



**per·son·al·ize: (v)**  
changing what customers see based on who they are

I SELL SERVICES ›

I SELL PRODUCTS ›

← personalize this page!

**Capture, Convince, + Close**  
making your email more effective

# Who we are

Create engaging emails, websites, + mobile applications

## The stats:

- 14 years in the business
- Over 50 email clients
- 1100 individual marketing campaigns sent by Whereoware last year
- 14 certified email specialists
- 3 fulltime email designers
- Silverpop's 2013 consulting partner of the year



Bill Haskitt,  
Partner + heads  
marketing dept.



# A few of our clients...

COLONIAL CANDLE®

Melissa & Doug®

BabyLegs®



paperSTYLE  
*celebrate your life*

sport&health



Woodstock Chimes®



CURREY  
& COMPANY



EVERGREEN  
ENTERPRISES, INC.

tag

TWO'S  
COMPANY<sup>INC.</sup>

GANZ®

Virginia  
Candle Company™  
PREMIUM CANDLES AND HOME FRAGRANCES



ThoughtWorks®



manilla  
Everything In One Place™



NASAO  
National Association of State Aviation Officials

TAKE ME FISHING™  
takemefishing.org

BULLHORN®  
Recruit the Best Talent



relevate™



amADEUS  
Your technology partner

WHEREOWARE  
smart online solutions

**CAPTURE**

# Opt-In Placement



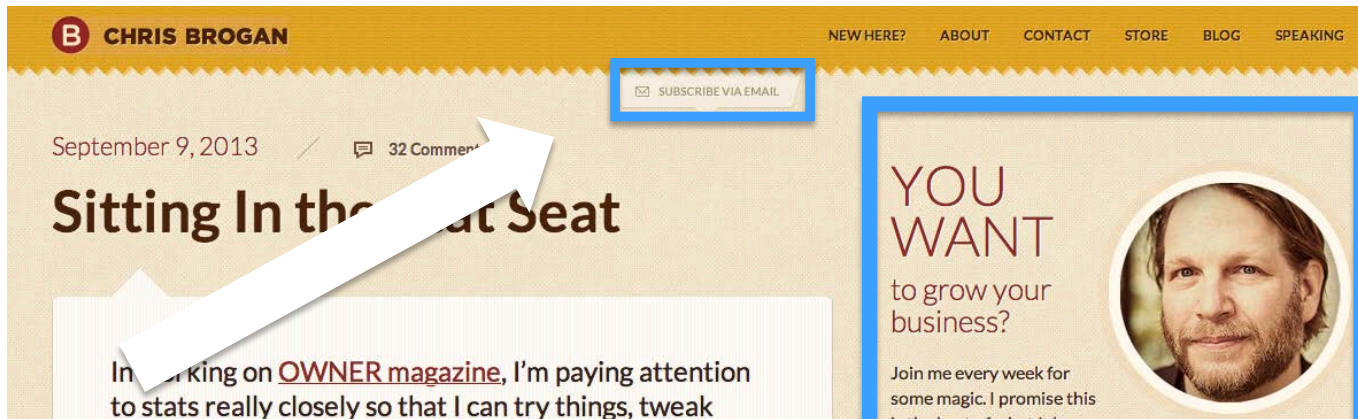
56% Hide Opt-In at the Bottom

- ✖ COCKTAIL WATCHES
- ✖ ALL WATCHES
- ✖ FIND AN AUTHORIZED WATCH RETAILER

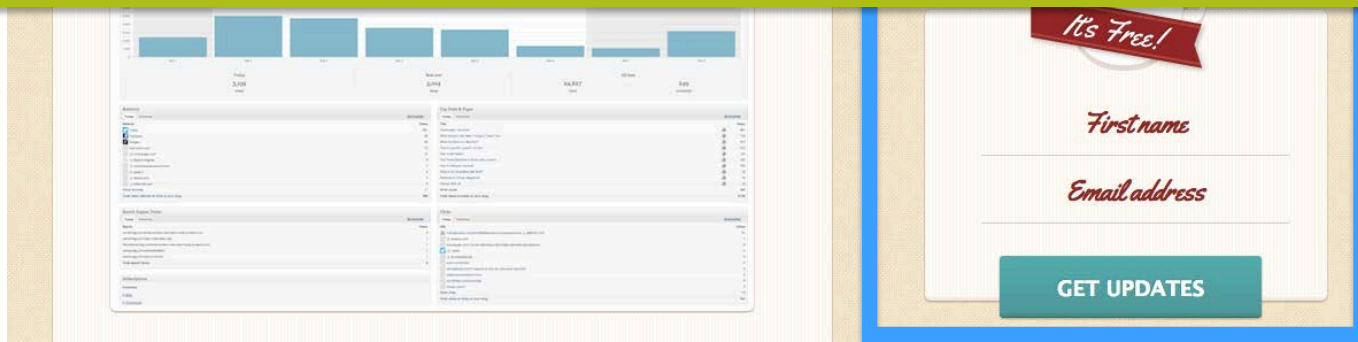


US 800 843 3269 CUSTOMER SERVICE BUSINESS ACCOUNTS REGISTRY CATALOGUES EMAIL SIGN UP PRIVACY POLICY

# Opt-In Placement





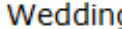

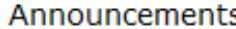

516% Increase For Top of the Page Opt-In



# Opt-In Placement

Custom, Personalized and Unique Invitations

paperSTYLE  
*celebrate your life*

 Holiday  Baby  Wedding  Party  Announcements  Sta

 ENJOY **15% OFF** all *Prints & Ships*

## Create a New Account

### 1. LOGIN INFORMATION

Fields marked with asterisk (\*) are required, no quotation marks please.

- \* Email Address:
- \* Confirm Email Address:
- \* Password:  (at least 5 characters)
- \* Password Confirmation:

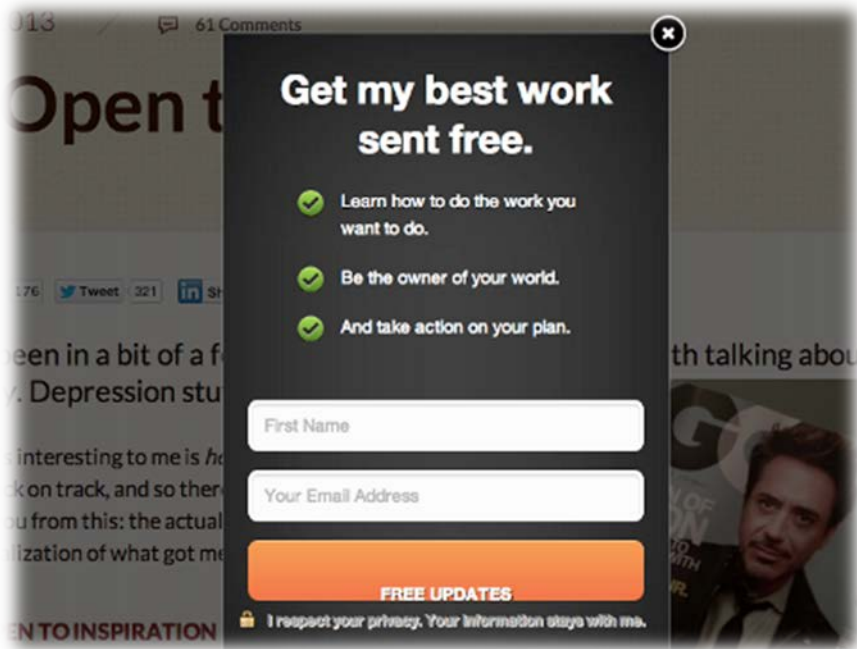
Please send me Paper Style emails so I can enjoy exclusive discounts, announcements and news.

