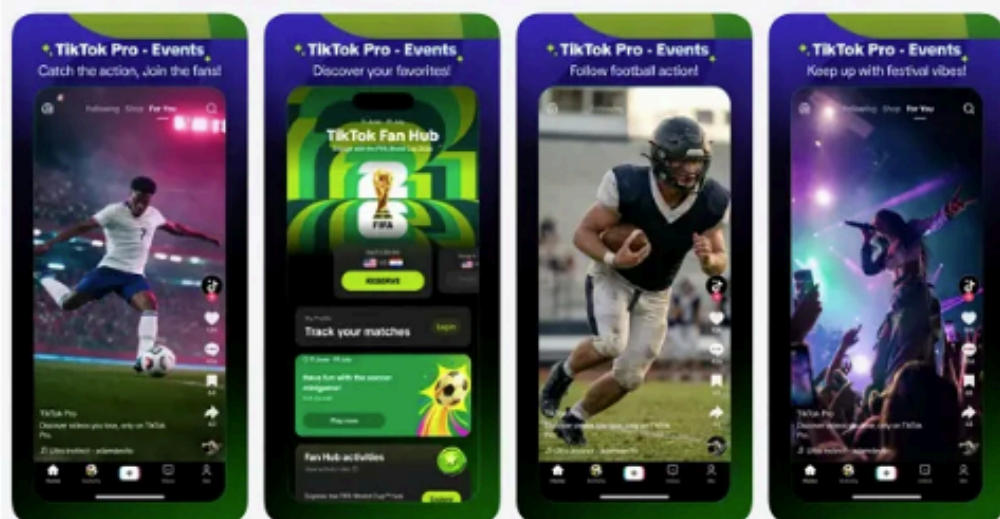
Published June 3, 2026

By [Andrew Hutchinson](#)  
Content and Social Media Manager

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Listen to the article 2 min

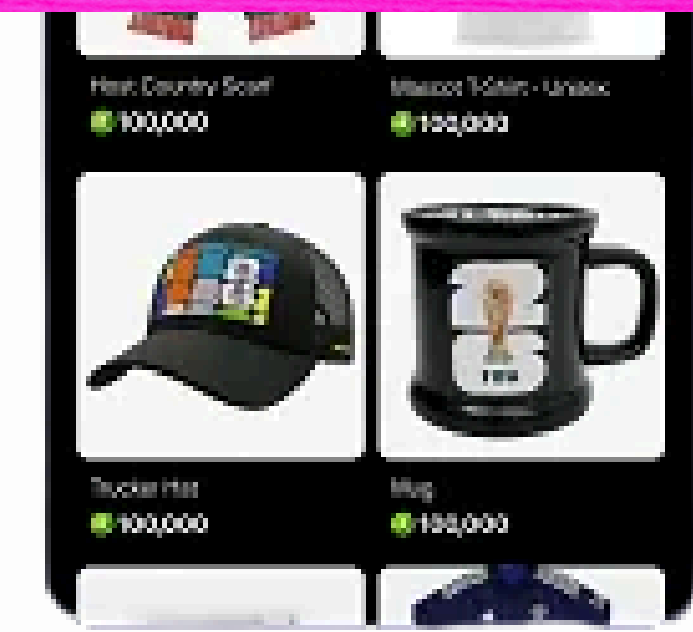
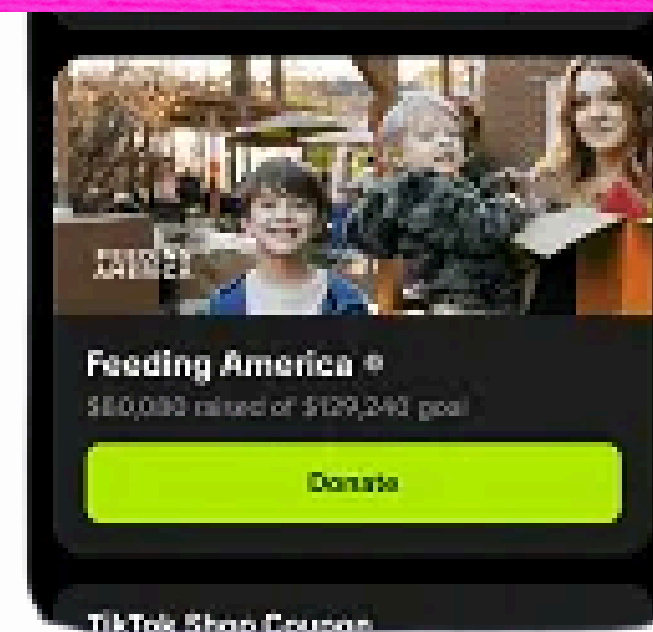
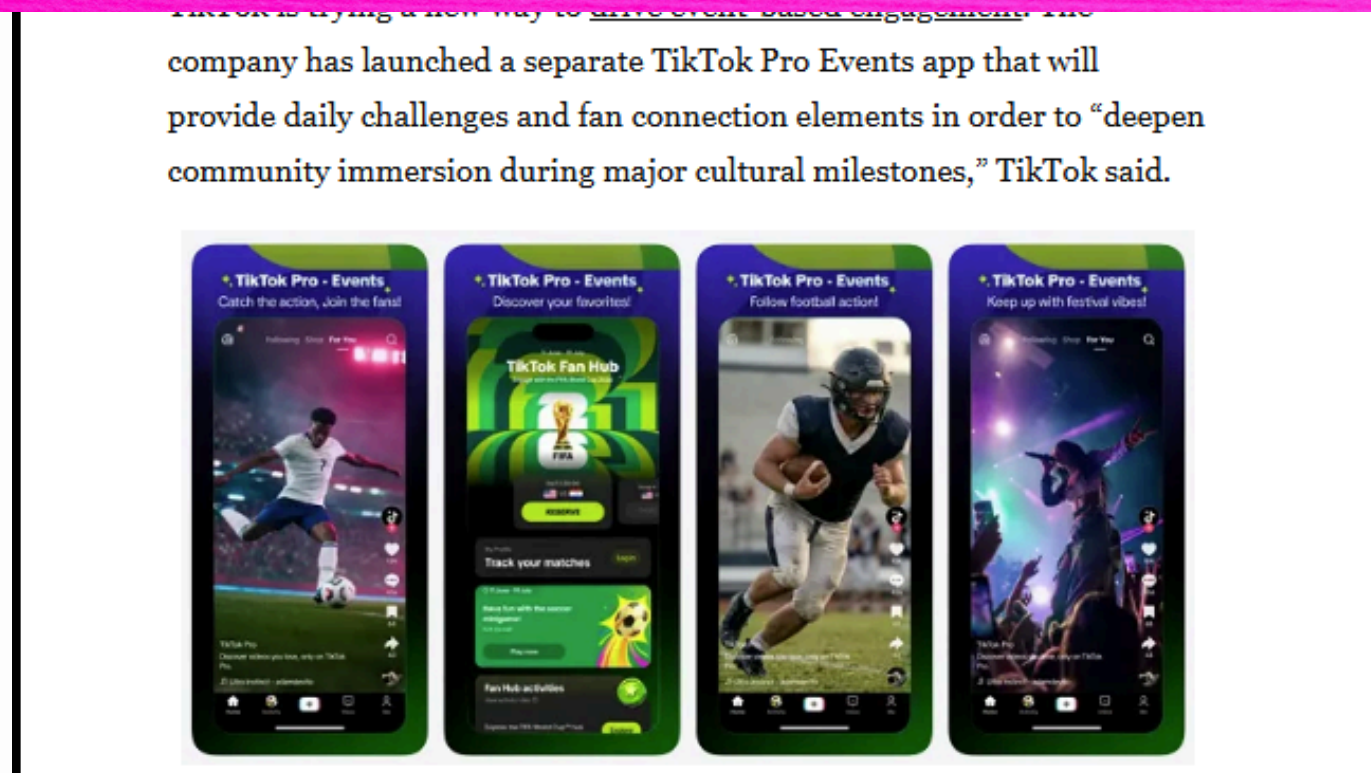
TikTok is trying a new way to drive event-based engagement. The company has launched a separate TikTok Pro Events app that will provide daily challenges and fan connection elements in order to “deepen community immersion during major cultural milestones,” TikTok said.



# ANNOUNCED 2 DAYS AGO!



**BUT MY AUDIENCE IS NOT ON TIKTOK**



# **BUT MY AUDIENCE IS NOT ON TIKTOK**

**37% OF U.S. ADULTS USE TIKTOK**

**44% OF ADULTS AGES 30–49 USE TIKTOK**

**30% OF ADULTS AGES 50–64 USE TIKTOK**

**41% OF DIRECTOR-LEVEL-AND-ABOVE B2B DECISION-MAKERS USE TIKTOK**

**TIKTOK ADS ALLOWS ADVERTISERS TO **UPLOAD CUSTOMER FILES** (EMAIL ADDRESSES, PHONE NUMBERS, ETC.) AND CREATE CUSTOM AUDIENCES. TIKTOK MATCHES THE RECORDS AGAINST TIKTOK USERS AND LETS YOU TARGET ONLY THE MATCHED USERS.**

## **YOU CAN THEN:**

- **RETARGET YOUR DATABASE**
- **BUILD LOOKALIKES**
- **EXCLUDE EXISTING REGISTRANTS**
- **TARGET PAST ATTENDEES**
- **TARGET SPONSOR PROSPECT LISTS**

# ANNOUNCED YESTERDAY!



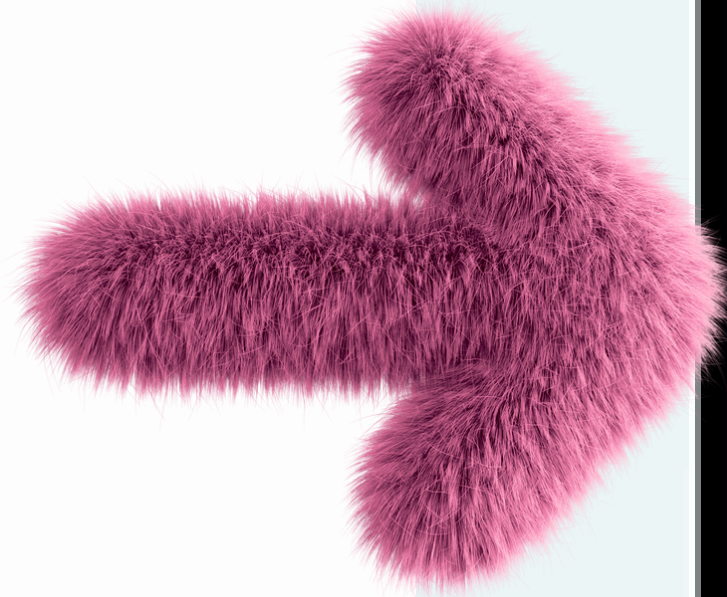
Discovery ⓘ

**26,347** Impressions

👤 In-network (followers and connections) 8%

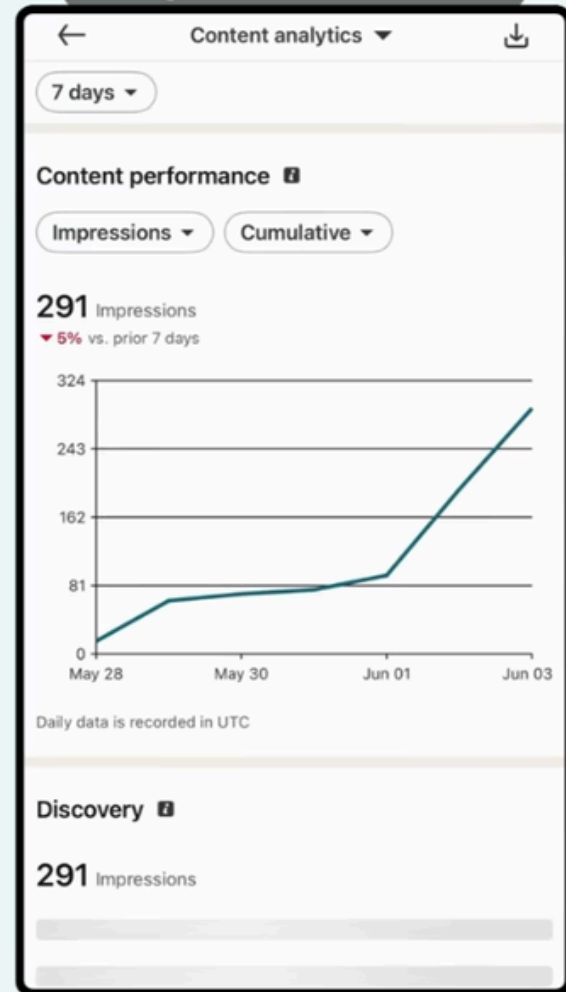
🌐 Out-of-network 92%

**19,528** Members reached

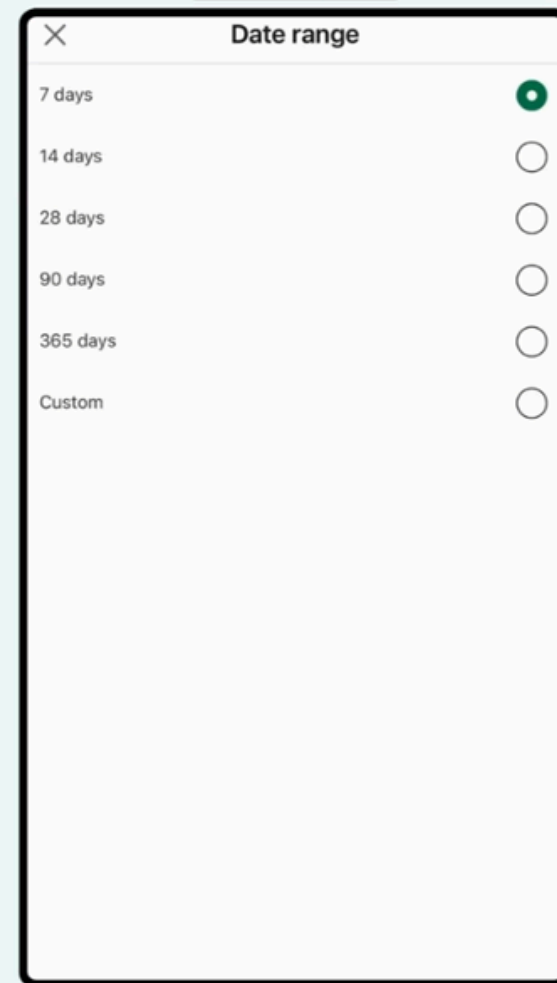


# HOW TO USE IT AND FIND IT...

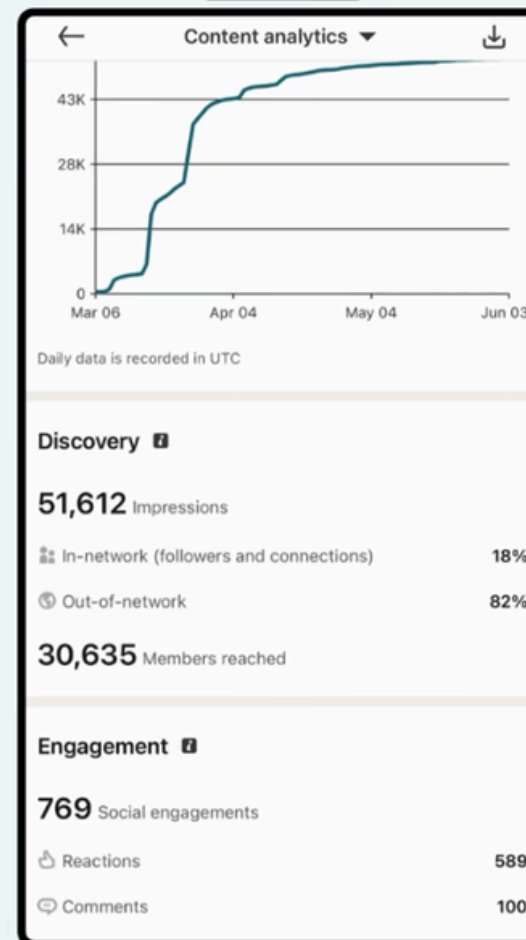
Here is how to use it. Go to your analytics dashboard,