WHEREOWARE  
smart online solutions

Opt-In at  
purchase or  
account creation



# What are Pop-overs?



Not These



# Using Pop-overs

The screenshot shows a website interface with a pop-over on the left. The pop-over is titled "new to stila?" and offers a 20% discount on the next purchase for newsletter subscribers. It includes a "SUBMIT" button and a "close" button. The background website features a navigation bar with "tips & tricks", "rewards", and "last chance" buttons, a search bar, and a "top sellers" section with product images and "buy now" buttons. A "SHOP NOW" button is visible at the bottom of the pop-over.

Using Pop-overs creates 200-400% lift

**CONVINCE**

# Convince: value proposition

---



- Why should your audience engage with you, instead of other websites?
- Some common value props:
  - Newness
  - Quality Information
  - Timeliness
- Does it have appeal + uniqueness?
- Be clear and concise: what are the benefits to your audience?



# Convince: the big three “S”s



- ✓ Sender: recognizable + trustworthy?
- ✓ Subject line: 50 characters or less, contains the value prop, front-loaded
- ✓ Snippet text: move housekeeping items, contains the value prop, front-loaded, include CTA

1 dress, 4 ways to wear it

Subject line

Gap <gap@email.gap.com>

Sender

2:26 PM (1 hour ago) ☆



[Mystery offer: click to discover your savings! Online only for a limited time.](#) Can't see images? [Click here.](#)

Snippet text



FREE SHIPPING ON ALL ORDERS OVER \$50. FREE RETURNS ON ALL ORDERS.

WOMEN BODY GAPFIT MATERNITY MEN GIRLS BOYS TODDLER GIRL (1-5 YRS) TODDLER BOY (1-5 YRS) INFANT GIRL (0-24 MOS) INFANT BOY (0-24 MOS)

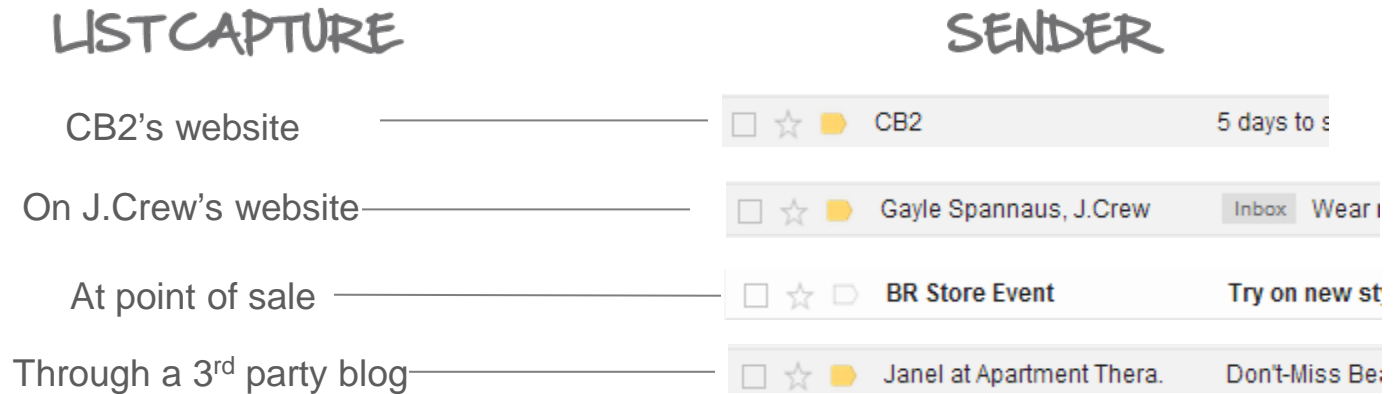
ONLINE ONLY

DAILY DEAL

**SENDER**

# Convince: sender

Does the from name and email relate to the list capture method?



# Convince: sender

---

paperSTYLE  
*celebrate your life*

Which sender won?

Test:

A. From: PaperStyle.com

B. From: Paper Style Customer Service

**20** % lift in open rate

# Convince: sender

---

*Which sender won?*

Test:

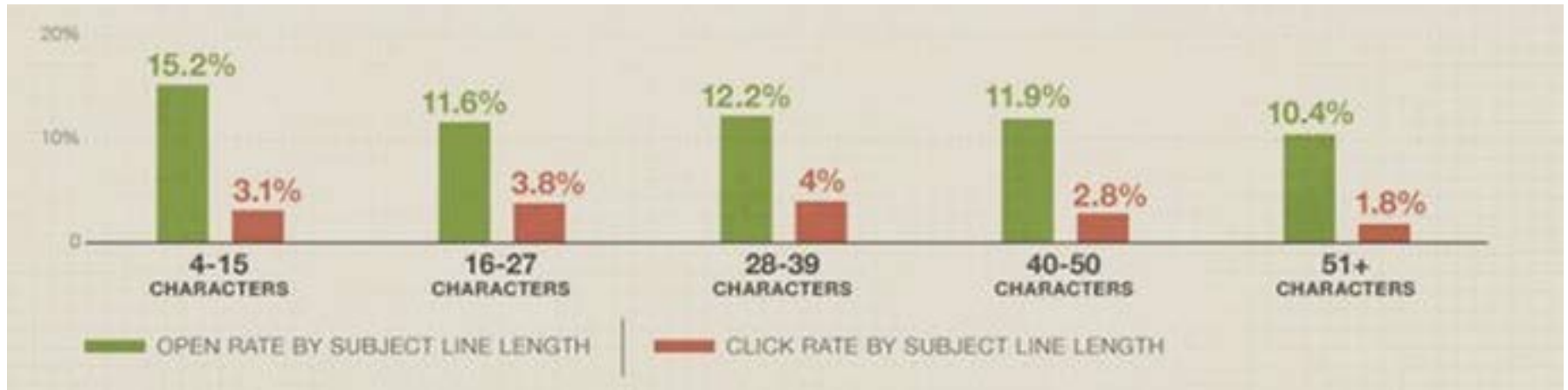
- A. From name: Jason Grant  
From Email: Jgrant@company.com
- B. From name: Jason Grant  
From Email: events@company.com

**70** % lift in open rate



**SUBJECT LINE**

# Less is more



# Convince: subject lines

Which subject line won?

	Subject line	Open rate
A	👉 Save Big with Free Freight on Easter	15.2%
B	Free Freight on Easter	17.1%
C	✂️ Cut Freight Costs with Free Freight	15.6%
D	Spring Special: Free Freight on Easter	13.5%

27% lift

Because every day is a gift

baby apparel accessories living seasonal

mudpie

FREE FREIGHT ON EASTER

SHOP NOW

use code BUN

Cotton Tail

Sunday Best

Order \$500 on any Items in Cotton Tail or Sunday Best and get FREE FREIGHT!  
Must use coupon code BUN to receive offer.

f YouTube Twitter Pinterest 800-998-1633 order@mud-pie.com ONECOAST

# Convince: subject lines

Which subject line won?

	Subject line	Open rate
A	The Fall Collection is Available!	9%
B	This just in! New fall fragrances	9%
C	Introducing NEW scents for fall!	9%
D	NEW! 6 Fall Fragrances	10%

11% lift



# Convince: subject lines

Which subject line won?

	Subject line	Open rate
A	Our Largest Sale of the Year – happening now	34%
B	Over 400 items up to 75% off	35%
C	You asked for it: our annual sale is back!	32%

9% lift

Announcing The Main Event! [View email in browser](#)

CURREY  
& COMPANY [Login](#) [Lighting](#) [Furniture](#) [Accessories](#)

It's Time for the...

# MAIN EVENT

The biggest sale of the year is here with 400+ items up to 75% off

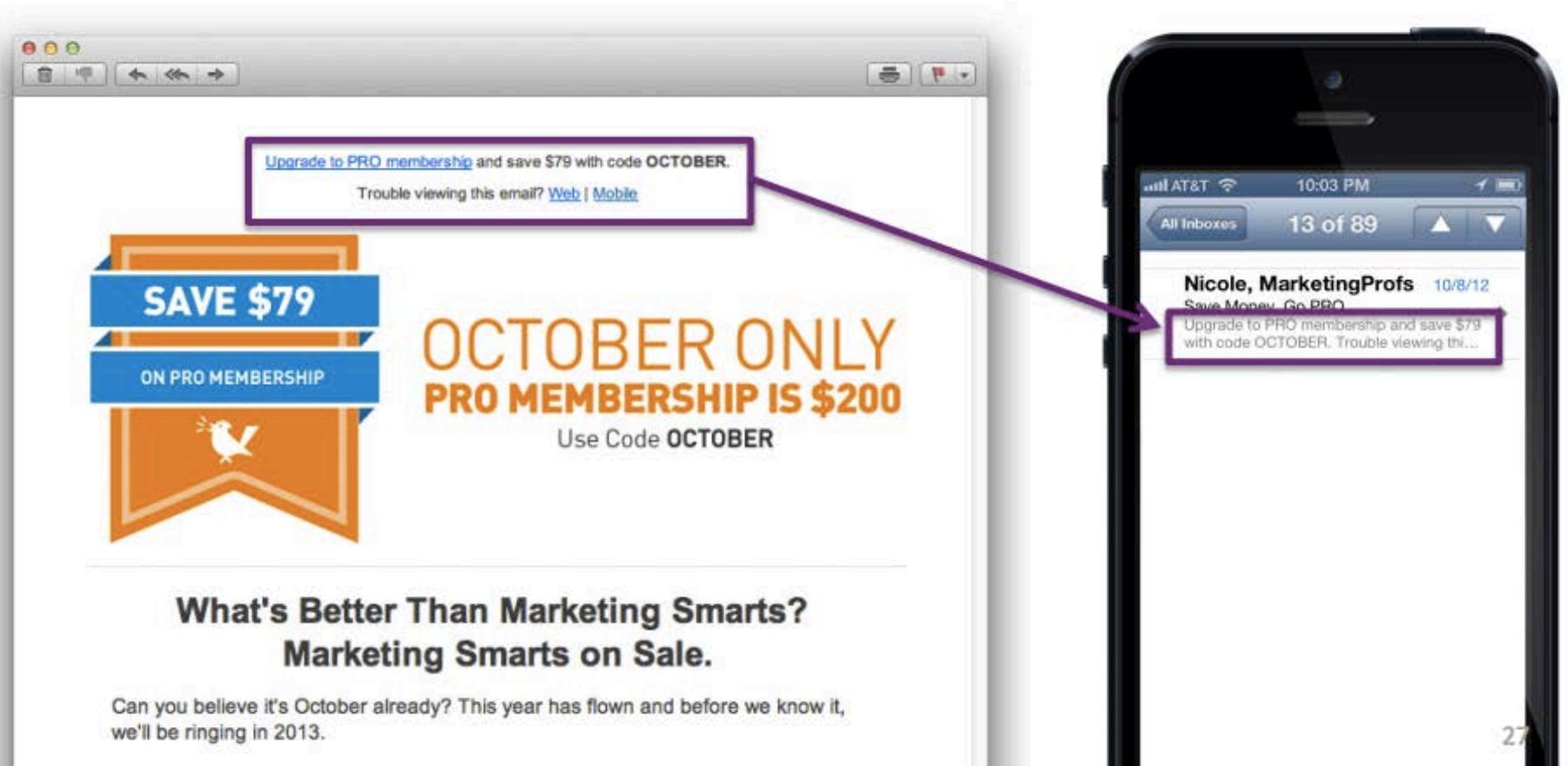
[SHOP THE MAIN EVENT >](#)



WHEREOWARE  
smart online solutions

**SNIPPET TEXT**

# Snippet text



# Convince: snippet text

☐ ☆ 📧 The Container Store Our Shelving Buyer's 5 favorite shelving tips - How Chris, our Shelving Buyer, transforms spaces View this email in a web browser The Container Store

Our Shelving Buyer's 5 favorite shelving tips 📧 Inbox x 🖨️ 📧

👤 **The Container Store** <containerstore@emails.containerstore.com> Sep 11 (2 days ago) ☆ ↶ ▾  
to me ▾

🖼️ **Images are not displayed.** [Display images below](#) - Always display images from containerstore@emails.containerstore.com

**How Chris, our Shelving Buyer, transforms spaces**  
View this email in a [web browser](#)

[The Container Store](#) Share:   [Via Facebook](#)



# Convince: snippet text

FLOR Announcing Fast & Free Shipping. Every order. Every time. View the online version FLOR shop find a store order a sample design assistance It's a new

Announcing Fast & Free Shipping. Every order. Every time. Inbox x

FLOR <flor@news.flor.com>  
to me

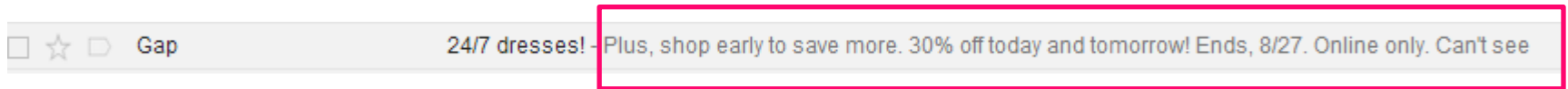
Sep 7 (6 days ago)

Images are not displayed. Display images below - Always display images from flor@news.flor.com

[View the online version](#)

FLOR	shop	find a store	order a sample	design assistance
It's a new day in deliver		now every order ships for free		

# Convince: snippet text



24/7 dresses! Inbox x



Gap <gap@email.gap.com>  
to me

Aug 26 ☆



Images are not displayed. Display images below - Always display images from gap@email.gap.com

[Plus, shop early to save more. 30% off today and tomorrow! Ends, 8/27. Online only.](#) Can't see images? [Click here.](#)

GAP

WOMEN

BODY

GAPFIT

MATERNITY

MEN

GIRLS

BOYS

TODDLER GIRL

TODDLER BOY

BABY

Enter **GAPEARLY** at checkout.

**SHOP NOW**

**COPY**

# Convince: copy



Body copy is compatible with the subject line.

Email communicates instead of markets.

Logical thought sequence.

Fall's statement makers Trash x

Gap <gap@email.gap.com> to me Sep 10 (3 days ago)

[Plus, get 40% off your order of \\$125+, 35% off \\$100+, and 30% off all orders! Applies to women's & men's styles. Online only. Ends 9/10. Can't see images? Click here.](#)

Never miss an offer from Gap! Click on the ★ icon next to Gap emails in your Gmail inbox.

**GAP**

WOMEN / BODY / GAPFIT / MATERNITY / MEN / GIRLS / BOYS / TODDLER GIRL (1-5 YRS) / TODDLER BOY (1-5 YRS) / BABY (0-24 MO)

## Fall's Statement-Makers

A pop of color is the easiest way to update your look (and your mood!). Pick a gem or two and start the season in style.

[SHOP SHOES & ACCESSORIES ▶](#)

**Pointy-Toe Flats**  
Tap into the trend with a fresh take on ladylike ballets.  
From \$44.95

**Colorblock Totes**  
Perfectly sized to fit all your daytime essentials.  
From \$98

**Infinity Scarves**  
Wrap up your look with stripes, speckles, and cozy knit.  
From \$19.95

# Convince: copy



Pass the 'so what' test.

Quantify claims or back them up with a trustworthy source.

manilla

[Add Accounts](#) | [Documents \(5\)](#) | [Customer Support](#)

## Kiss Late Fees Goodbye.

Link your household accounts to Manilla and get automatically notified when your bills are due, never incur late charges again.

ADD HOUSEHOLD ACCOUNTS



## Manilla supports lots of household accounts

- ✔ All major cell phone carriers
- ✔ Almost every cable, satellite and telecom provider
- ✔ Over 200 utility companies

## Why I Love Manilla.



"I used to waste time checking multiple accounts, but now I check Manilla and everything is organized perfectly."