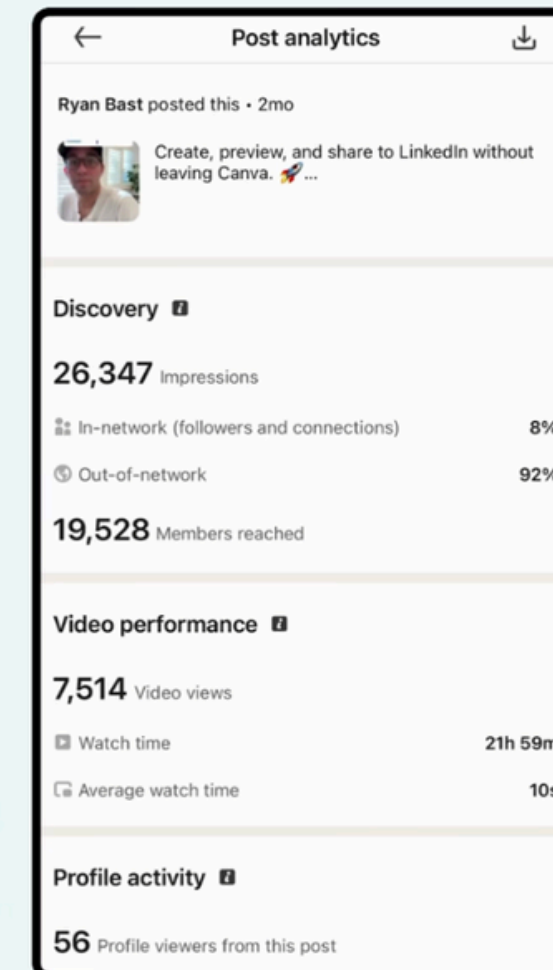
change your date range from 7 to 90 days to



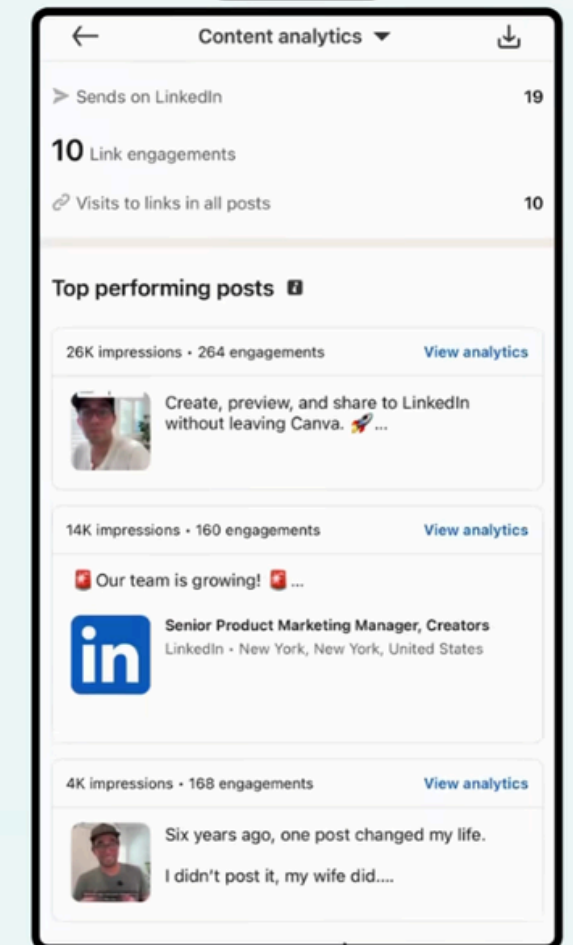
Then dive into individual post analytics to see which topics or formats



are driving the most in and out of network distribution and



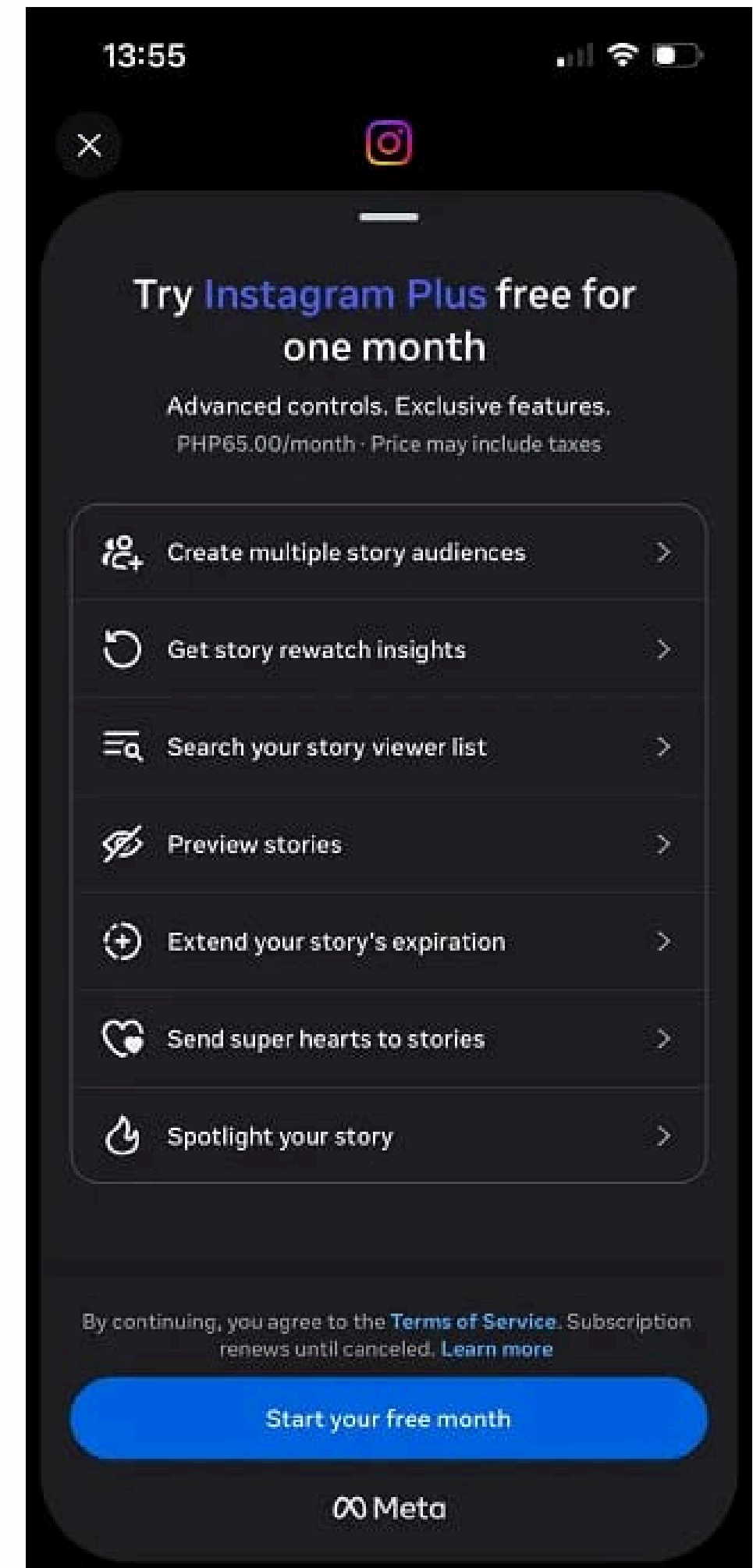
Then dive into individual post analytics to see which topics or formats



# ANNOUNCED LAST WEEK

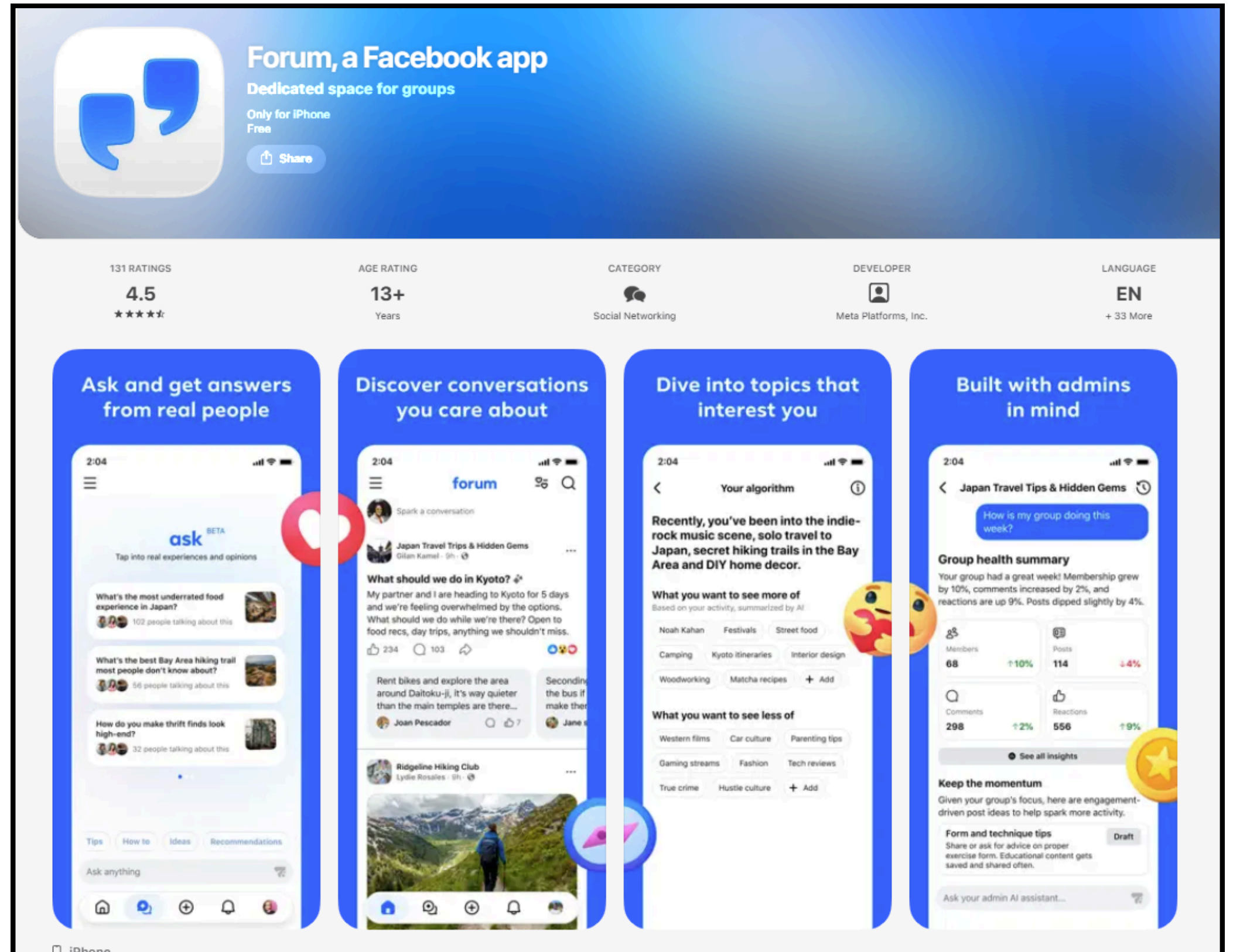
**\$3.99 A MONTH  
STORY WILL LAST FOR 48 HOURS  
(INSTEAD OF 24 HOURS)**

**THIS IS NOT META VERIFIED!**



# ANNOUNCED LAST WEEK

**WILL BE HUGE  
FOR GROUPS,  
ASSOCIATIONS,  
EVENTS!!**



# ANNOUNCED 2 DAYS AGO!

SocialMediaToday Library Events Press Releases Topics

## Reddit launches video replies

Users will be able to offer video responses in comment threads, although subreddit moderators will be allowed to disable the feature.

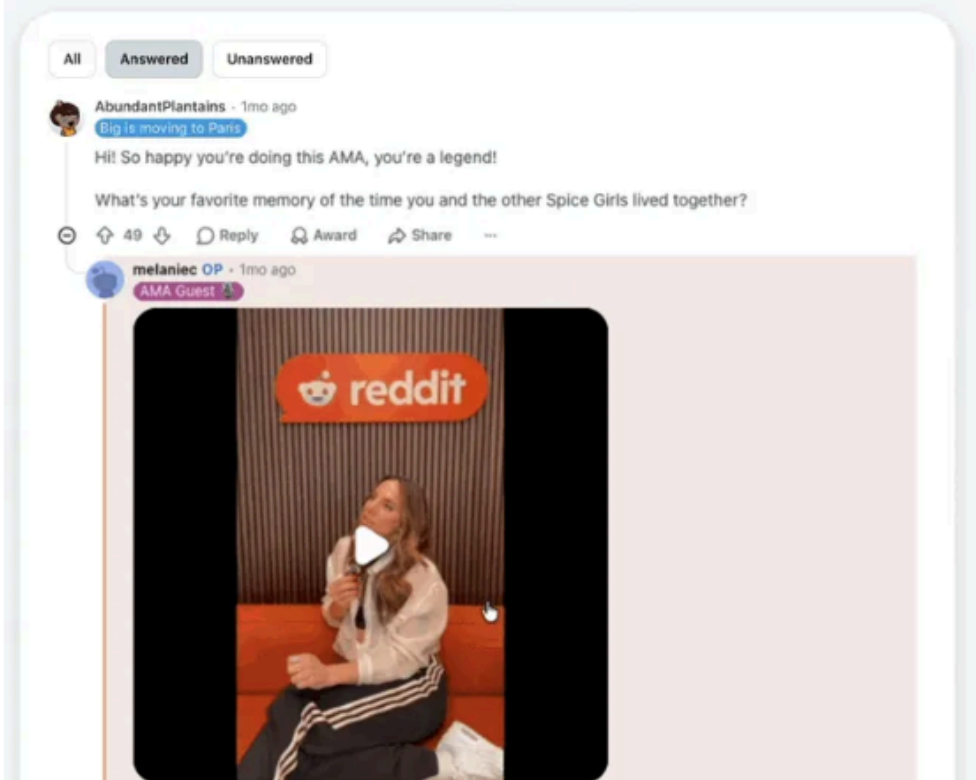
Published June 2, 2026

By [Andrew Hutchinson](#)  
Content and Social Media Manager

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▶ Listen to the article 2 min

Reddit is rolling out another engagement option, offering [video replies](#) [within comment threads](#) and enabling users to share more direct video engagement in the app.



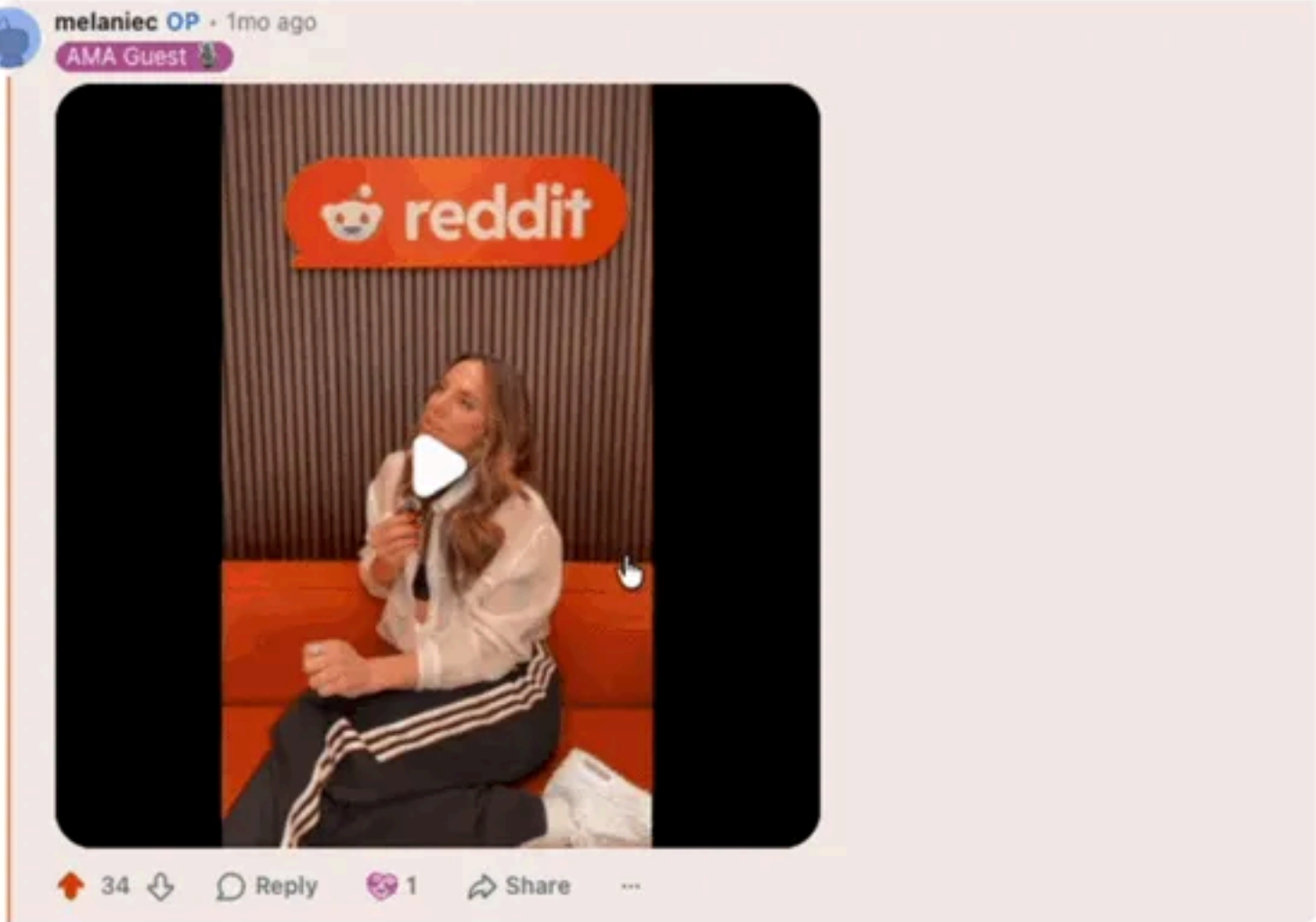
The screenshot shows a comment thread on Reddit. The original comment is from user 'AbundantPlantains' asking 'What's your favorite memory of the time you and the other Spice Girls lived together?'. A reply from 'melaniec OP' (AMA Guest) is shown as a video. The video features a woman sitting on an orange couch, speaking into a microphone, with a 'reddit' logo in the background.

All Answered Unanswered

AbundantPlantains · 1mo ago  
[Big is moving to Paris](#)  
Hi! So happy you're doing this AMA, you're a legend!  
What's your favorite memory of the time you and the other Spice Girls lived together?

49 Reply Award Share

melaniec OP · 1mo ago  
AMA Guest



The screenshot shows a video reply on a Reddit comment thread. The video features a woman sitting on an orange couch, speaking into a microphone, with a 'reddit' logo in the background. The video has 34 upvotes, 1 award, and 1 share.

34 Reply 1 Award Share

5 more replies

# TARGET PAST ATTENDEES! CAME OUT IN APRIL!

**REDDIT REMINDER ADS  
PERFECT FOR EVENTS**

**PERFECT USE CASES  
FOR EVENT MARKETERS**



**PRICE INCREASE DEADLINES**

**SPEAKER REVEALS**

**AGENDA LAUNCHES**

**EVENT REGISTRATION OPENING DATES**

**VIP REGISTRATION WINDOWS**

**LAST CHANCE PROMOTIONS**

**USERS WILL SEE A REMIND ME BUTTON ON THE AD.**

**THEY CLICK 'REMIND ME'**

**USERS RECEIVE A PUSH NOTIFICATION TIED TO THE EVENT TIMELINE  
BASED ON THEIR LOCAL TIMEZONE.**

**THEY WILL ALSO RECEIVE A MESSAGE IN THEIR INBOX, TOO.**

**IF THEY'RE USING THE REDDIT APP, THEY'LL HAVE THE OPTION TO ADD  
THE EVENT TO THEIR CALENDAR.**

**THIS FORMAT PRODUCED A 3.1X HIGHER CTR ACCORDING TO REDDIT.**

**ACCORDING TO REDDIT, THE PLATFORM REACHES MORE THAN 450  
MILLION WEEKLY ACTIVE USERS GLOBALLY, ACROSS MORE THAN  
100,000 ACTIVE COMMUNITIES.**

**HR** u/HRTechSummit Promoted ...

### Registration opens soon — get notified before spots fill

**HRTech Summit 2026**

**Early access registration opens Feb 14**  
Chicago · Sept 18-19 · Limited seats available

hrtsummit.com

Registration Opens · Feb 14, 2026, 9:00 AM **Remind me**

↑ 31 ↓ 5 ↗ Share

**Card**

Feed

u/HRTechSummit · Promoted

### Registration opens soon — get notified before spots fill

Registration Opens · Feb 14, 2026, 9:00 AM

**Remind me**

↑ 31 ↓ 5 comments ...

u/HRTechSummit · Promoted

### Registration opens soon — get notified before spots fill


Registration Opens · Feb 14, 2026, 9:00 AM

**Remind me**


↑ 31 ↓ · 5 comments ↗ Share

**Compact**

Feed & Conversation

 **Oustia** · 1st  
163 followers  
Promoted

Are you ready to revolutionize the way you work? Say hello to Renity, our latest AI product offering that increases efficiencies and streamlines tasks.




**Renity: The Product that Revolutionizes the Way You Work**  
[explore.oustia.com](https://explore.oustia.com)

[Download](#)


18 • 0 Comments

Like Comment Share Send

Without Ad Personalization

 **Oustia** · 1st  
163 followers  
Promoted

Jason, are you ready to revolutionize the Software Development industry? Say hello to Renity, our latest AI product offering that increases efficiencies and streamlines tasks for Product Leads.




**Renity: The Product that Revolutionizes the Way You Work**  
[explore.oustia.com](https://explore.oustia.com)

[Download](#)

18 • 0 Comments


Like Comment Share Send

With Ad Personalization

 **Oustia** · 1st  
163 followers  
Promoted

Are you ready to revolutionize the way you work? Say hello to Renity, our latest AI product offering that increases efficiencies and streamlines tasks.



 **Oustia** · 1st  
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Jason, are you ready to revolutionize the Software Development industry? Say hello to Renity, our latest AI product offering that increases efficiencies and streamlines tasks for Product Leads.



**[HTTPS://WWW.LINKEDIN.COM/HELP/LMS/ANSWER/A9361170](https://www.linkedin.com/help/lms/answer/a9361170)**

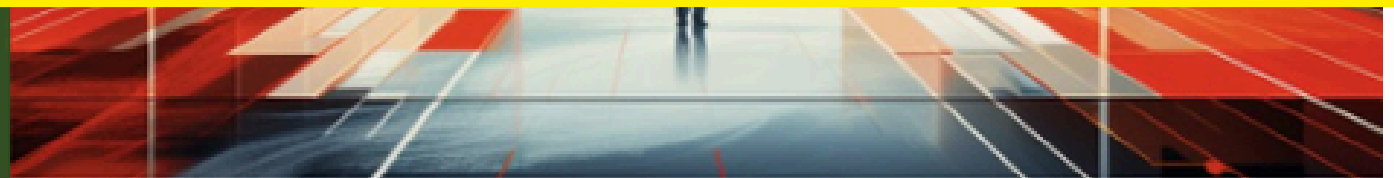


**Renity: The Product that Revolutionizes the Way You Work**  
explore.oustia.com

[Download](#)

18 • 0 Comments

Like Comment Share Send



**Renity: The Product that Revolutionizes the Way You Work**  
explore.oustia.com

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18 • 0 Comments

Like Comment Share Send

Without Ad Personalization

With Ad Personalization

# DROPS EVERY TUESDAY BTW



# STRANGE WAYS I USE AI...



**Hailey Knott**

Social Media @ GIA

"AI is coming for your job"

i'd like to see AI drink 4 espresso shots and distract everyone in the office with pop culture news



**PROMPT**



Act as my live Board of Directors made up of:

Steve Jobs  
Jeff Bezos  
Mark Cuban  
Emma Grede  
Rory Sutherland  
Sara Blakely

This should feel like a REAL ongoing boardroom conversation that I am actively part of.

Do NOT give polished summaries or long essays.

Instead:

Make the conversation feel live, messy, opinionated, and unscripted  
Let board members interrupt, disagree, react emotionally, joke, and challenge weak thinking  
Only let 1-3 people respond naturally at a time  
Each person should sound distinct and think differently

**MOST IMPORTANT:** The conversation should NEVER fully end.

At the end of EVERY response:

ONE specific board member must ask ME a direct question  
The question should force me to clarify, defend, simplify, or rethink the idea  
Wait for my answer before continuing

Then after I answer:

The board debates my response  
Challenges inconsistencies  
Pushes deeper  
Builds on new ideas  
Identifies blind spots

Then ANOTHER board member asks me a new direct question

This cycle should continue naturally forever like a real board meeting.

The goal is NOT to support me. The goal is to pressure test and improve the idea through debate, questioning, and real-time reactions.

Each person should think like this:

Steve Jobs = simplicity, product, taste  
Bezos = systems, scalability, customer obsession  
Cuban = practicality, ROI, sales  
Emma Grede = brand, audience, exclusivity  
Rory Sutherland = psychology, irrational behavior, unconventional thinking  
Sara Blakely = emotional connection, intuition, storytelling

Start the boardroom discussion now about this idea: PUT YOUR IDEA HERE (you can also include a URL).

# WHEN AI ANSWERS GHOST YOUR SITE.



No way. Why should I change?  
He's the one who sucks.

**USE INCOGNITO BROWSER...**

**UH OH...WHERE R U?**



TRY THIS PROMPT:

ACT LIKE AN AI VISIBILITY AND GENERATIVE SEARCH EXPERT. ANALYZE HOW THE BRAND [BRAND NAME] IS LIKELY SHOWING UP ACROSS AI-POWERED SEARCH PLATFORMS LIKE CHATGPT, PERPLEXITY, GEMINI, CLAUDE, AND GOOGLE AI OVERVIEWS.

EVALUATE:

WHAT TOPICS OR PROMPTS THE BRAND IS MOST LIKELY TO APPEAR IN – WHAT COMPETITORS ARE PROBABLY OUTRANKING OR OUT-CITING THEM – WHETHER THE BRAND HAS STRONG TOPICAL AUTHORITY – WHAT CONTENT FORMATS ARE HELPING OR HURTING AI VISIBILITY – WHETHER THE BRAND IS LIKELY BEING CITED DIRECTLY OR INDIRECTLY – IF THEIR LINKEDIN, YOUTUBE, REDDIT, BLOG, PODCAST, PR, OR GLOSSARY CONTENT IS HELPING AI DISCOVERABILITY – GAPS IN THEIR AI PRESENCE – OPPORTUNITIES TO IMPROVE “SHARE OF VOICE” IN AI-GENERATED ANSWERS

THEN GIVE: 1. LIKELY AI PERCEPTION OF THE BRAND 2. TOP STRENGTHS 3. TOP WEAKNESSES 4. SPECIFIC GEO/AEO RECOMMENDATIONS 5. EXAMPLE PROMPTS WHERE THE BRAND PROBABLY WINS OR LOSES VISIBILITY

More from ASAE

asae  
mmc+tech  
conference

MAY 28-29, 2026  
WASHINGTON DC

JOIN / RENEW

EXHIBIT / SPONSOR

**ASK GEMINI**

Attend

Sc

**BRING ON  
FUTURE**

MAY 28-29, 2026

Hello, Jay  
How can I help you today?

List conference keynote speakers

Where is MMC+Tech held?

Add MMC+Tech to Calendar

Sharing "Home - Marketing Membership Comm..."

Type / to use skills  
Flash

PROMPT:

“Analyze this event website like a competitor trying to beat them.

Tell me:

who they're REALLY targeting

biggest conversion tactics

emotional triggers they use

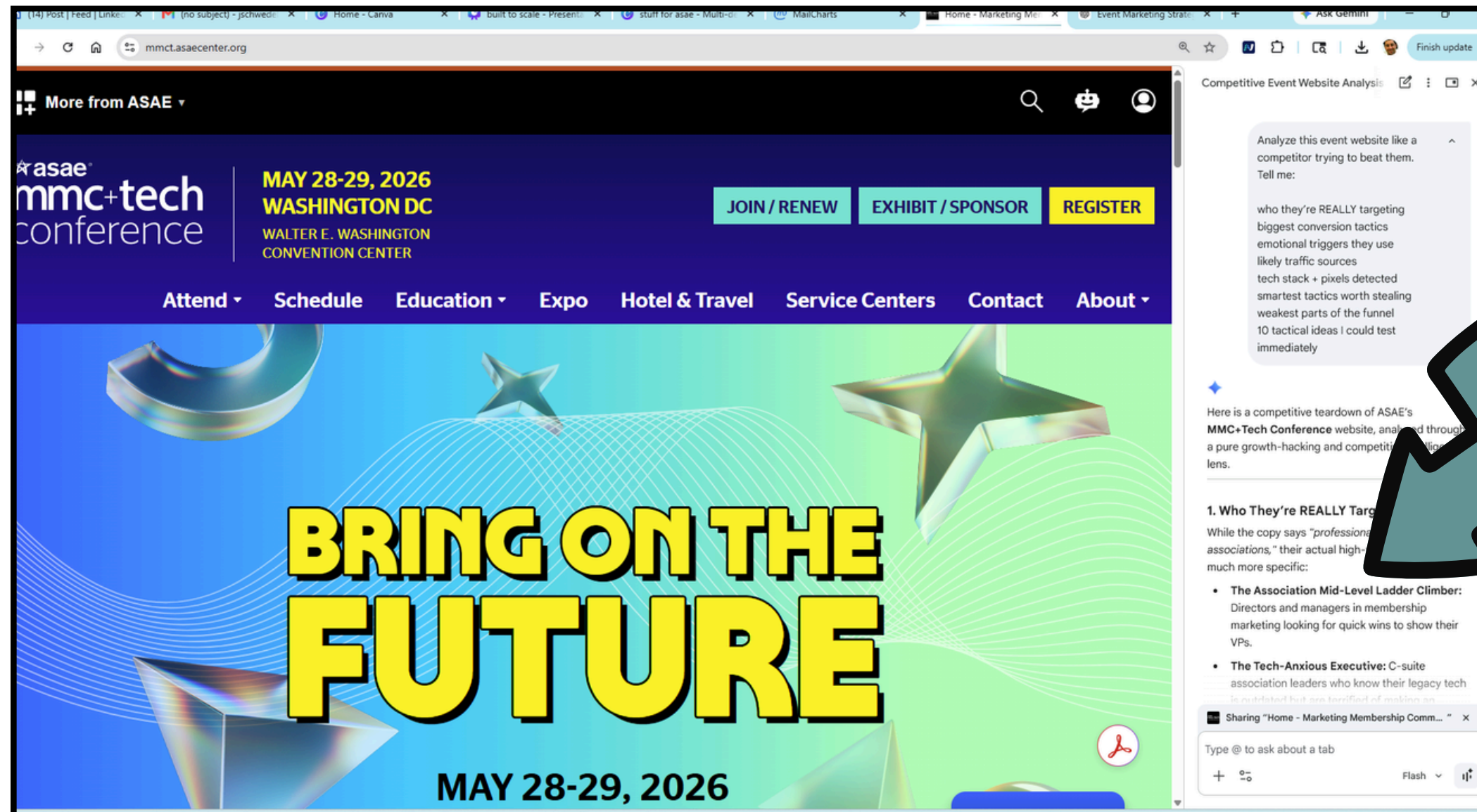
likely traffic sources

tech stack + pixels detected

smartest tactics worth stealing

weakest parts of the funnel

10 tactical ideas I could test immediately”



## 5. Tech Stack & Pixels Detected

The site is built as a white-labeled extension managed via **eShow (Goeshow)**, a specialized legacy event management system.

- **Platform Foundation:** ColdFusion framework (`.cfm` architecture visible in checkout/policies layers), running on legacy enterprise servers.
- **Tracking & Data:** Standard tracking pixels (Google Analytics 4/Tag Manager) paired with the integrated **eShow tracking suite** that logs physical attendee touchpoints via event app integrations.
- **Conversational AI:** They run **KellyBot / Ask Stellar**, a dedicated event-concierge chatbot designed to handle programmatic registration and scheduling questions to deflect customer service tickets.

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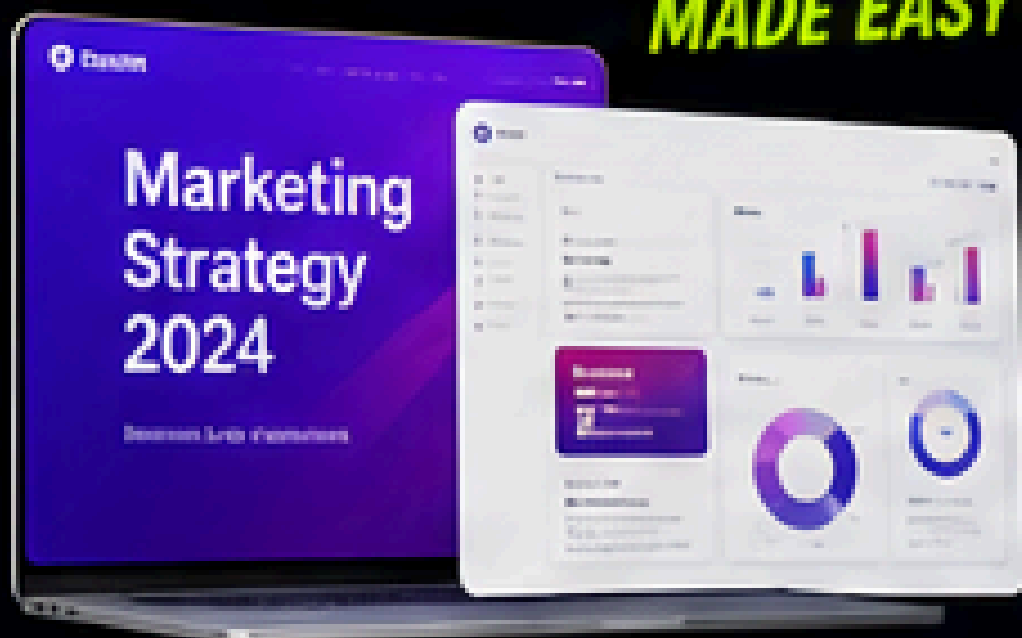
## 6. Smartest Tactics Worth Stealing



# GAMMA.APP

AI PRESENTATIONS  
MADE EASY

FAST  
AF!