Jennifer, 29, El Campo, TX

## Join other users.

[Link your household accounts](#) to Manilla now. It's easy!

# Convince: copy

Sandals | RESORTS FOR TWO PEOPLE IN LOVE | THE SANDALS DIFFERENCE | WEB VERSION

**AN INSTANT SAVINGS OF \$555\***  
USE PROMO CODE BELOW

THE PERFECT GIFT FOR EVERY DAD

ULTIMATE RELAXATION  
Best Beaches, Five Dining, & Top-Notch Service

UNFORGETTABLE ADVENTURE  
Socks, Dining & Waterports

UNLIMITED GREEN FEE  
Exclusive Golf on the Sand Course

USE PROMO CODE:  
**DADGFT13**

**\$555\* INSTANT SAVINGS AND GET UP TO 65% OFF**

Your promotion code is valid for a one-time use for select travel dates at Sandals Resorts. Enter the promo code above during check-out.

**BOOK NOW**

TRAVELERS' CHOICE 2013 | 2013 TripAdvisor® Travelers' Choice award | Top 25 Hotels in the Caribbean | Top 10 Hotels for Romance – Caribbean | [VIEW ALL AWARDS](#)

 **TRAVELERS' CHOICE 2013** | **2013 TripAdvisor® Travelers' Choice award**  
Top 25 Hotels in the Caribbean  
Top 10 Hotels for Romance – Caribbean  
[VIEW ALL AWARDS](#)

 **WORLD TRAVEL AWARDS**  
2012 Caribbean's Leading Hotel Brand

 **rca 2012 WINNER**  
recommend

 **Six Star Diamond Award**  
2012

Quantify claims or back them up with a trustworthy source.

# Convince: the “so what” test?

Subject Line: BPC Applauds Passage of Student Loan Reform

HOME

NEWS

BLOG

EVENTS

Advocacy Network



## **Bipartisan Policy Center Applauds Passage of Student Loan Reform**

The following is a statement by Bill Hoagland, senior vice president at the Bipartisan Policy Center, on the passage of H.R. 1911, “The Bipartisan Student Loan Certainty Act of 2013” today:

“The Bipartisan Policy Center (BPC) applauds the Senate and the House of Representatives for their bipartisan passage of legislation to reform direct federal student loan rates. This bill prevents rates on new subsidized Stafford loans from doubling to 6.8%—an increase that would have impacted millions of students nationwide.”

To view the full statement [click here.](#)

In addition, the Bipartisan Policy Center has launched its Commission on Political Reform (CPR) with two main purposes—to understand the causes and consequences of America’s partisan political divide and to advocate for specific electoral and congressional reforms to help Americans achieve shared national goals.

To learn more about the BPC’s Commission on Political Reform [click here.](#)

# Convince: the “so what” test?

## BEFORE

**Subject Line:** BPC Applauds Passage of Student Loan Reform



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## AFTER

**Proposed Subject Line:** *New Bill Keeps Student Loans from Doubling*

This bill prevents rates on new subsidized Stafford loans from doubling to 6.8%—an increase that would have impacted millions of students nationwide



### **New Student Loan Bill Prevents Rates on New Stafford Loans from Doubling to 6.8%**

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[Find out what passage of this new bill means for you and your family >](#)



# Convince: the “so what” test?

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This bill prevents rates on new subsidized Stafford loans from doubling to 6.8%—  
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HOME

NEWS

BLOG

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Find out what passage of this new bill means for you and your family >

Subject line contains value proposition

Header contains value prop

One clear message is better than two

Better teaser in CTA

# Convince: communicate instead of market





**Cutting Prices**  
**Save up to 70%**



 <p>Retail Price: <del>\$24.99</del> Our Price: <b>\$14.95</b></p>	 <p>Retail Price: <del>\$64.99</del> Our Price: <b>\$39.95</b></p>	 <p>Retail Price: <del>\$24.99</del> Our Price: <b>\$17.45</b></p>
 <p>Retail Price: <del>\$62.75</del> Our Price: <b>\$44.95</b></p>	 <p>Retail Price: <del>\$47.99</del> Our Price: <b>\$32.95</b></p>	 <p>Retail Price: <del>\$69.99</del> Our Price: <b>\$40.95</b></p>
 <p>Retail Price: <del>\$49.99</del> Our Price: <b>\$28.45</b></p>	 <p>Retail Price: <del>\$38.49</del> Our Price: <b>\$23.95</b></p>	 <p>Retail Price: <del>\$59.99</del> Our Price: <b>\$34.75</b></p>
<p><b>New</b></p>  <p>“Solus® Multipurpose solution is a high quality contact lens solution.”</p>	<p>Solus Solution(12oz) Retail Price: <del>\$10.95</del> Our Price: <b>\$7.95</b></p> <p>Solus Solution(12oz) 3 Pack Retail Price: <del>\$26.99</del> Our Price: <b>\$20.85</b></p>	

..and more

# Convince: communicate instead of market

## BEFORE





**Cutting Prices  
Save up to 70%**

 Retail Price: <del>\$24.99</del> Our Price: <b>\$14.95</b>	 Retail Price: <del>\$64.99</del> Our Price: <b>\$39.95</b>	 Retail Price: <del>\$24.99</del> Our Price: <b>\$17.45</b>
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..and more

## AFTER



Our prices are up to  
**70% less**  
than our competitors\*

Find your contacts for less >



Retail Price: ~~\$64.99~~  
Our Price: **\$39.95**

**Testimonials:**

“I saved \$30 on my last contacts order by using Contact Lens King”  
- Roberta K., Richmond, VA

“Ordering from Contact Lens King was so easy and my contacts arrived in 5 days.”  
- John F., Portland, OR

\* Based on a recent industry study comparing our rates to retail prices in the industry.

# Convince: communicate instead of market



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\* Based on a recent industry study comparing our rates to retail prices in the industry.

Make the value proposition clear

Use images to support the value prop

Add call-to-action that supports the value proposition

Back up claims

# Convince: communicate instead of market



Having trouble viewing this email? [View it as a Web page](#)



## **NOW IS THE TIME TO BE ON SOUTH GEORGIA RIVERS**

Fishing, or more accurately "catching," is about to bust wide open in south Georgia rivers, thanks to river levels dropping within the banks, according to personnel with the Georgia Department of Natural Resources' Wildlife Resources Division.

"Catches were already improving this past May as the water temperatures warmed, but then consistent rains pushed the rivers back into the floodplains," said Don Harrison, fisheries biologist. "When the river is out in the floodplain, fish of all species have increased foraging opportunities and their survival rate is higher as they are more spread out – so more food source and less predation provides for bigger and more plentiful fish."

### **MORE INFORMATION**

- [Find Out More on Why NOW is the Time to Fish Rivers](#)
- [Buy a License; More on What Type of License You Need](#)
- [River Fishing Prospects](#)
- [Real Time River Level Readings](#)

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**BUY A WILDLIFE LICENSE PLATE! (Or renew one!) Support wildlife conservation in Georgia. [Learn more.](#)**

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This email was sent to Email Address using GovDelivery, on behalf of: Georgia Department of Natural Resources

powered by  
**govDELIVERY**  
get the word out.

**WHEREOWARE**  
smart online solutions

# Convince: communicate instead of market

BEFORE

AFTER



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[Contact Us](#)

STAY CONNECTED:



**BUY A WILDLIFE LICENSE PLATE! (Or renew one!) Support wildlife conservation in Georgia. [Learn more.](#)**

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Find Out More on Why NOW is the Time to Fish Rivers. [Click Here.](#)

View this email in your browser.



WILDLIFE RESOURCES DIVISION

Fishing is about to take off in south Georgia rivers, thanks to river levels dropping within the banks. Find out why now is the time to fish rivers [here](#).