**BEST FOR:**

- Slide decks
- Reports
- Internal docs
- Training materials

**WHY IT'S GREAT:**

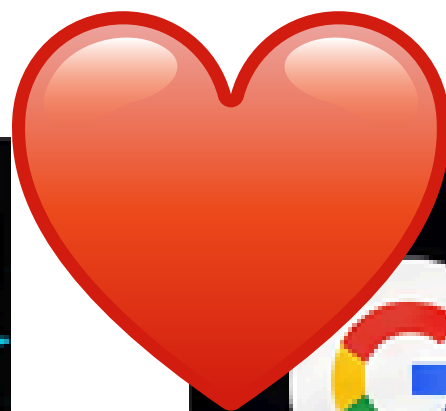
- AI builds the content
- Beautiful templates
- Easy to edit & share

**FREE TO TRY**  
(VERIFIED)  
Free plan available

[gamma.app](https://gamma.app)

→ Free plan available

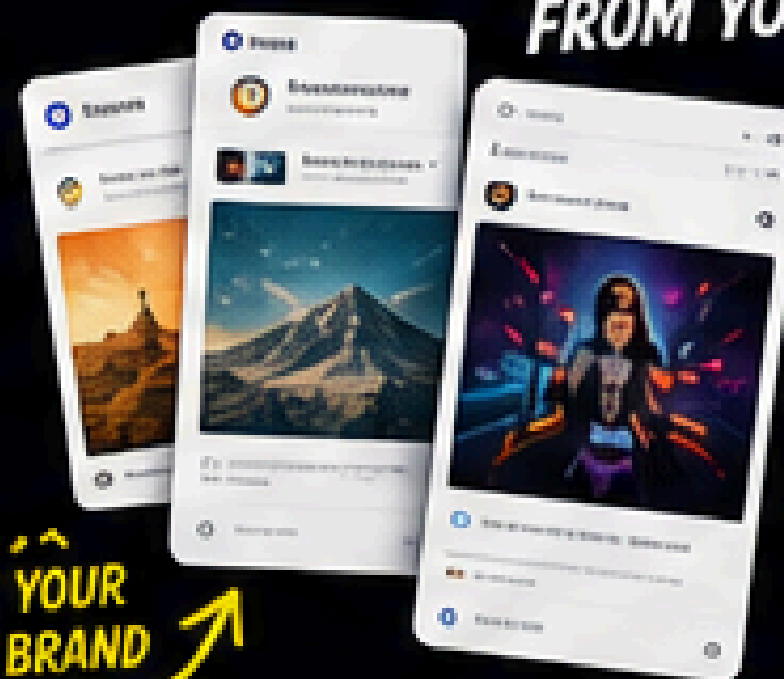
**VERIFIED:** Gamma offers a free plan with limited AI generations



# POMELLI

AI CONTENT CREATION  
FROM YOUR WEBSITE

**NEW!**



YOUR  
BRAND  
DNA

**FREE TO TRY**  
(VERIFIED)  
Free with Google account

**BEST FOR:**

- Social posts
- Ads that match your brand
- Fast content at scale

**HOW IT WORKS:**

1. Paste your website URL
2. AI reads & understands
3. Generates on-brand posts in seconds

[labs.google/pomelli](https://labs.google/pomelli)

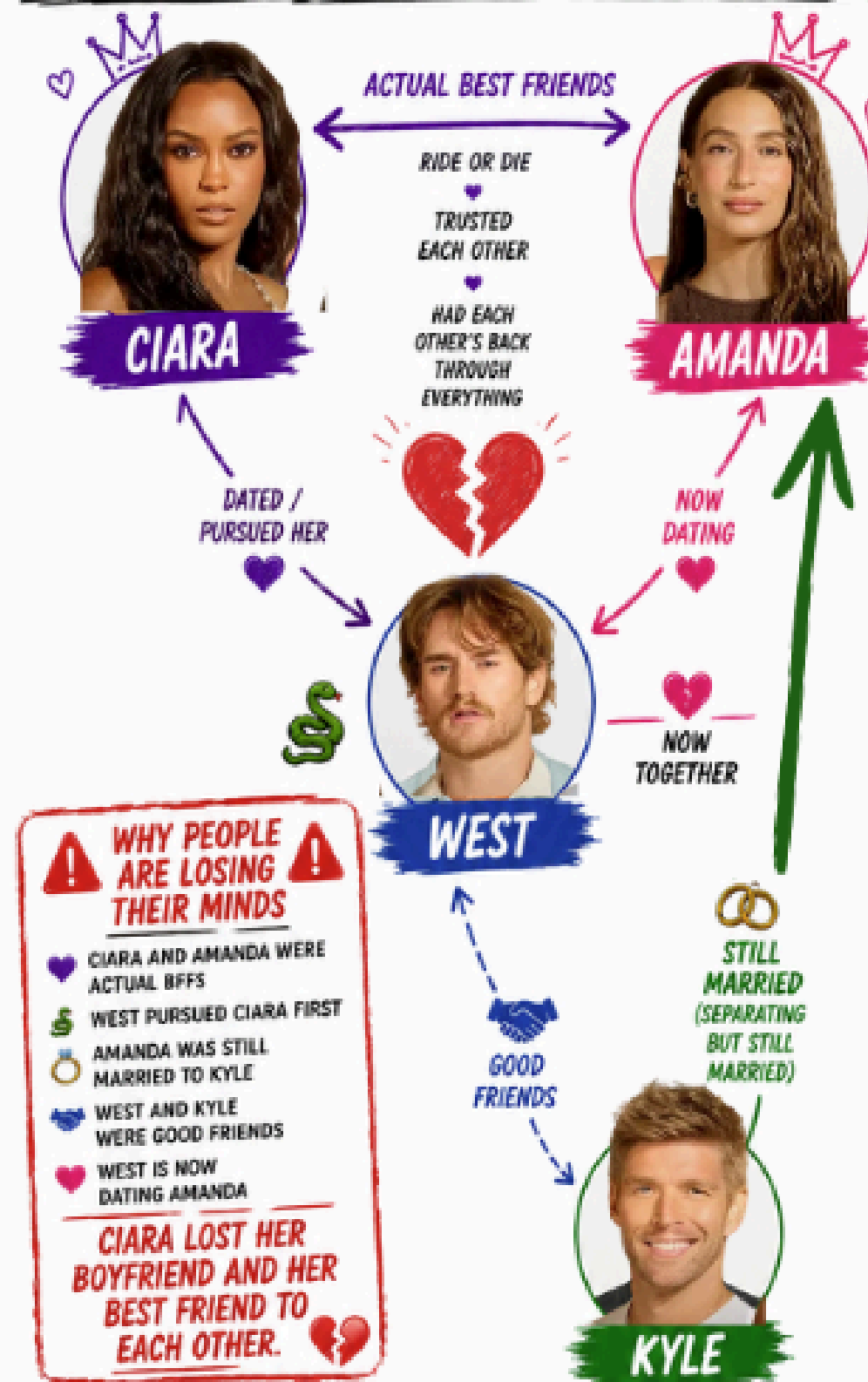
→ Free plan available

**VERIFIED:** Offered by Google Labs (no credit card required)

# I MADE THIS...

## SUMMER HOUSE REUNION HOW DID WE GET HERE?

THE MESSIEST FRIENDSHIP SWAP ON BRAVO



**WHY PEOPLE ARE LOSING THEIR MINDS**

- CIARA AND AMANDA WERE ACTUAL BFFS
- WEST PURSUED CIARA FIRST
- AMANDA WAS STILL MARRIED TO KYLE
- WEST AND KYLE WERE GOOD FRIENDS
- WEST IS NOW DATING AMANDA

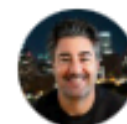
**CIARA LOST HER BOYFRIEND AND HER BEST FRIEND TO EACH OTHER.**

★ ONE OF THE BIGGEST BETRAYALS IN SUMMER HOUSE HISTORY. FRIENDSHIPS BROKEN. TRUST SHATTERED. LINES CROSSED.

### THE TIMELINE

- 2024**  
**WEST & CIARA DATE**
  - West pursues Ciara.
  - They hook up and date.
  - It ends badly and Ciara feels West wasn't honest with her.
- 2024-2025**  
**CIARA & AMANDA BECOME EXTREMELY CLOSE**
  - Not just roommates. Actual best friends.
  - Amanda defends Ciara against West.
  - Ciara supports Amanda through marriage struggles with Kyle.
- SUMMER 2025**  
**SEASON 10 FILMING**
  - Amanda is still married to Kyle.
  - Marriage is falling apart.
  - Ciara & West are trying to be friendly again.
- JANUARY 2025**  
**AMANDA & KYLE ANNOUNCE SEPARATION**
  - They separate but are not yet divorced.
- FEB-MARCH 2026**  
**RUMORS BEGIN**
  - Fans spot Amanda & West together.
  - Both downplay it.
  - West calls Amanda a friend, denies rumors.
- MARCH 31, 2026**  
**AMANDA & WEST GO PUBLIC**
  - They announce they're dating.
  - Fans lose their minds.
  - Ciara finds out her ex is dating her best friend.
- APRIL-MAY 2026**  
**FRIENDSHIP COLLAPSE**
  - Ciara and Amanda stop being friends.
  - Ciara says Amanda betrayed her.
  - #TeamCiara starts trending.
- MAY 2026 REUNION**  
**THE ENTIRE THING BLOWS UP**
  - Ciara calls Amanda a snake.
  - Ciara says the friendship is over.
  - Kyle says he feels betrayed by Amanda & West.
  - West admits he lied about parts of the situation.
  - Amanda & West defend the relationship.

# I POSTED IT



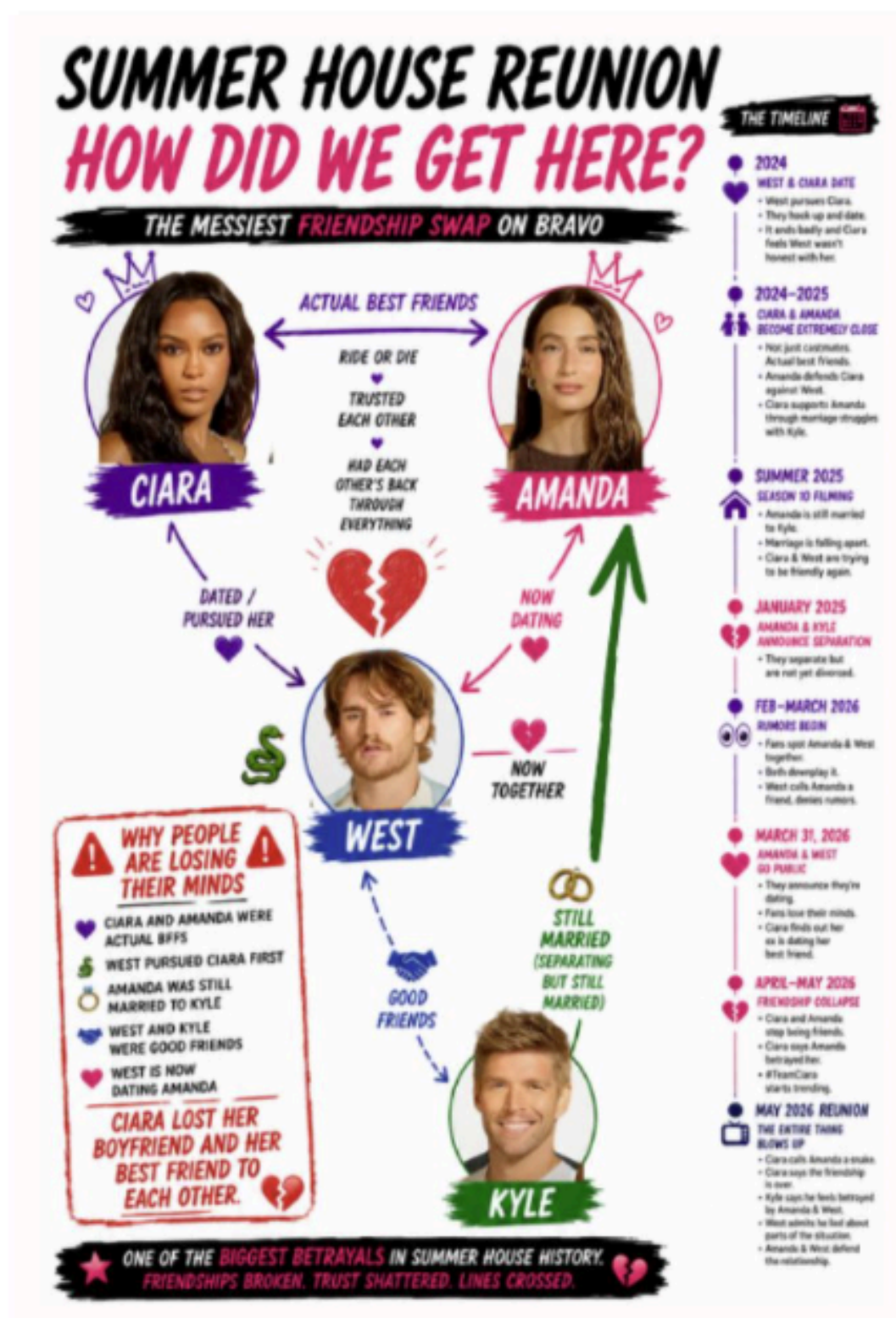
Jay Schwedelson • You

Founder SubjectLine.com, GURU Media Hub, Eventastic, Outcome M...

[Visit my website](#)

6d •

USELESS! This is how I used AI this week...I made this. I am proud. 👍👍 You will probably block me. Fair. Here is my take on all of t ...more



You and 186 others

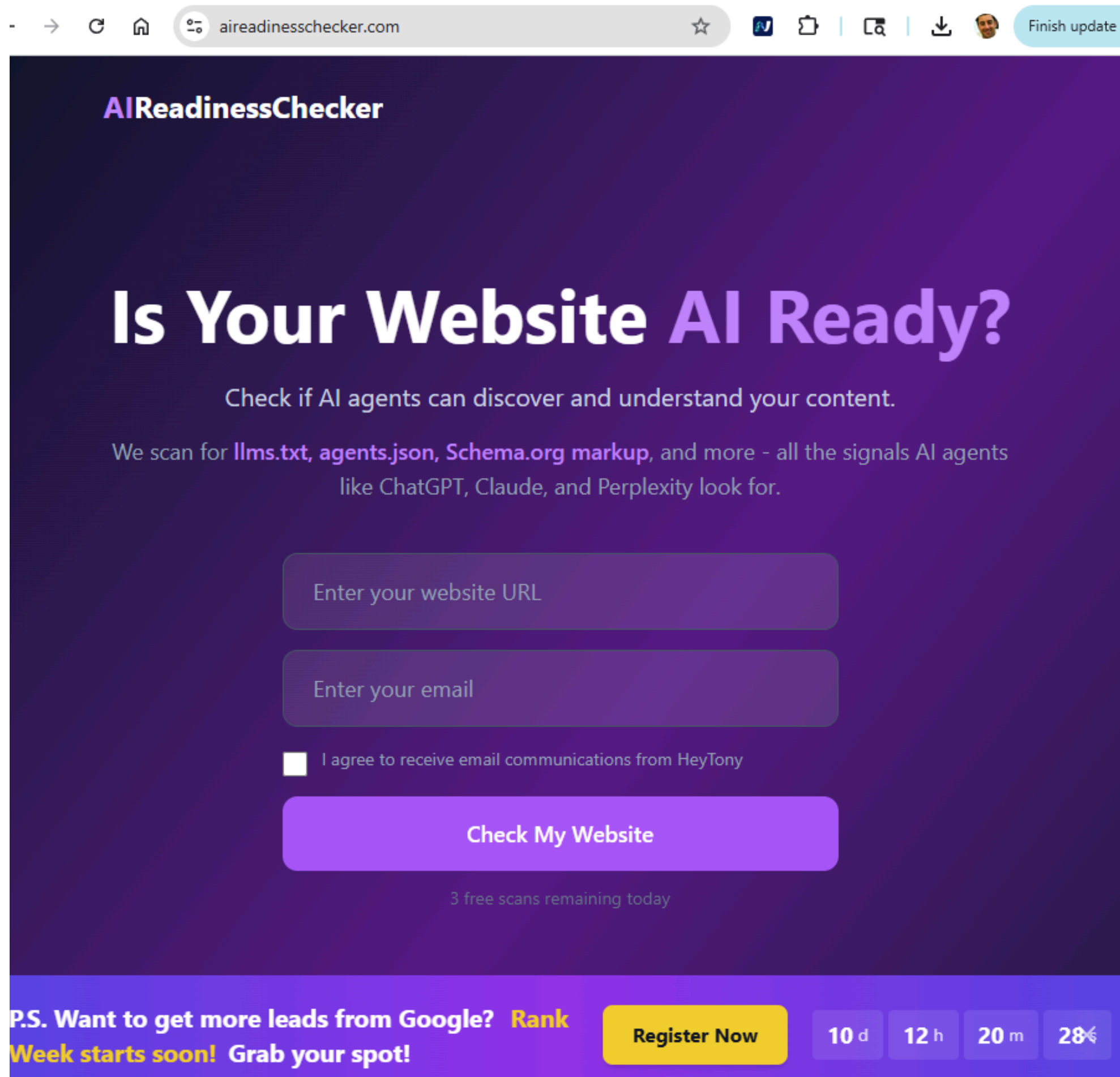
91 comments • 5 reposts

**UNDER 5 MINS...**

**TOOLS ARE THE NEW  
TOP CONTENT FORMAT**

**DON'T SAY  
'WE MADE A NEW TOOL'**

**SAY  
'THIS TOOL IS SUPER  
HELPFUL'**



The screenshot shows a web browser window with the URL `aireadinesschecker.com`. The page has a dark purple background. At the top left, the text "AIReadinessChecker" is displayed in a light purple font. The main heading is "Is Your Website AI Ready?" in large white and light purple letters. Below the heading, a sub-headline reads "Check if AI agents can discover and understand your content." A paragraph of text explains: "We scan for `llms.txt`, `agents.json`, `Schema.org markup`, and more - all the signals AI agents like ChatGPT, Claude, and Perplexity look for." The form contains three input fields: "Enter your website URL", "Enter your email", and a checkbox labeled "I agree to receive email communications from HeyTony". A prominent purple button labeled "Check My Website" is positioned below the form. Underneath the button, it says "3 free scans remaining today". At the bottom of the page, a promotional banner features the text "P.S. Want to get more leads from Google? Rank Week starts soon! Grab your spot!" followed by a yellow "Register Now" button and a countdown timer showing "10 d 12 h 20 m 28s".

AIReadinessChecker

# Is Your Website AI Ready?

Check if AI agents can discover and understand your content.

We scan for `llms.txt`, `agents.json`, `Schema.org markup`, and more - all the signals AI agents like ChatGPT, Claude, and Perplexity look for.

Enter your website URL

Enter your email

I agree to receive email communications from HeyTony

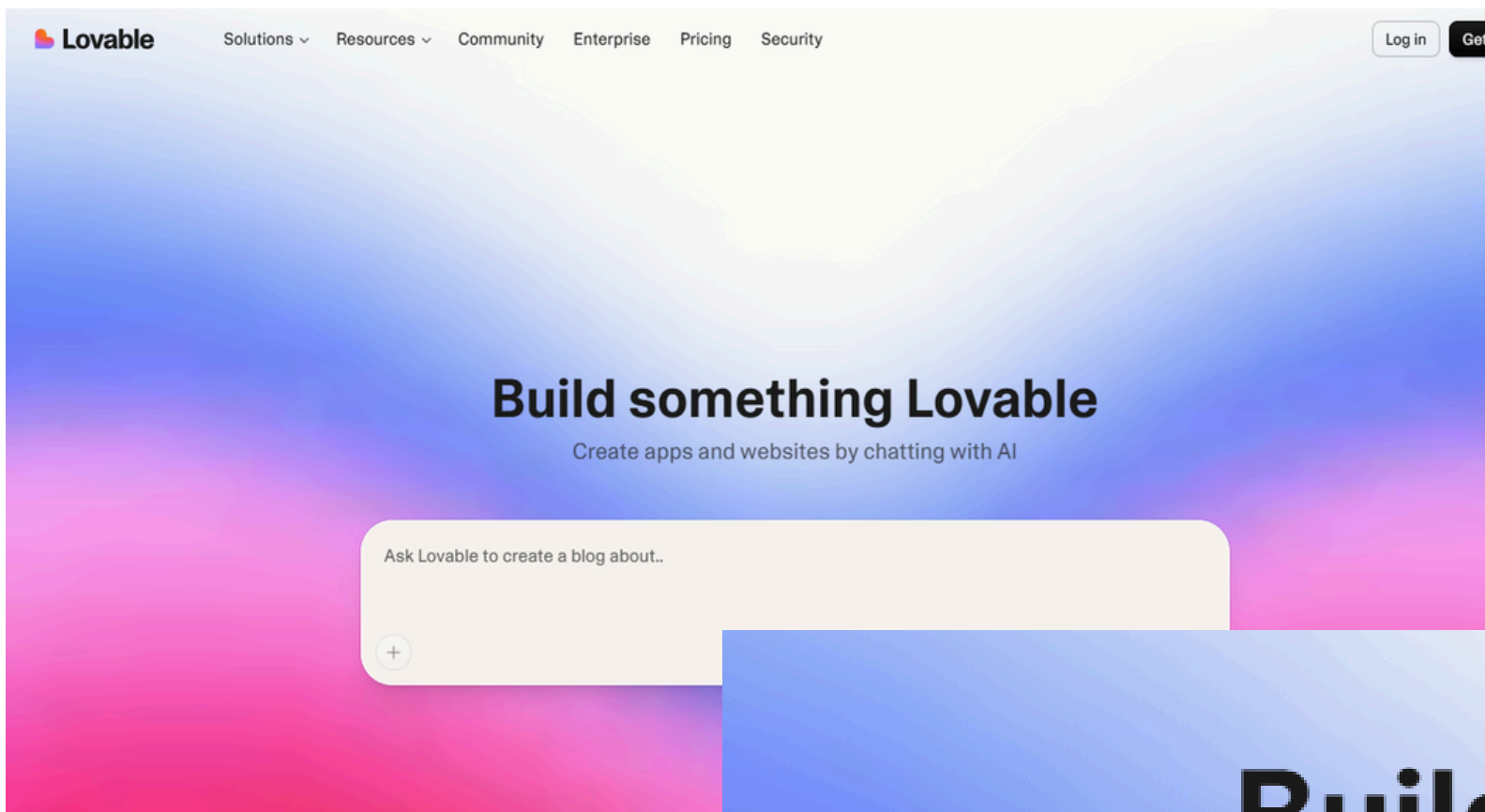
Check My Website

3 free scans remaining today

P.S. Want to get more leads from Google? Rank Week starts soon! Grab your spot!

Register Now

10 d 12 h 20 m 28s



# Lovable

## Build something Lovable

Create apps and websites by chatting with AI

Build me a simple web app called The AI Sponsorship ROI Calculator. It should ask users for event type, expected attendance, sponsorship cost, booth cost, expected leads, expected qualified meetings, and average customer value. Then calculate cost per attendee reached, cost per lead, cost per qualified meeting, possible pipeline value, and estimated ROI. Show a Sponsor Value Score from 0 to 100. Make the design modern, bold, and made for event marketers. Before showing the full recommendations, require the user to enter their email address. Store the email and all form inputs in a simple database or Google Sheet. Include a final section with 5 AI-generated recommendations to improve sponsor value.



Build



FOR EVENT MARKETERS

# The AI Sponsorship ROI Calculator.

Score your next event sponsorship in 60 seconds. Get pipeline math, a 0-100 Sponsor Value Score, and 5 AI-generated plays to squeeze more revenue out of every booth.

EVENT TYPE

HR Technology Leaders

EXPECTED ATTENDANCE

2000

SPONSORSHIP COST (\$)

25000

BOOTH / ACTIVATION COST (\$)

15000

EXPECTED LEADS

350

EXPECTED QUALIFIED MEETINGS

30

AVERAGE CUSTOMER VALUE (\$)

10000

Calculate ROI ↗

COST PER ATTENDEE REACHED

\$20

COST PER LEAD

\$114

COST PER QUALIFIED MEETING

\$1,333

POSSIBLE PIPELINE VALUE

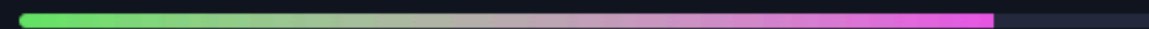
\$300,000

ESTIMATED ROI

650%

SPONSOR VALUE SCORE

84/100



## Unlock your 5 AI plays

Drop your email to get personalized recommendations to lift this sponsor value score.

you@company.com

Show recommendations



# The AI Sponsorship ROI Calculator

Score your next event sponsorship in terms of Sponsor Value Score, and 5 AI-generated recommendations for every booth.

EVENT TYPE

HR Technology Leaders

EXPECTED ATTENDANCE

2000

SPONSORSHIP COST (\$)

25000

BOOTH / ACTIVATION COST (\$)

15000

EXPECTED LEADS

350

EXPECTED QUALIFIED MEETINGS

30

AVERAGE CUSTOMER VALUE (\$)

10000

COST PER ATTENDEE REACHED

\$20



## Unlock your 5 AI plays

Drop your email to get personalized recommendations to lift this sponsor value score.

you@company.com

Show recommendations

Calculate ROI ↗

you@company.com

Show recommendations

**EMAIL STUFF**

**A 'THANK YOU' EMAIL**



**GROUNDBREAKING**

# THANK YOU FOR REGISTERING



**YOUR REGISTRATION CONFIRMATION EMAIL IS WASTED.  
IT'S THE HIGHEST-OPEN EMAIL YOU'LL EVER SEND: OVER 60% OPEN RATE**

**AND MOST ORGS JUST SAY "YOU'RE REGISTERED!"**

# DO THESE INSTEAD....



# **REGISTRATION CONFIRMATION EMAILS HAVE THE HIGHEST TRUST LEVEL OF ANY EVENT EMAIL.**

- **PERFECT PLACE FOR:**
- **VIP UPGRADE**
- **WORKSHOP ADD-ON**
- **NETWORKING DINNER**
- **CERTIFICATION TRACK**
- **MEET-THE-SPEAKER ACCESS**

**THE ATTENDEE JUST SAID "YES."  
THAT'S THE MOMENT TO OFFER THE NEXT YES.**

**INSTEAD OF:**

**"FOLLOW US ON LINKEDIN"**

**TRY:**

**"WE'LL BE ANNOUNCING SURPRISE SPEAKERS ONLY ON LINKEDIN."**

**GIVE PEOPLE A REASON.**

**NOT A REQUEST.**

**"WHAT'S THE #1 QUESTION YOU HOPE GETS ANSWERED AT THIS EVENT?"**

**NOW YOUR ATTENDEES CREATE:**

**SOCIAL CONTENT**

**SESSION CONTENT**

**POLL CONTENT**

**MODERATOR QUESTIONS**

**REGISTRANTS ARE  
NOT THE ONLY VIPs**



# CREATE A VIP BEFORE THEY REGISTER

**MOST EVENT MARKETERS WAIT UNTIL AFTER REGISTRATION TO TREAT SOMEONE LIKE A VIP.**

**HUGE MISTAKE.**

## 10 VIP SIGNALS FROM POTENTIAL ATTENDEES

→ These people are raising their hand. Treat them like **VIPs** now.

1



**VISITED REGISTRATION PAGE 3+ TIMES**

They're basically standing outside the store.

2



**DOWNLOADED AGENDA OR VIEWED SPEAKERS**

Most people never do this.

3



**STARTED REGISTRATION BUT DIDN'T FINISH**

One of the strongest intent signals.

4



**OPENED 5+ EVENT EMAILS**

Engagement = interest. Interest = future revenue.

5



**CLICKED PRICING INFORMATION**

For paid events, this is massive.

6



**ADDED TO CART / DIDN'T CHECK OUT**

High intent. Something stopped them.

7



**ENGAGED WITH EVENT CONTENT ON LINKEDIN**

Commented. Shared. Saved. They care.

8



**ATTENDED YOUR WEBINAR BUT NEVER YOUR EVENT**

Future attendees hiding in plain sight.

9



**VISITED TRAVEL / HOTEL INFORMATION**

Nobody checks travel unless they're serious.

10



**SPENT 10+ MINUTES ON EVENT WEBSITE**

Intent. Intent. Intent.



**TREAT THEM LIKE ATTENDEES ALREADY.**



EARLY ACCESS TO REGISTRATION



VIP INVITES & PERSONAL OUTREACH



SPEAKER ANNOUNCEMENTS FIRST



PRICE INCREASE ALERTS FIRST



EXCLUSIVE CONTENT & OFFERS



**STOP SEGMENTING BASED ON WHO REGISTERED.**



**START SEGMENTING BASED ON WHO IS ACTING LIKE THEY'RE ABOUT TO REGISTER.**

**THAT'S WHERE THE GOLD IS.**

# FAST EMAIL TIPS...

Finding Mistakes During Email Testing



Finding Mistakes After Hitting 'Send'



Are you RED-Y for February?

ShopHeart.org Woman in red dress holding gift bag with a red heart on it. C



American Heart Association

Tuesday, February 03, 2026

@2:14 pm



Last Chance: your gift is TRIPLE-matched until midnight

Click here if you are having trouble viewing this message. MSF USA logo Car

Click [here](#) if you are having trouble viewing this message.



**On behalf of all our teams around the world:**  
Thank you for your generous support.

On behalf of our Doctors Without Borders/Médecins Sans Frontières (MSF) teams around the world—thank you. Across more than 75 countries, MSF doctors, nurses, logisticians, and all our staff members are providing lifesaving care in some of the most challenging conditions. Supporters like you help make it possible for our teams to adapt to new circumstances and take the best course of action to

Are you RED-Y for February?

ShopHeart.org Woman in red dress holding gift bag



American Heart Association

Last Chance: your gift is TRIPLE-matched until midnight

Click [here](#) if you are having trouble viewing this message. MSF USA logo Car

Click [here](#) if you are having trouble viewing this message.



Who's up

# MID-SUBJECT LINE CAPITAL WORD

**OPEN RATE INCREASE:  
BUSINESS: 16%  
CONSUMER: 21%**

Zazzle Inc.

Inbox  10 Hours Left: HUGE Sitewide Savings! - Hurry, ends at midnight

Pottery Barn Kids S.

Inbox Tick-tock  HOURS LEFT for up to 70% off - Cure your Monday s

Buildout

Inbox A CRM built with you in mind [WEBINAR] - Discover how a CRM b

Shutterfly

Inbox 3 words: Unlimited FREE pages  - And stack the savings with up

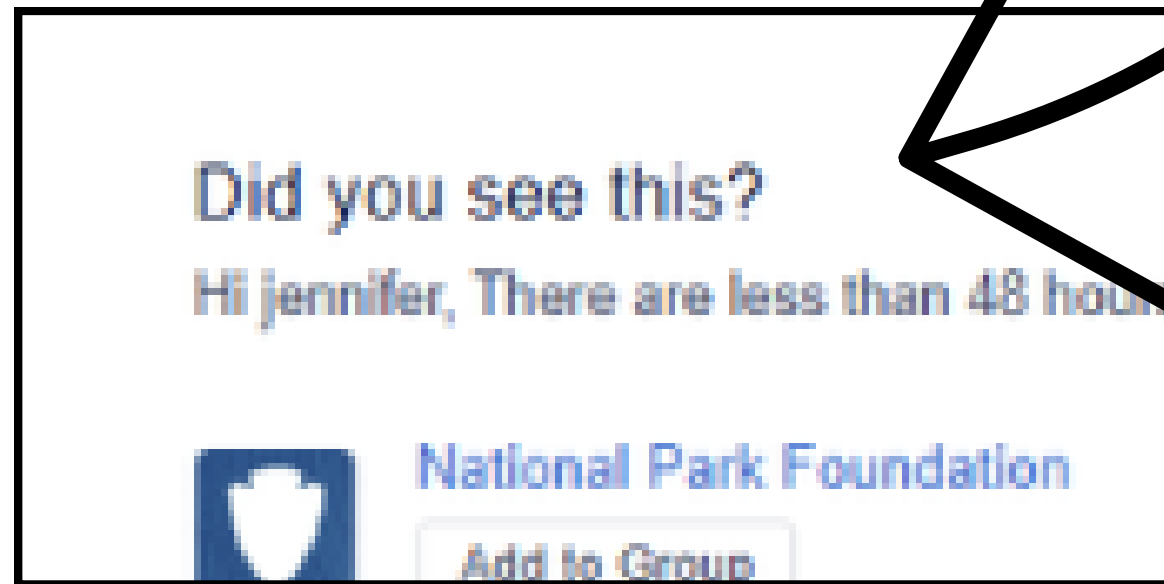
Amy Porterfield

Inbox Marketing changes and more that MADE my last launch - the rea

**DON'T LISTEN TO THE NONSENSE...**

**RESEND TO NON-OPENER!**

**BUT DO IT THIS WAY!**



Did you see this?  
Hi jennifer, There are less than 48 hours left to start a monthly gift thro

 National Park Foundation  
Add to Group

Desktop

Add to list

Download

Share

Hi jennifer,

There are less than 48 hours left to start a monthly gift through our Preserve Our Parks Drive and receive your limited-edition NPF beanie.