[Buy a License »](#)

[Find out what type of license you need »](#)

"Catches were already improving this past May as the water temperatures warmed, but then consistent rains pushed the rivers back into the floodplains," said Don Harrison, fisheries biologist. "When the river is out in the floodplain, fish of all species have increased foraging opportunities and their survival rate is higher as they are more spread out – so more food sources and less predation provides for bigger and more plentiful fish."

- Georgia Department of Natural Resources' Wildlife Resources Division

[Real Time River Readings](#)

[River Fishing Prospects](#)

[Buy a Fishing License](#)

Georgia Wildlife Resources Division  
2070 U.S. Hwy. 278, SE, Social Circle, GA 30025

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# Convince: communicate instead of market

Find Out More on Why NOW is the Time to Fish Rivers. [Click Here.](#)

View this email in your browser.



WILDLIFE RESOURCES DIVISION

Preheader text

Fishing is about to take off in south Georgia rivers, thanks to river levels dropping within the banks. Find out why now is the time to fish rivers [here.](#)

Value proposition at top of email

**Buy a License »**

Clear call-to-action

**Find out what type of license you need »**

Secondary call-to-action

“Catches were already improving this past May as the water temperatures warmed, but then consistent rains pushed the rivers back into the floodplains,” said Don Harrison, fisheries biologist. “When the river is out in the floodplain, fish of all species have increased foraging opportunities and their survival rate is higher as they are more spread out – so more food sources and less predation provides for bigger and more plentiful fish.”

Claim-supporting content

- Georgia Department of Natural Resources' Wildlife Resourced Division

Reiterated call to action at bottom

**Real Time River Readings**

**River Fishing Prospects**

**Buy a Fishing License**

Georgia Wildlife Resources Division  
2070 U.S. Hwy. 278, SE, Social Circle, GA 30025

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WHEREOWARE  
smart online solutions

# Convince: communicate instead of market



## Florida Fish and Wildlife Conservation Commission

### YOUTH Fishing or Hunting Licenses Make a Great Holiday Gift or Stocking Stuffer



PASS DOWN A LEGACY...[BUY A YOUTH LICENSE TODAY](#) AND GIVE THE GIFT THAT KEEPS ON GIVING!

*Buying a Youth License for a child can open the doors to a healthy lifetime hobby that can be passed on from generation to generation*

Youth Fishing and Hunting Licenses are for children 15 or younger\* and are valid until their 17th birthday!

Children under 16 do not need a license to fish or hunt, so why should I buy a Youth License?

- A Youth License gives a child a feeling of participation and something to show their friends!
- Youth Licenses contribute to [conservation](#) and [youth activities](#) of the Florida Fish and Wildlife Conservation Commission (FWC). The FWC will get about an extra \$8 for [Wildlife and Sport Fish Restoration](#) without costing you a penny, for each year the license is valid.
- A Youth License locks in the cost of a child's first license at 16 to the current license fee.

To purchase a Youth License you will need to know the child's:

- Legal Name
- Date of Birth
- Social Security Number
- Home Address
- Credit Card/Payment Information

How to Purchase a Youth license:

1. [Visit license.myfwc.com](#)
2. Enter the child's date of birth and Social Security number to logon to the site
3. Create a Customer Profile for the child
4. Purchase the desired Youth License
5. Print the license instantly using your printer, or choose to have the license mailed!

\*Children must be at least 8 years old, and have completed a hunter safety course, for you to purchase them a hunting license. The age minimum does not apply to fishing.

[GET YOUR LICENSE ONLINE NOW.](#)

Your purchase of a license is vital to help us ensure that Florida's outdoor resources survive and thrive.

Thank You for your support

### Florida Hunting and Fishing Regulations:

- [www.MYFWC.com](#)
- [Saltwater Fishing Regulations](#)
- [Freshwater Fishing Regulations](#)
- [Hunting Regulations](#)
- [Boating Safety](#)



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[License.MYFWC.com](#)

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# Convince: communicate instead of market

## BEFORE



Florida Fish and Wildlife  
Conservation Commission

YOUTH Fishing or Hunting Licenses Make a Great Holiday  
Gift or Stocking Stuffer



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Florida Hunting and  
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- [Hunting Regulations](#)
- [Boating Safety](#)



## AFTER

The perfect gift for the family - Youth Hunting & Fishing Licenses!

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Florida Fish and Wildlife  
Conservation Commission



## Youth Fishing & Hunting Licenses Make a Great Holiday Gift

Buying a Youth License for a child can open the doors to a healthy lifetime hobby that can be passed on from generation to generation. Pass down a legacy, [buy a youth license today!](#)

**GET YOUR LICENSE ONLINE NOW.**

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### Florida Hunting & Fishing Regulation Resources:

[MyFWC.com](#)

[Saltwater Fishing Regulations](#)

[Freshwater Fishing Regulations](#)

[Hunting Regulations](#)

[Boating Safety](#)

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SMART ONLINE SOLUTIONS

RE

# Convince: communicate instead of market

The perfect gift for the family - Youth Hunting & Fishing Licenses!

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Florida Fish and Wildlife  
Conservation Commission



## Youth Fishing & Hunting Licenses Make a Great Holiday Gift

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MyFWC.com

Saltwater Fishing  
Regulations

Freshwater Fishing  
Regulations

Hunting  
Regulations

Boating  
Safety

Single column + big  
call-to-action =  
mobile friendly

Preheader text

Value proposition at  
top of email

Clear call-to-action

Claim-supporting  
content

Secondary content  
moved to bottom

# Convince: communicate instead of market

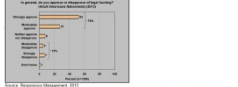


**Today's Topics**

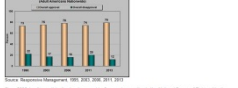
- [Bonds sales advance as hunting market stays strong](#)
- [Arkansas Game and Fish Commission approves 2010-2011 hunting season](#)
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**Survey says approval of hunting highest since 1995**

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**Crater license tags mean college for many students**

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**Act for Wildlife program helps improve environment**

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## Snowdens helped develop conservation easement concept



**LITTLE ROCK** – Conservation Conservation starts at ground level and David Snowdon Sr. and David Snowdon Jr. can attest to this from first-hand experience. The father and son will be inducted into the Arkansas Game and Fish Foundation Outdoor Hall of Fame for their achievements in outdoor fields and to protect wildlife habitat. The banquet will be held Sept. 6 at the Statehouse Convention Center in Little Rock.

In earlier years, David Sr. farmed near Scott, mentored by his stepfather, George Alexander. Alexander owned a duck club near Stuttgart on which the Snowdens began a life of working for wildlife for the present and the future. Kingdom Come has expanded to 3,500 acres in recent years and is treated more like a refuge with very light hunting pressure.

David Sr. was raised in Memphis and duck hunted with family at Wapanocca, with Wallace Claypool and friends at Claypool's and other clubs in the area. David Sr. developed a strong bond with the landscape and its inhabitants. "The greatest gift my father has given me is the love of nature. We believe that we should conserve great places and leave them for those that come behind us," David Jr. said.

Both Snowdens have been active and instrumental in the Arkansas Nature Conservancy, an organization dedicated to preserving the best natural landscapes in Arkansas. The Snowdens worked with the Nature Conservancy on a conservation easement that was placed on Kingdom Come. A conservation easement preserves the natural structure of a piece of property preventing development that would otherwise detract from its natural beauty and role in an ecosystem. "Kingdom Come winters tens of thousands of ducks" David Jr. says. "Dad and I want to be sure that it continues to serve as a refuge long after we are gone so it was an easy decision for us to place an easement on the property in perpetuity to ensure the landscape will never significantly be altered."

The Snowdens were leaders in the state using the conservation easement strategy. This strategy has been used many times since to preserve other lands around the state. An example is the Moro Big Pine project in south Arkansas. Potlatch, the timber company, owns the area, and the Arkansas Game and Fish Commission, The Arkansas Natural Heritage Commission, The Nature Conservancy and the Arkansas Forestry Commission joined together in 2006 to purchase a conservation easement to allow hunting and public access to 16,000 acres. "Sometimes it is hard to see conservation, but there are many people behind the scenes preserving our state's natural resources," David Jr. explained.