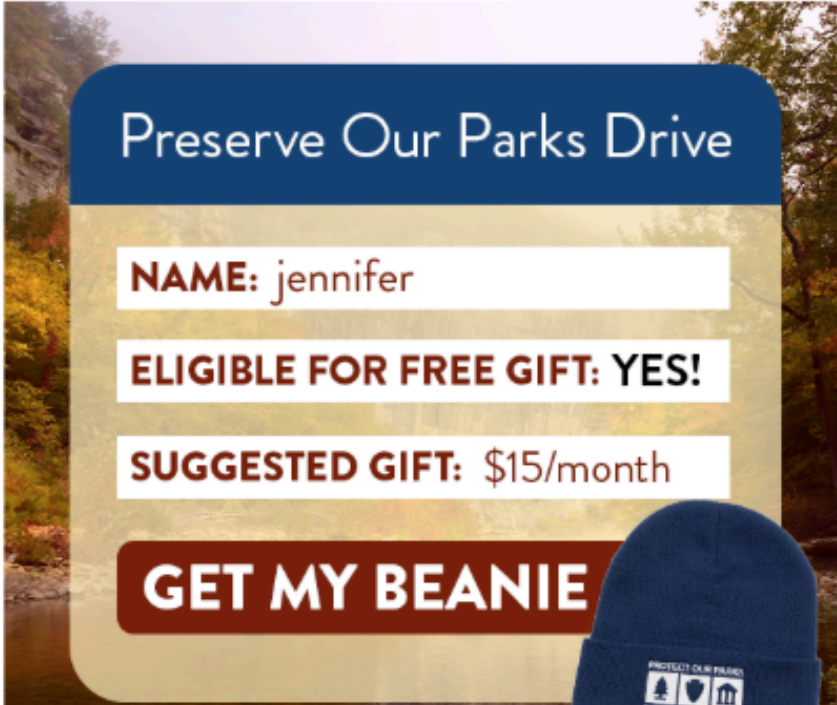
[Become a National Park Sustainer with a monthly donation of \\$15/month or more before tomorrow at midnight, and we'll send you this special thank-you beanie—so you can show off your love for the parks while protecting them for years to come!](#)

We truly appreciate your support, and we know the parks can count on you to help us reach our goal.

With thanks,  
—The Team at the National Park Foundation

From: National Park Foundation  
Date: Wednesday, October 29, 2025  
Subject: Your beanie is waiting...

 National Park Foundation.



# **GREATER THAN/ LESS THAN AT START**

**OPEN RATE INCREASE:  
BUSINESS: 18%  
CONSUMER: 19%**

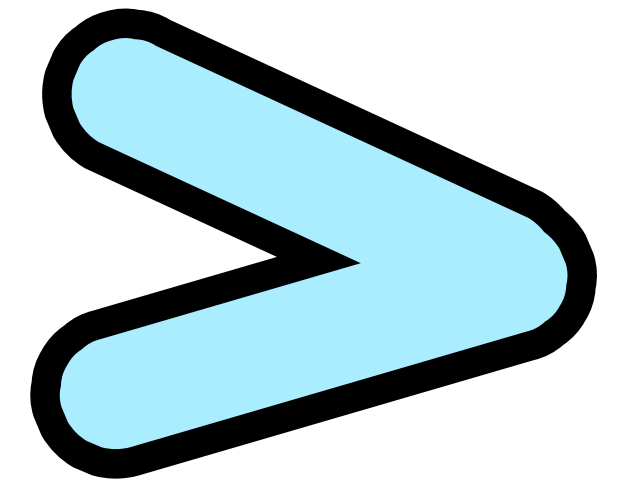
## **BUSINESS:**



**EFFICIENCY > ERRORS: UPGRADE YOUR HR SYSTEMS NOW**  
**AUTOMATION > AGGRAVATION: HR TOOLS THAT WORK FOR YOU**

## **CONSUMER:**

**HYDRATION > DRYNESS: THE SKINCARE YOU DESERVE**  
**SIMPLICITY > 12-STEP ROUTINES: SKINCARE THAT JUST WORKS**



**‘UN-AI’  
MARKETING**



**dj.chvmeleon** 

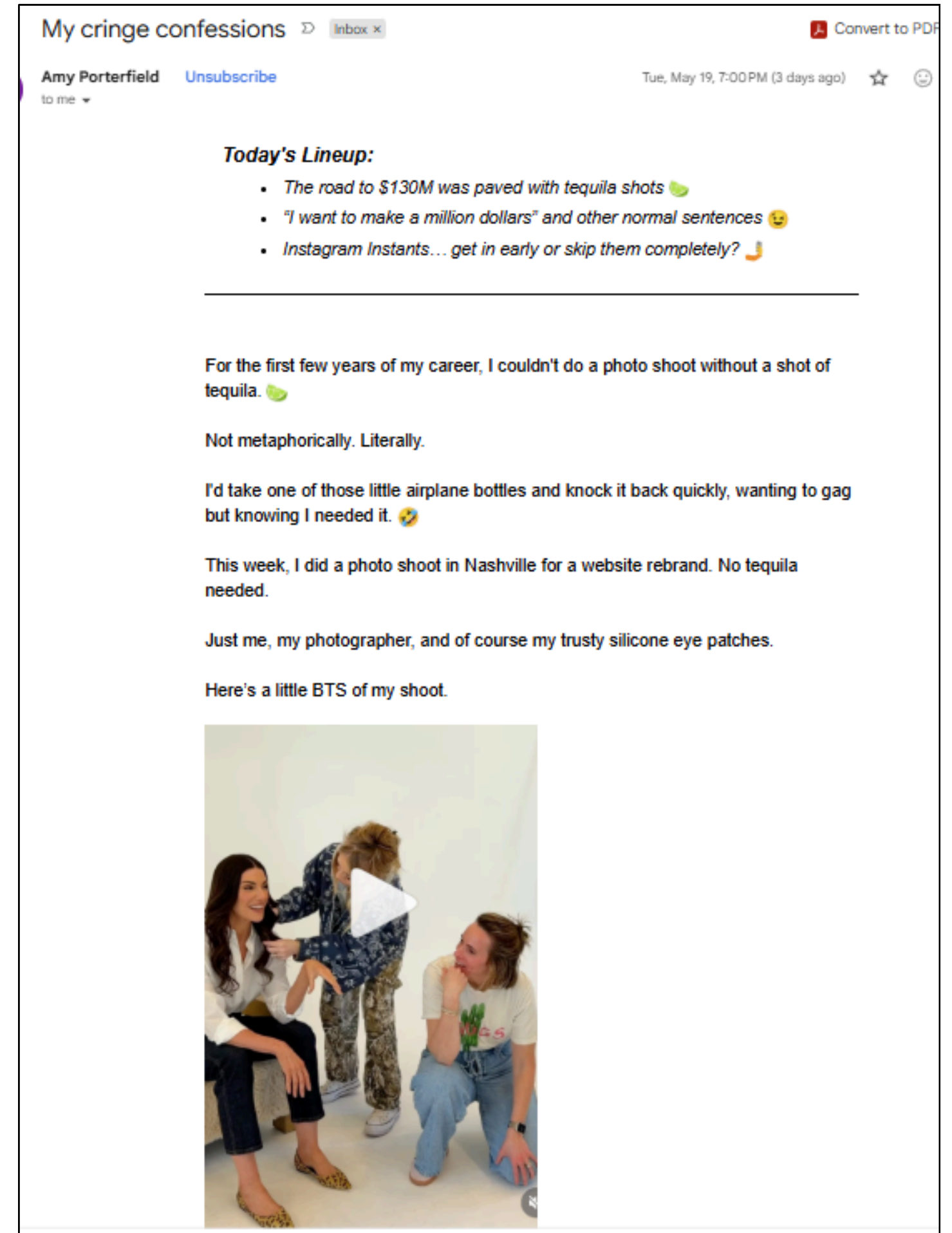
guys please stop using chatGPT to write  
your event and brand descriptions 😭  
everything can't be "rooted in  
connection and culture"

**BTS IS GOLD!**

**BEHIND-THE-SCENES**

# HER ENTIRE BIZ IS BUILT AROUND WEBINARS....

# (OVER \$100 MILLION...)



**HER ENTIRE BIZ IS  
BUILT AROUND  
WEBINARS....**

**(OVER \$100 MILLION...)**

Here's a little BTS of my shoot.



# BONUS TIP:

**EMAILS THAT SHOW 'PLAY'  
BUTTON FOR VIDEO CONTENT  
VS. DISCUSS VIDEO CONTENT:**

**'PLAY' INCREASES CLICK-  
THROUGH RATES BY 34%  
LANDING PAGE**

Here's a little BTS of my shoot.



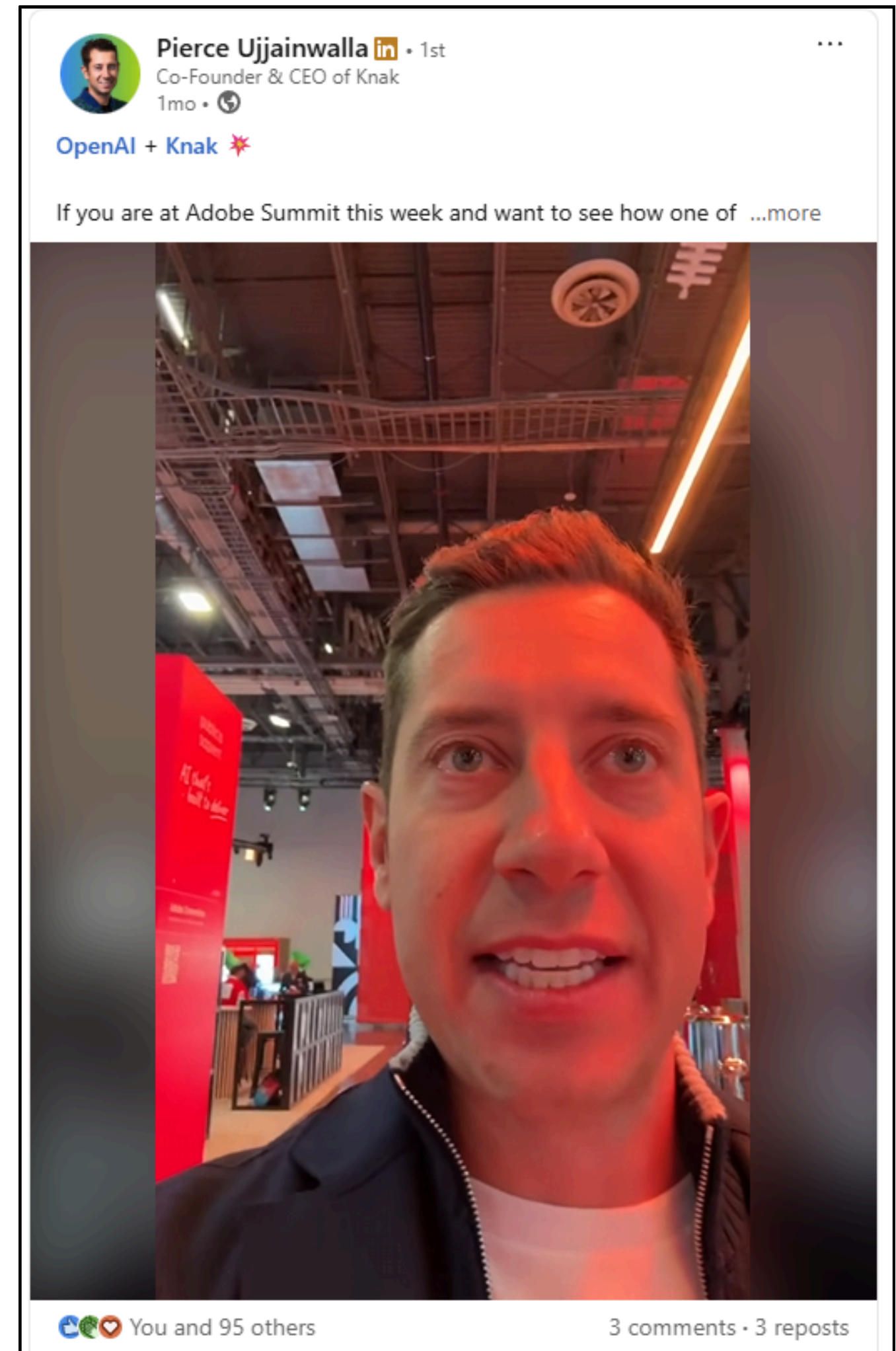
**GIVE PEOPLE INSIDE  
VIEW...**

**WALK AND TALKS...**

# RECORD HALLWAY WALK-AND-TALKS

**MOVING CAMERA > STATIC CAMERA.  
FEELS HUMAN. FEELS ALIVE.**

**WALKING SELFIE VIDEOS HAD 49%  
HIGHER COMPLETION RATES ON LINKEDIN**



**“BUT THAT IS OFF  
BRAND”**

**C'MON**


THAT'S THE PROBLEM...IN YOUR MIND?



# META: 2X ENGAGEMENT

**Meta**  
11,980,559 followers  
1w • 🌐

📅 It's official – Meta Connect is back. September 23-24, 2026 at our campus in Menlo Park, California ...more




Meta Connect is Back | September 23-24, 2026

👍👍👍 Emmanuel Padial and 925 others 77 comments • 68 reposts

VS

**Meta**  
11,980,560 followers  
3mo • 🌐

Meet [Florian Metze](#), one of the leading minds behind live translation for AI glasses like Ray-Ban Meta, Oakley Meta Vanguard, Oakley Meta HSTN and Meta Ray-Ban ...more



**Tech Constraints Drive Innovation**  
A researcher's perspective with Florian Metze  
Wearables Voice AI Team

**Meta**

From Early Neural Networks to AI Glasses: 20 Years of Voice AI

Meta

👍👍👍 485 73 comments • 22 reposts

# DREAMFORCE



**They don't know I can orchestrate agents outside of Salesforce now**

dreamforce and salesforce

dreamforce Don't be like Astro. Share your agentic story at @Dreamforce.

Call for Participation is officially open. Submit your session idea at the link in bio.

1w

dierberger You and @mrbeast rigged the puzzle. I will never stop until you and @mrbeast admit it! I know you cheated. I have timestamps of my congratulations message, still can't get any resolution

1w 2 likes Reply

View replies (1)

winterhooters 1w Reply

dierberger Sauce 1w Reply

elkincordoba 1w Reply

bdbelalahmed 3d Reply

Liked by marketingcloud and others May 11

Add a comment... Post



dreamforce • Follow Original audio

dreamforce Pencil it in.

TDX 2027  
March 10–11, 2027  
San Francisco + Salesforce+

Save the date. Link in bio.

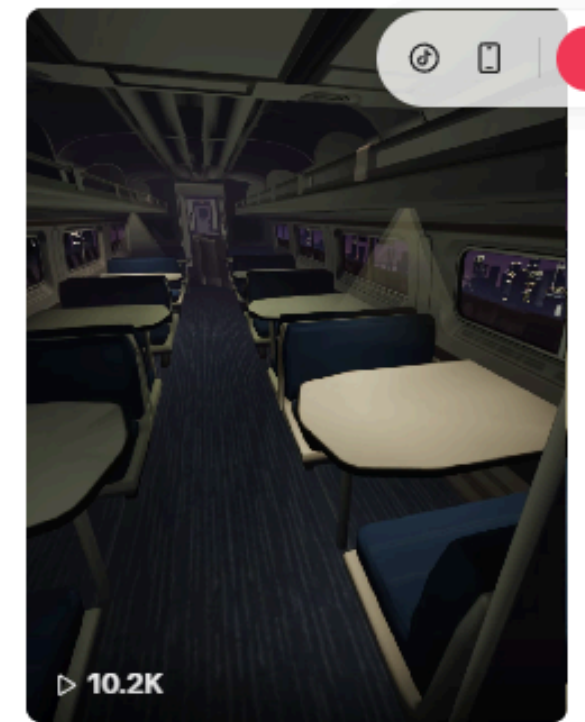
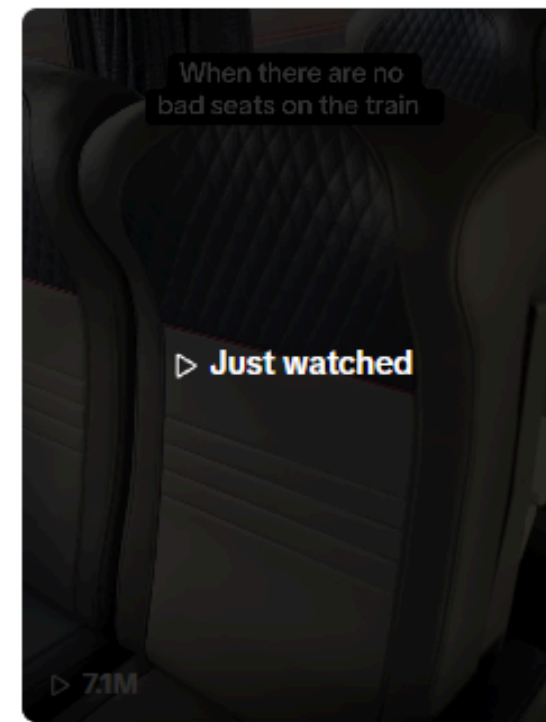
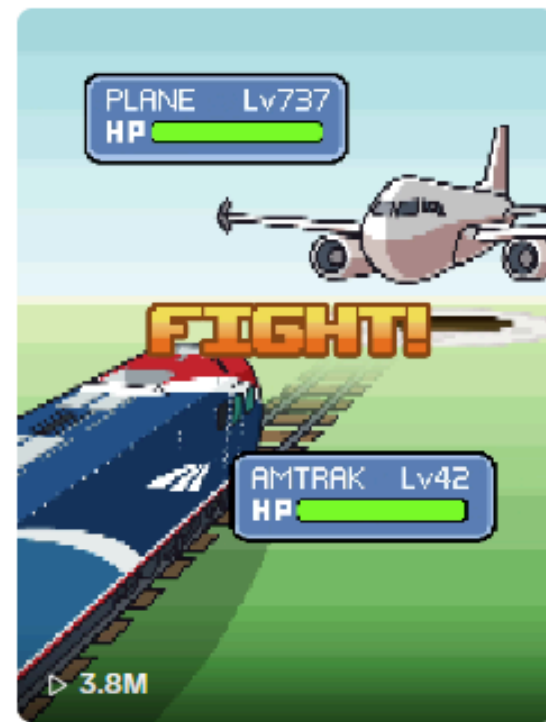
3w

dierberger Ol' Jimmy, just help my partner and I understand. That's all, we're seeking understanding. To our knowledge and the best of our ability, we played your @salesforce @lonesharkpuzzle game. To our knowledge on 2/20/26 at 9:51 am, we submitted the correct final answer. According to @salesforce AI Slackbot, we were met with "congratulations on your win 🎉" followed by other positive comments. Then we follow the process await verification. In that time loneshark puzzle follows us, so we follow back. We follow up as Slackbot advised with emails and inquiries requesting confirmation of answer. We're told by Slackbot to wait 7-14 days for verification. We waited, on the 14th day 3/6/26, as our 14 day window expires, you name a winner. I'm NOT superstitious but this made us a little stitious. So, just post the timestamps of the winner prove they won and followed the rules and we will stop all messages, comments on the situation and take our L. We got screenshots jimmy. Show us yours of the "winner"

3w Reply

Liked by marketingcloud and others April 24

Add a comment... Post



# WHAT BRAND IS THIS???





**Amtrak** | amtrak ✓

111 Following 228.5K Followers 4M Likes

Follow

Message



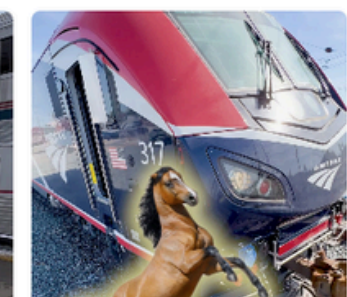
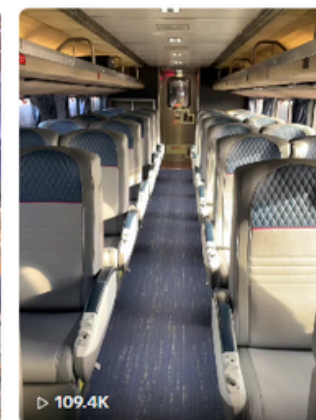
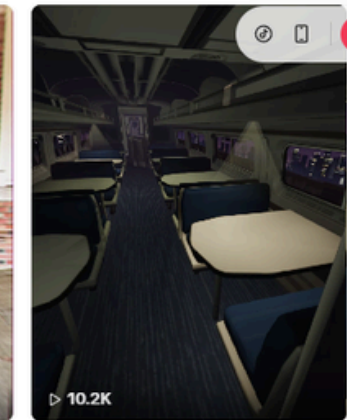
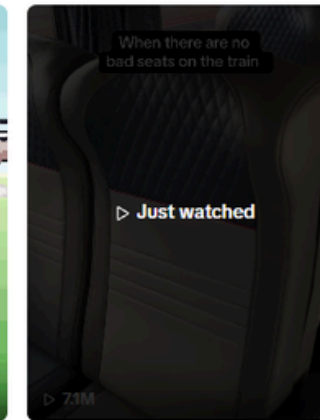
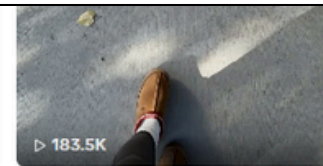
hot dog company ft. the train

[spr.ly/amtraklinkinbioitt?tab=tt](https://spr.ly/amtraklinkinbioitt?tab=tt)

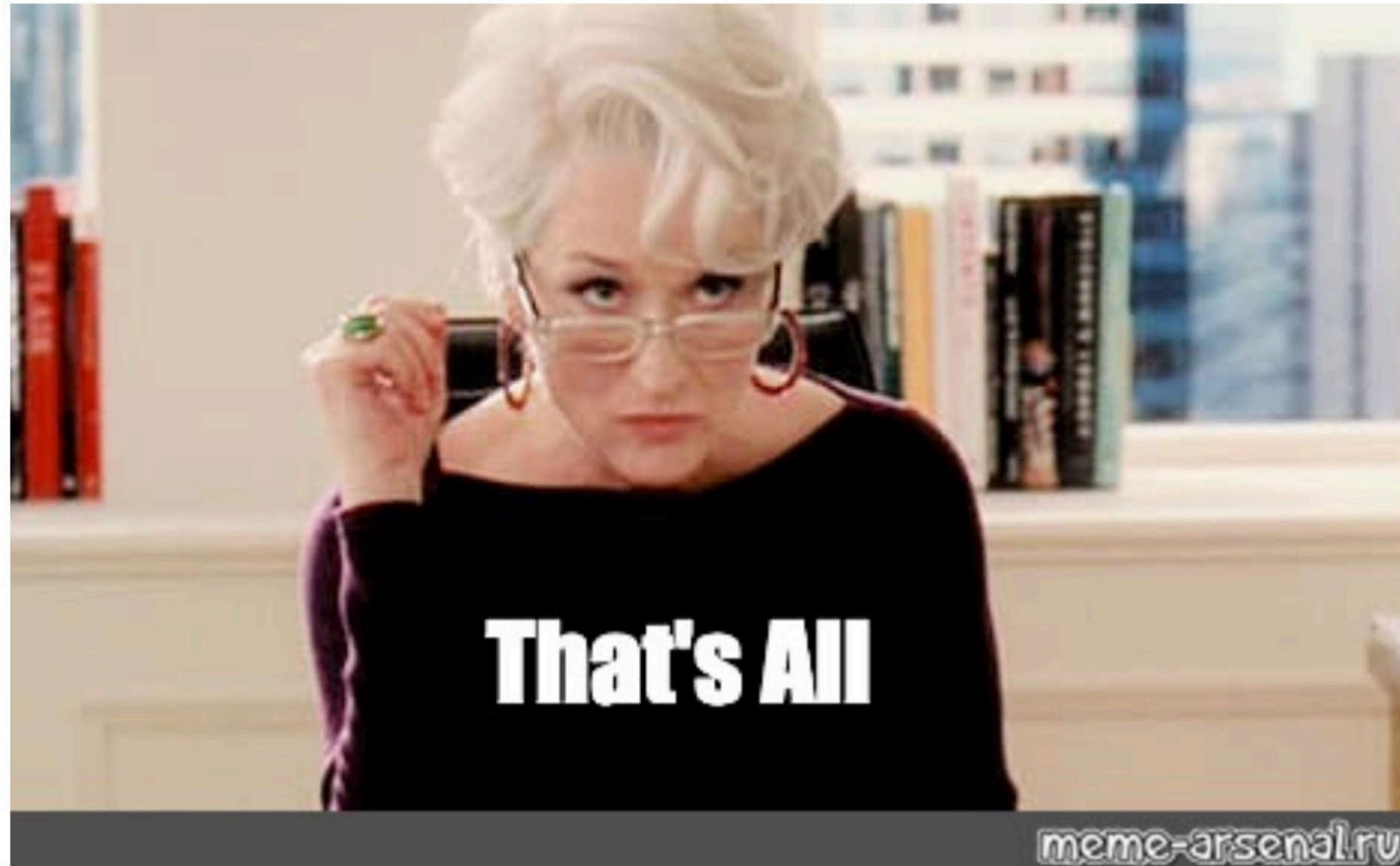
Videos

Reposts

Liked



**MAKE IT GO VIRAL**



# CVENT

**cvent** Cvent  
590,971 followers  
2mo • 🌐

Before they became powerhouse Cvent marketers and tech experts, they were just kids with lofty dreams, heavy bangs (or bowl cuts), and serious main-character energy. 🍷  
Today, these are some of the cherubic faces turning four days in Nashville into ...more

this is who you're asking to make last-minute trade show floor plan changes



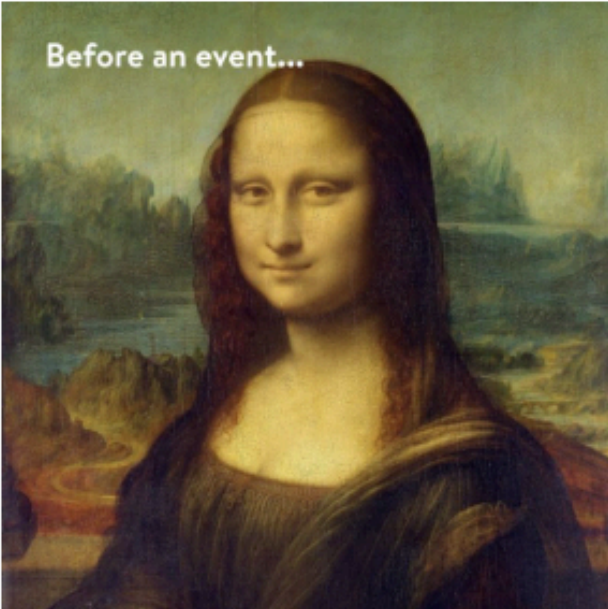
👍👍👍 Kate Hammitt and 237 others  
6 comments · 13 reposts

👍 Like    💬 Comment    🔄 Repost    ➦ Send

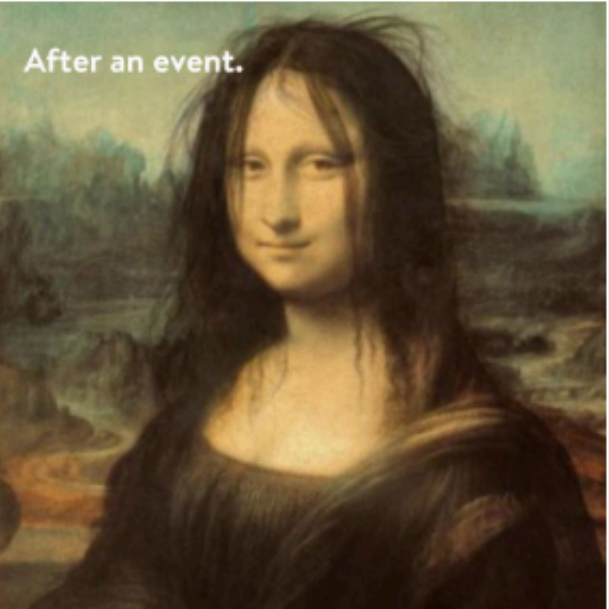
**cvent** Cvent  
590,971 followers  
4mo • 🌐

Are your events equally a 'hair-raising' experience? 🤔  
[#EventPlanning](#) [#PlannerLife](#)

Before an event...



After an event.



👍👍👍 98  
5 comments · 25 reposts



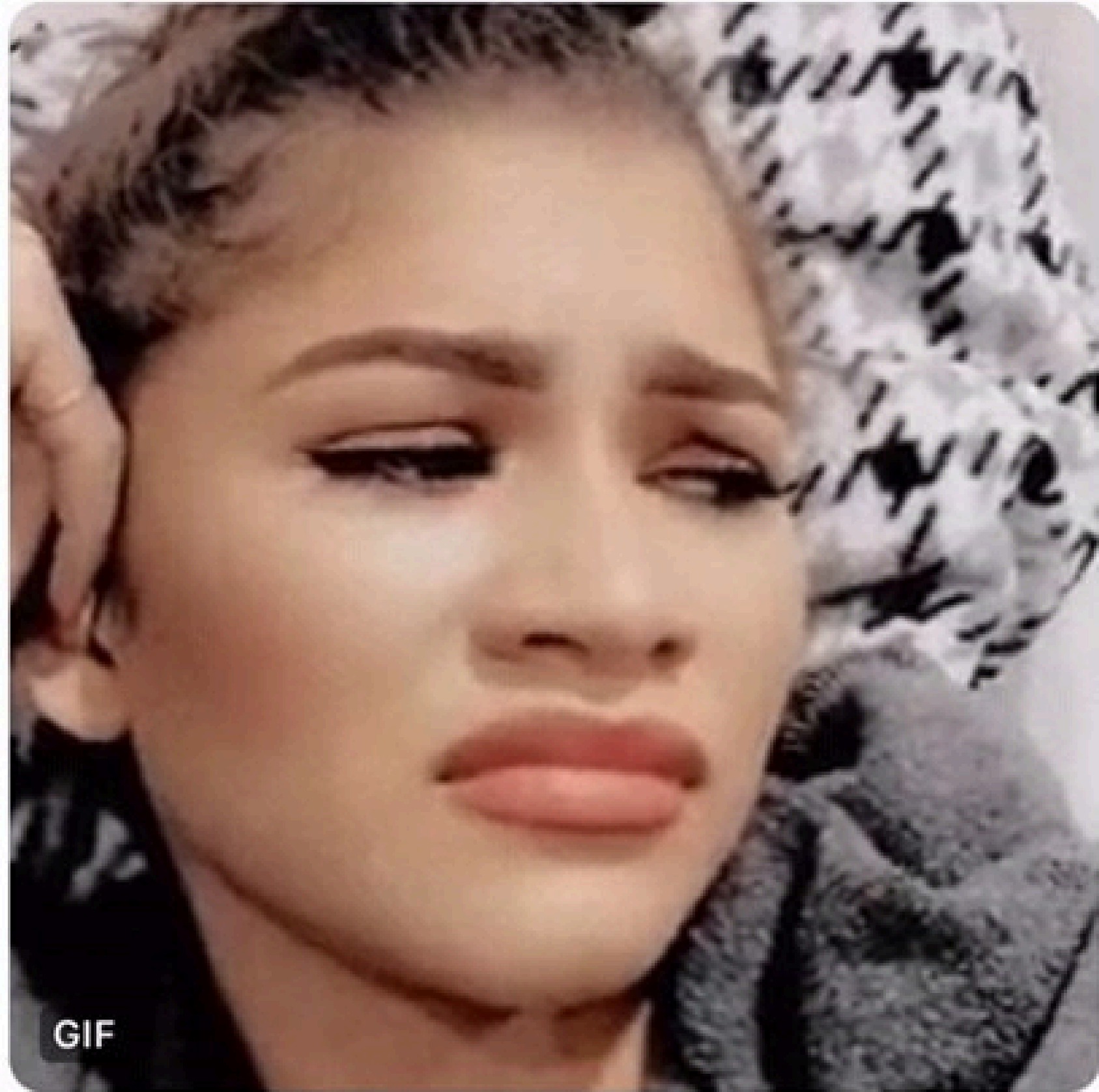
# BIG FYI -

June 22 through July 10<sup>th</sup>  
is the **3<sup>rd</sup> worst week**  
for webinar registration  
and show up rates

*(after Thanksgiving week and  
December Holiday Week into New Years).*



Source: Worlddata Research Aggregate 2026



**LEARN!  
DISCOVER!  
REGISTER!**











**STOP LOSING OPENS!**



# DON'T START YOUR SUBJECT LINES WITH THESE!

10 WORDS & SHORT PHRASES THAT AI GIVES BACK OFTEN THAT SHOULD **NOT BE THE FIRST WORD** IN YOUR BUSINESS OR CONSUMER SUBJECT LINES.