David Sr. and Jr. have volunteered for Ducks Unlimited and David Jr. served on the national board of Delta Waterfowl Foundation. Currently, in addition to serving on the board of the Arkansas Nature Conservancy, David Jr. serves on the board of the Arkansas Game and Fish Foundation. "Our mission is to support the activities of the Arkansas Game and Fish Commission. One of the key ways we are doing that today is the Foundation's support and development of the Youth Shooting Sports. There are presently 7,000 youths participating in archery and trap shooting in Arkansas. They are our future hunting and fishing license holders and our future conservationists," he said.

Coming along in conjunction with these activities is the foundation's state-of-the-art shooting facility, under construction at Jacksonville in partnership with the city of Jacksonville. "The challenge has been to get kids back outside again and this program has been a huge success."

The Snowdens have also spent many days canoeing Arkansas' streams, fly fishing for trout and smallmouth, turkey hunting the state and duck hunting the Big Woods of the Cache and White river bottoms. They understand the importance of the state's waters as well as its land.

David Sr., and his wife Judy, have two children, David Jr., and his wife Tomi, also have two children.

For more information on the Outdoor Hall of Fame and tickets to the induction banquet, contact Steve Smith at 501-223-6396 or Wendy Henderson at 501-223-6468.

# Convince: communicate instead of market

## BEFORE

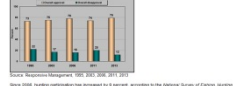


**Today's Topics**

- Early season approval of hunting highest since 1995
- Conservation easements help protect land
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**Survey says approval of hunting highest since 1995**

Arkansas Game and Fish Commission (AGFC) has released the results of a survey of Arkansas hunters. The survey shows that 79 percent of hunters approve of hunting, up from 74 percent in 2011. This marks the highest level of support for hunting since 1995, according to data compiled by Responsive Management.



**Conservation easements help protect land**

Conservation easements help protect land by allowing landowners to sell their land to a conservation organization or government agency. This allows the land to be used for conservation purposes while still allowing the landowner to receive financial benefits.

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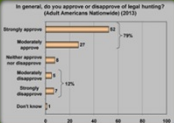
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## AFTER



**Survey Says Approval of Hunting Highest Since 1995**

A recently released nationwide scientific survey by Responsive Management shows that 79 percent of Americans 18 and older approve of hunting, up five percentage points from 74 percent in 2011. This marks the highest level of support for hunting since 1995, according to data compiled by Responsive Management. [Read more here.](#)



**Snowdens Helped Develop Conservation Easement Concept**

Conservation Conservation starts at ground level and David Snowden Sr. and David Snowden Jr. can attest to this from first-hand experience. The father and son will be inducted into the Arkansas Game and Fish Foundation Outdoor Hall of Fame for their achievements in outdoor fields and to protect wildlife habitat. [Read more here.](#)



**Critter License Tags Mean College for Many Students**

You have seen them all over Arkansas, on highways, on city streets and on back roads. The special license plates with wildlife themes are highly popular. Not on display on the vehicles is the benefit of these specialized licenses. This college year, nearly 200 Arkansas students will have a boost toward their college costs with the proceeds from the plates. [Read more here.](#)



**Acres for Wildlife Program Helps Improve Environment**

The quality of the environment in Arkansas is dependent upon decisions made by the many individuals who own and manage the land. Out of 33 million surface acres in the Arkansas, 29 million are under private ownership. [Read more here.](#)



**AGFC Stocks More than 790,000 Fish During July**

Arkansas Game and Fish Commission crews stocked more than 790,000 fish in Arkansas lakes and rivers during July, according to Mark Oliver, chief of the Fisheries Division. The total stocking of fish weighed more than 119,600 pounds. [Read more here.](#)



**Additional Link Resources**

See what's open for hunting | Coming up in the outdoors | Upcoming public meetings  
[Find hunter ed classes](#) | [Find boating ed classes](#) | [AGFC.com](#)

Arkansas Game and Fish Commission  
 2 Natural Resources Drive | Little Rock, AR 72205 | (800) 364-4263 - (501) 223-6300 |  
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# Convince: communicate instead of market

Arkansas Outdoors Weekly Newsletter: August 14th

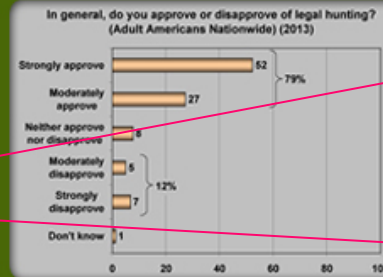
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Preheader text

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Content shortened. Full versions hosted on landing page

Clear call-to-action

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"S-Curve" encourages scrolling

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# LAYOUT + CTA

# Convince: the layout



- ✓ Create a good eye path
- ✓ Email should be less than 600 pixels wide
- ✓ Combat image blocking

Layout



450 px

poor use of alt-text

S-curve

# Close: CTA



- ✓ Single prominent CTA
- ✓ Tells the user what it will accomplish
- ✓ Includes the value prop
- ✓ Looks clickable

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Of India

eight exquisite labels

GET THEM FIRST >

Call-to-action



Latina Dress, Penkey & Nishi

"My thing has always been reviving crafts, keeping India's cultural identity intact and creating a textile with emotional resonance."

- ANUPAMA DAYAL,  
founder of Anupama



# A/B test streamlining calls-to-action

## Which CTA won?

	Email	Click rate
A	Multiple CTA	4.83%
B	Simple CTA	5.61%

16% lift

**A**

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You're invited to a **MAD MEN STYLE Cocktail Party**  
Celebrating Matthew's 30th Birthday!  
August 28th of 7:00 in the evening  
Matthew & Elizabeth's Pod  
1234 Hipster Blvd. #43  
Sunnyvale, CA  
Please RSVP by Aug. 18th  
to granthamford.com

Shop This Design >

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celebrate your life  
for  
JACOB  
1234 Hipster Blvd. #43  
Sunnyvale, CA

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**B**

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All Cocktail Invitations >

CRAB FEST!

All Sports Invitations >

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All Theme Invitations >

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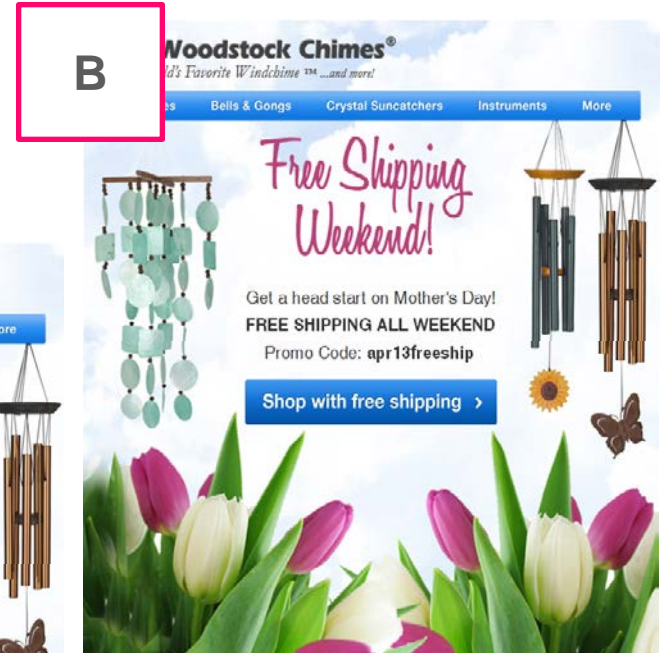
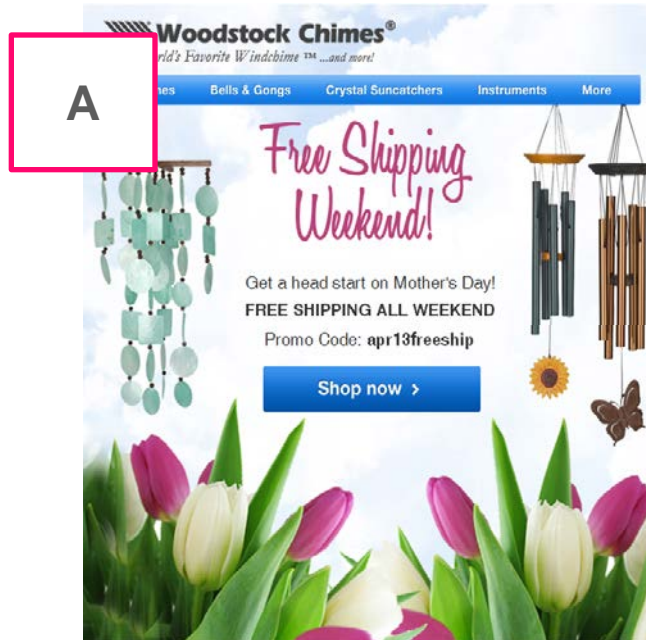
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# Adding value prop to the call-to-action

Email	Click rate
A Shop Now	22.2%
B Shop W/Free Shipping	18.6%

Which CTA won?

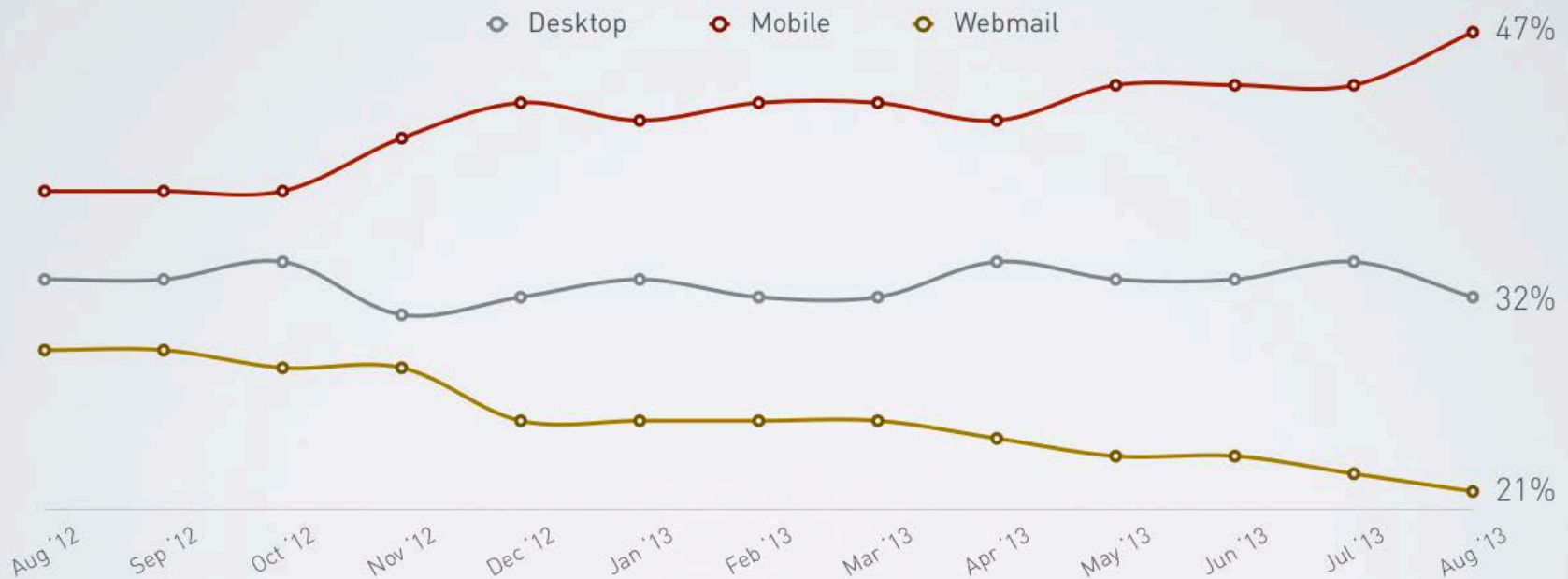
+19%



# MAKING IT MOBILE

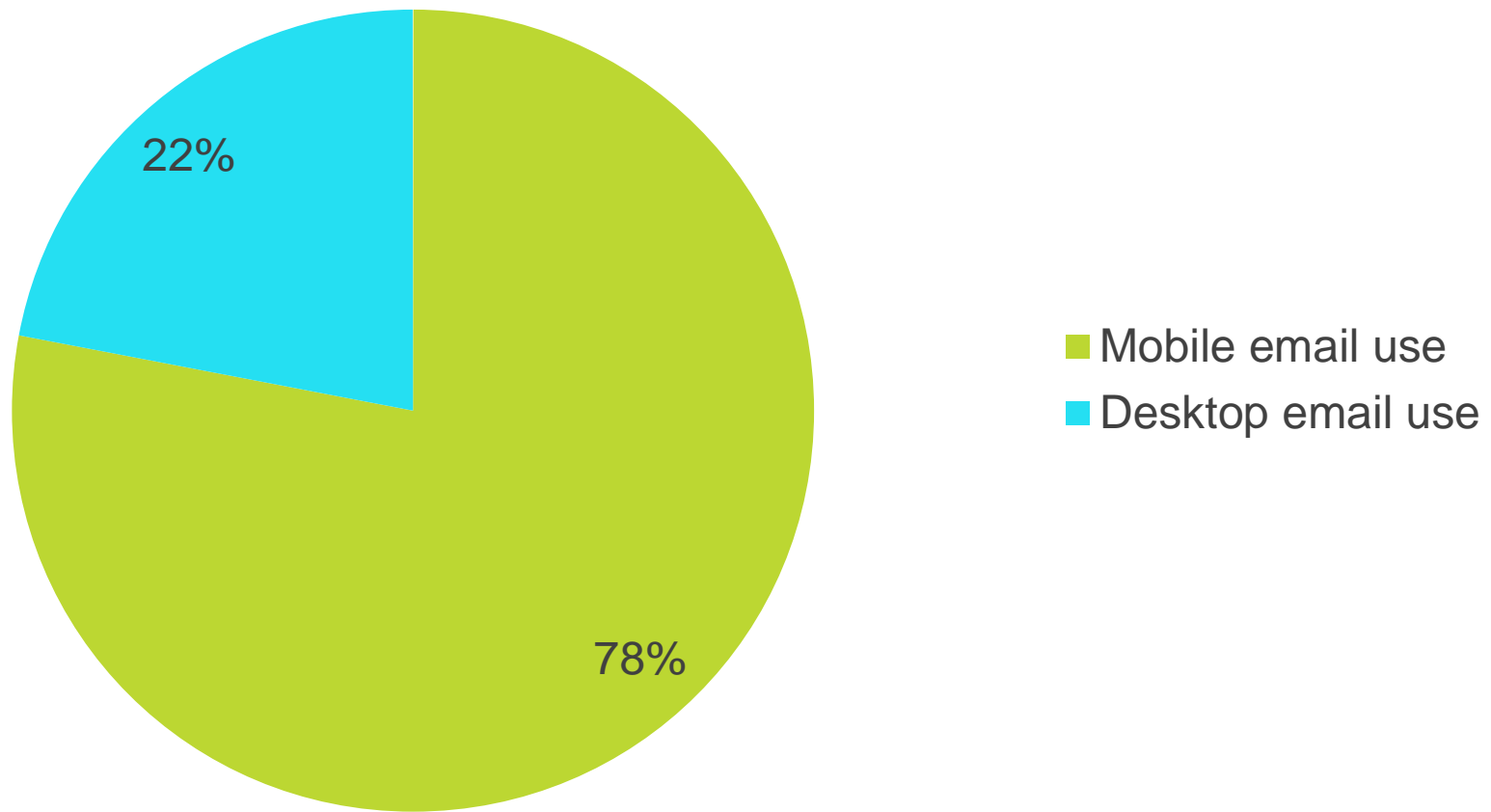
# 12-month change in opens

## CHANGE IN OVERALL OPENS



# Mobile e-mail users are growing

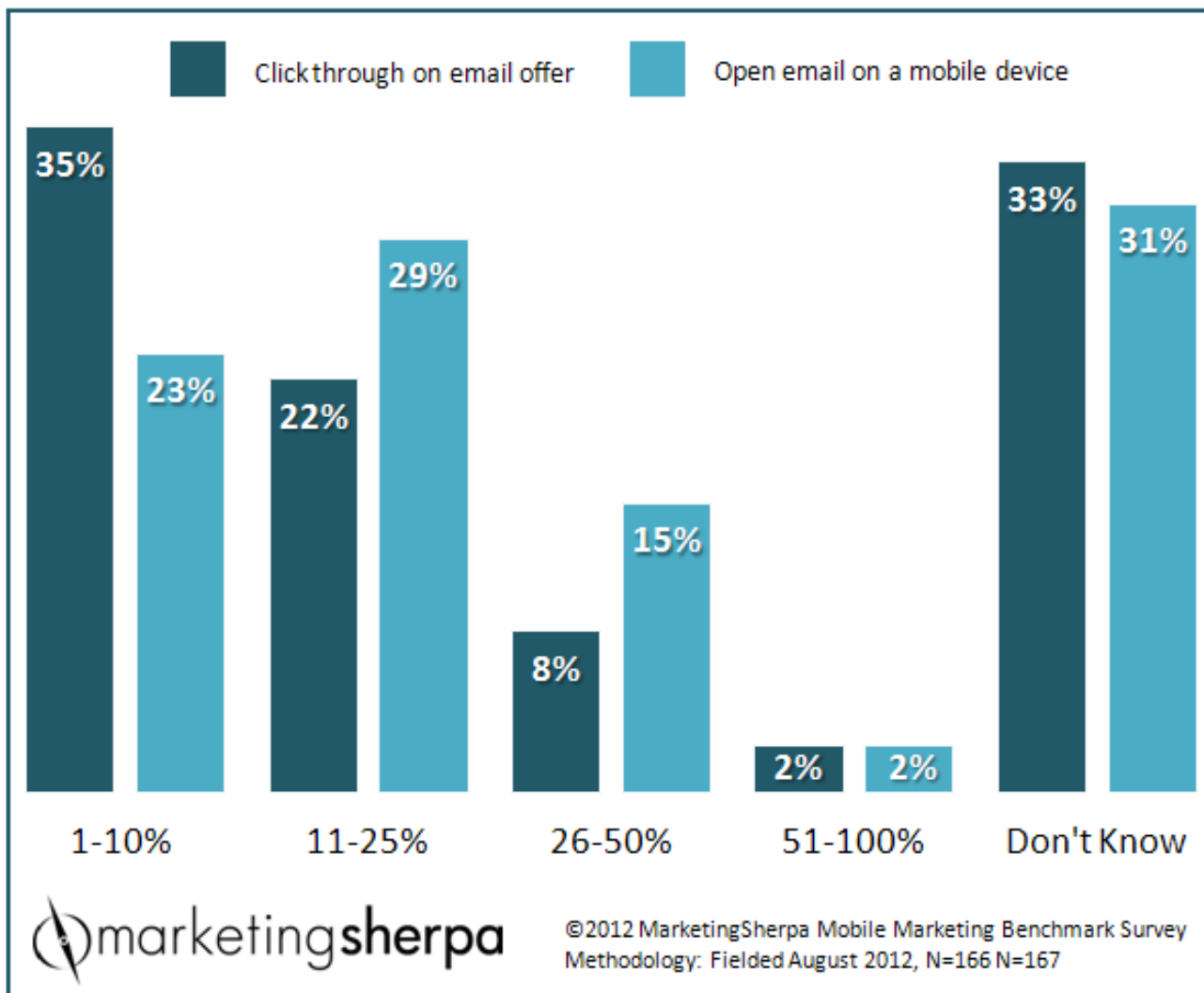
....by 2017



~ Forrester

# Mobile problems....

Q: What percentage of customers/prospects interact with your organization's mobile EMAIL messages?

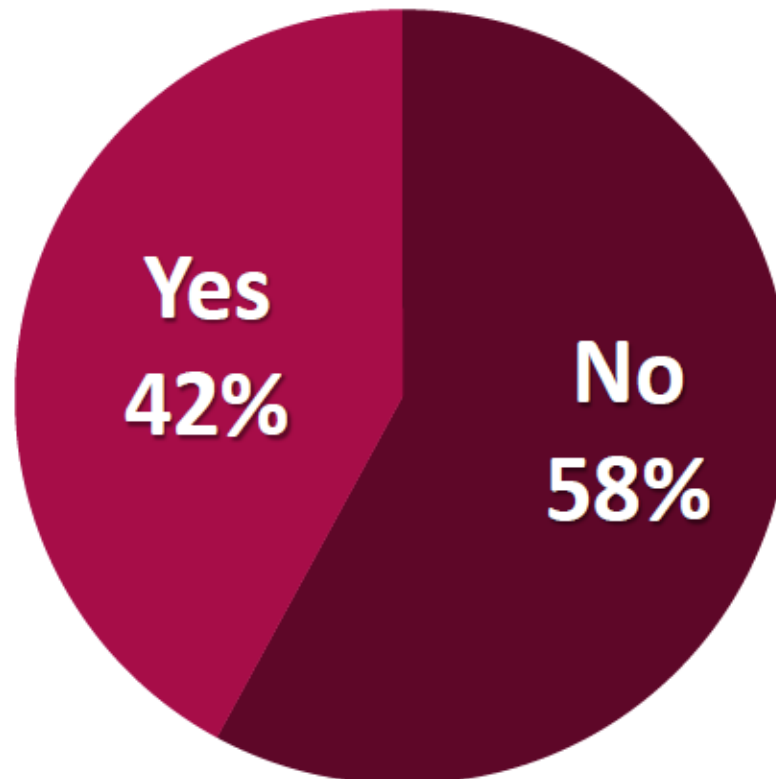