**BIG DROPS IN OPENS**

WORD OR SHORT PHRASE	INFERRED OPEN RATE DROP (WHEN USED AS FIRST WORD)
 LEARN	↓ 12%
 DISCOVER	↓ 14%
 WEBINAR	↓ 11%
 REMINDER	↓ 9%
 FIND OUT	↓ 9%
 UNLOCK	↓ 11%
 GROW	↓ 10%
 QUICK	↓ 8%
 SPECIAL OFFER	↓ 13%
 REGISTER	↓ 10%



**YOUR SUBJECT LINE IS YOUR FIRST IMPRESSION. MAKE IT COUNT.**



**LEAD WITH CURIOSITY, VALUE, OR RELEVANCE—NOT OVERUSED AI TRIGGERS.**



SOURCE: WORLADATA RESEARCH AGGREGATE REPORT Q2 2026

Discover the Promise of TL1A-Targeted Treatments—Free CME

Inbox x

Convert to PDF



Healio CME <primarycare@e.healio.com>

[Unsubscribe](#)

Sun, May 10, 10:03 AM



to me

Images aren't loading? [View in browser.](#)

Healio CME | Videos  
Watch and Learn



**Video CME: Sit back and relax while you earn credits!**



Video

## IBD Advancements: The Promise of TL1A-Targeted Therapies

Credits: 1.25 CME Time: 75 Mins Expires: 11/30/2026 Fee: \$0

# UMMM...NO

Google Cloud	Inbox Discover what's in store at Next 20
Think with Google U.	Inbox Learn about the future of AI with K
QSR Webinars	Inbox Discover proven strategies for incre
Chief Marketer Alert	Inbox Discover CMO Talks Latest Ad Cam
Adobe Summit	Inbox Learn the AI insights you need for t
Digital Marketing D.	Inbox Learn how today's CDPs are levera
Franchise Times	Inbox Find Out Why Franchises Are Embr

»» The Real Deal	Inbox	 <b>Unlock</b> \$100 Off Annual Subscriptions! - Claim premium acco
»» Franchise Times	Inbox	<b>Unlock</b> ing Profitability - Get this must-read White Paper. WHITE P
»» EMARKETER FYI	Inbox	<b>Unlock</b> AI-driven marketing efficiency - One product. Full camp
»» Florida Football	Inbox	<b>Unlock</b> Early Access to Gator Tickets - Get Swamp Certified Nov
»» Lands' End	Inbox	<b>Unlock</b> your Mystery Savings – only hours left! - Click to reveal
»» CRM Bulletin	Inbox	<b>Unlock</b> AI & KM: Faster Answers, Happier Customers! - Click he
»» The Automated	Inbox	<b>Unlock</b> the Power of Claude Models  - Plus, create an AI-powe
»» Walgreens	Inbox	<b>Unlock</b> 15%–20% Off This Memorial Day Weekend! - Use code
»» Expedia.com	Inbox	<b>Unlock</b> more benefits with One Key - Easily progress through tie
»» Google Cloud	Inbox	Learn How to <b>Unlock</b> AI Innovation for Your Lean Team with Big
»» AutoNation	Inbox	<b>Unlock</b> Exclusive Savings—Sign Up for Service Reminders & M

»» Jonathan Tam	Inbox	<b>[Webinar]</b> Commerce Media's Next Big Play - exclusiv
»» Loren Baker, SEJ	Inbox	<b>[Webinar]</b> 6 AI Marketing Myths That Are Draining Yo
»» Eric Siu	Inbox	<b>WEBINAR:</b> The LinkedIn Ads Loophole to Reach the C
»» Tealium	Inbox	<b>[Webinar]</b> Turn Your Contact Center into a Revenue R
»» Google Cloud	Inbox	<b>Webinar:</b> GenMedia and the new AI creative era - this
»» Geoff Chaney	Inbox	<b>Webinar:</b> Unlocking The Power of LinkedIn - a live <b>we</b>
»» Beth from Octane AI	Inbox	<b>Webinar</b> Alert: Klaviyo Hyper-personalization + This
»» Klaviyo	Inbox	<b>[Webinar]</b> Overcoming B2C marketing challenges - -
»» EMARKETER <b>Webinars</b>	Inbox	<b>[Webinar]</b> Powering Audience-Centric Marketing Wit
»» NRF SmartBrief	Inbox	<b>Webinar:</b> AI-powered insights with AWS + Salesforce
»» The NonProfit Times	Inbox	<b>*WEBINAR</b> LAST CALL* Using data to drive communi
»» Progress Sitefinity	Inbox	<b>[Webinar]</b> Unlock AI-Powered Features in Sitefinity 1
»» EMARKETER <b>Webinars</b>	Inbox	<b>[Webinar]</b> Scalable Strategies to Create Customer En

You said the webinar  
was going to be interesting!

I said interactive...  
there was a poll.





# CTA BUTTON WORDS THAT DESTROY CLICKS

- **UNLOCK → CLICKS ↓ 11%**
- **SUBMIT → CLICKS ↓ 14%**
- **LEARN MORE → CLICKS ↓ 9%**
- **BUY NOW → CLICKS ↓ 12%**
- **REGISTER HERE → CLICKS ↓ 10%**
- **DOWNLOAD NOW → CLICKS ↓ 8%**
- **TRY FOR FREE → CLICKS ↓ 9%**
- **CONTINUE → CLICKS ↓ 6%**
- **SHOP NOW → CLICKS ↓ 13%**

# NO MORE GREEN CHECK?



**GREEN CHECKMARK  
PARTY POPPER**

**START OF SUBJECT LINES =  
OPEN RATE LOWER BY 12%**



**MY WORLD...**



**ONE YEAR  
LATER!**



Proud  
♥ Dad

LOGAN IS  
HEADED TO USC!



COULD YOU  
CONNECT WITH  
THEM ON  
LINKEDIN?



DREW IS GONNA  
BE A SOPHMORE  
AT TULANE!



# INSTAGRAM: @DRSCHWEDELSON

drschwedelson Follow Message ...

974 posts 1,152 followers 148 following

**Dr. Allison Schwedelson**  
Health/beauty  
Board-certified medical & cosmetic dermatologist.  
Your modern beauty & health guru offering optimal skin from optimal... more  
4800 North Federal Highway, Boca Raton, Florida 33431

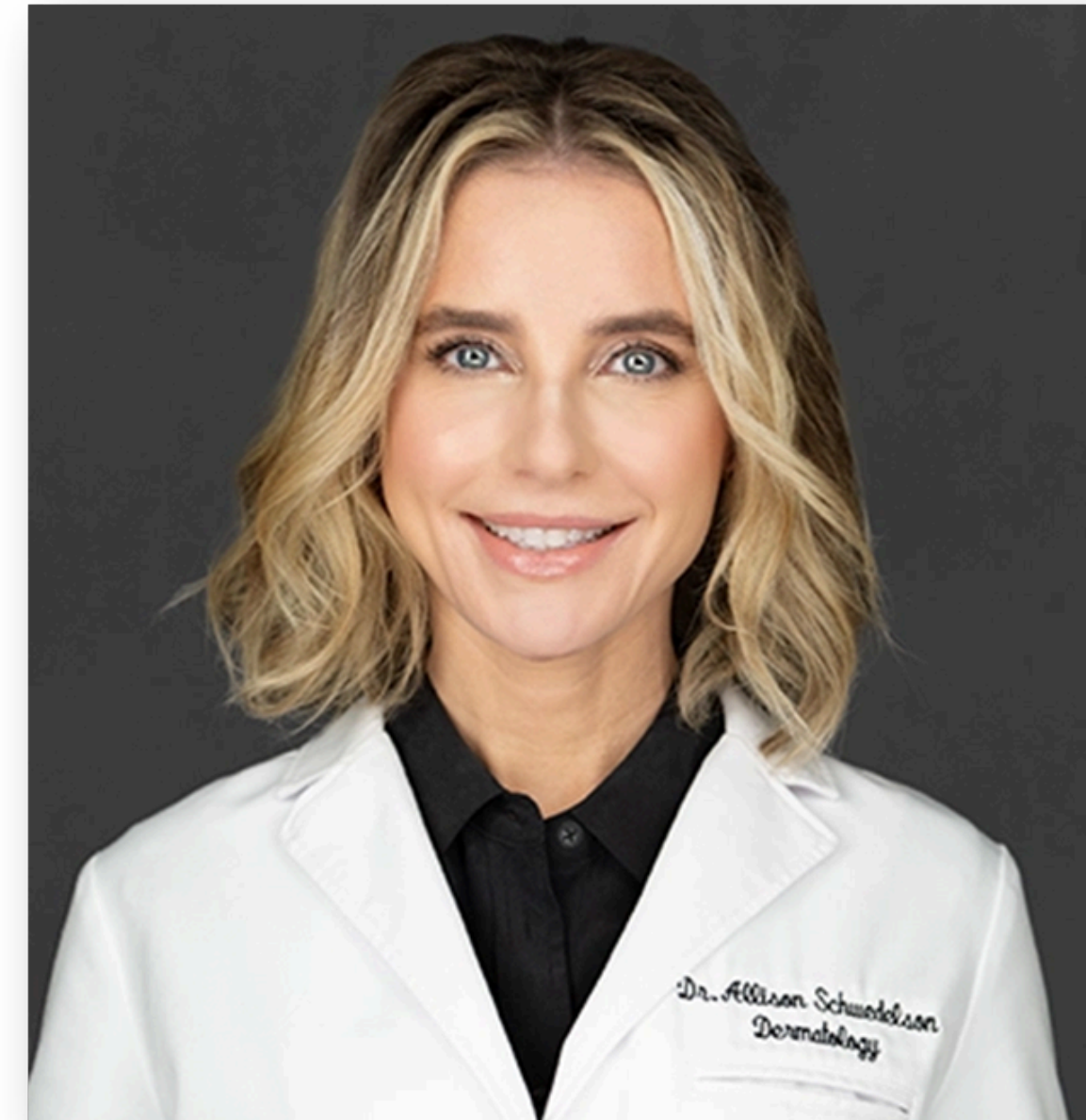
Wellness Procedures Transformati... Skincare Sun Care Products

POSTS REELS TAGGED

WELLNESS WEDNESDAY  
Looking to repair and rejuvenate your summer skin?

MARGO'S GOT MONEY TROUBLES  
THE KNOCKOUT QUEEN  
RUFİ THORPE

NOW IS THE PERFECT TIME TO GET A FLU SHOT



**GURU  
CONFERENCE  
SNEAK PEEK!**

**(and other cool stuff!)**

**WAIT!!!**

**YOU WILL BE GETTING AN  
EMAIL FROM ME!**

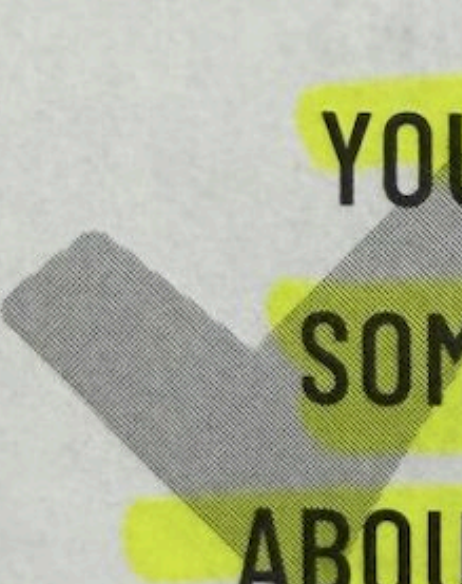
**PLEASE REPLY!!**

**[www.JaySchwedelson.com](http://www.JaySchwedelson.com)**

**AYEEEEEEEEEE**

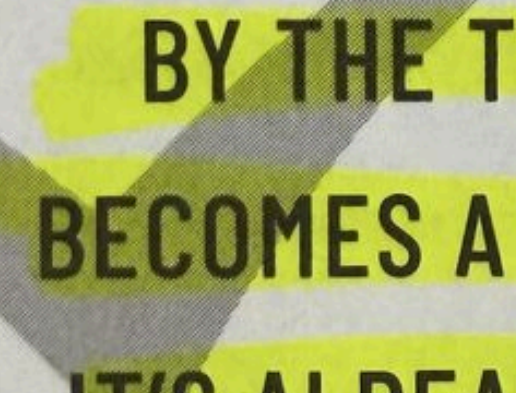
**SPEAK AT YOUR EVENT?  
WORK WITH MY AGENCY?  
BRAND PARTNERSHIPS?**

**[www.JaySchwedelson.com/contact](http://www.JaySchwedelson.com/contact)**



**YOU DON'T GET GOOD AT  
SOMETHING BY THINKING  
ABOUT DOING IT. YOU DON'T  
GET GOOD AT SOMETHING BY  
WATCHING YOUTUBE VIDEOS  
ABOUT IT. YOU GET GOOD BY  
DOING IT BADLY, IN PUBLIC,  
AND SURVIVING.**

People cling to best practices like toddlers cling to their blankies.



**BY THE TIME SOMETHING  
BECOMES A "BEST PRACTICE,"  
IT'S ALREADY AN OUTDATED,  
USELESS TURD OF AN IDEA.**

*But this is what HubSpot said to do.*

Who cares? You know what HubSpot didn't tell you? How to get your campaign noticed when

CHAPTER 3

SINCE YOU DIDN'T ASK:  
IS THE MOVIE  
BRIDESMAIDS FUNNY?

“Is the movie *Bridesmaids* funny?”

This is the most important question any human can ask another human.

Why? Because it instantly tells me if we can be friends. It's not a matter of opinion whether this movie is funny. It just is. Now, why on earth is this random chapter in my book?

“Don't judge people,” they say. Ummm . . . but then what would I do with all my free time? I judge people almost entirely by their opinions on pop culture-related things. If you don't like at least one of the following movies, you really need to reflect on your life:

STUPIDER PEOPLE HAVE DONE IT

- *Mean Girls* (All-time top five.)
- *Boomerang* (So random, but my wife and I love this movie. Eddie Murphy is the best!)
- *Rocky I–IV* (I have no idea what the hell happened after *Rocky IV*, but those movies don't count.)
- *Old School* (Vince Vaughn is one of the funniest dudes of all time, and *Couples Retreat* should be on this list too.)
- *Iron Man* (The first one! This is the best superhero movie ever. I've seen them all, and you're wrong.)
- *The Breakfast Club* (Duh.)

I really hope you like at least one of these. No? Oh, I see—you're intellectual and like period pieces. Well, you bought a book called *Stupider People Have Done It*, sooooo . . .

There, I just judged you.

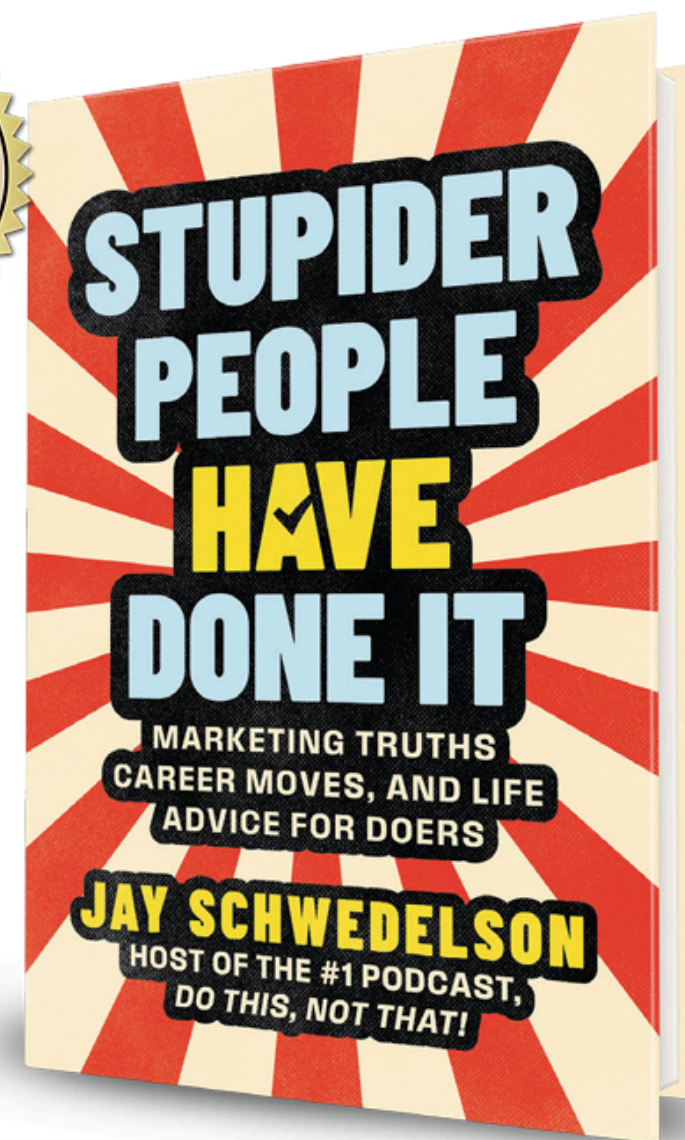
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I AM HOSTING A  
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CVENT CONNECT!**



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**Jay  
Schwedelson**



**Daniel  
Murray**



LIVE WEBINAR

# Data-Backed Secrets for Winning Subject Lines

June 25, 2026 - 2:00 pm ET



**ONE MORE THING BEFORE THE FREE STUFF...**

**IF WE ARE NOT CONNECTED  
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ME A CONNECTION REQUEST!**

**I AM ON **INSTAGRAM**:  
**@JAYSCHWEDELSON****

# OH WAIT...PODCAST REAL QUICK

10 MINUTE EPISODES!!



DO THIS,  
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