# Mobile problems....

Marketers are integrating email with other channels... but mobile is presenting a problem



*Are you designing your emails to render differently on mobile devices?*



Source: ©2013 MarketingSherpa Email Marketing Benchmark Survey  
Methodology: Fielded December 2012, N=145

21

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# So many screen sizes



*How do you design for them all?*



SILVERPOP



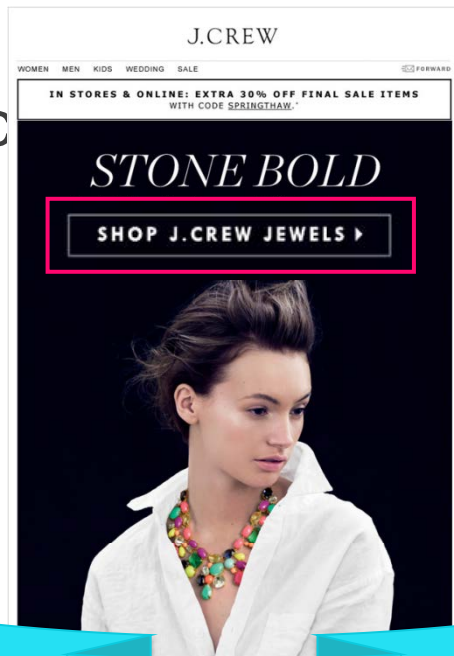


# Scalable vs. responsive

scalable

responsive

Scalable



Best If

You don't have a ton of resources, but need to go mobile.

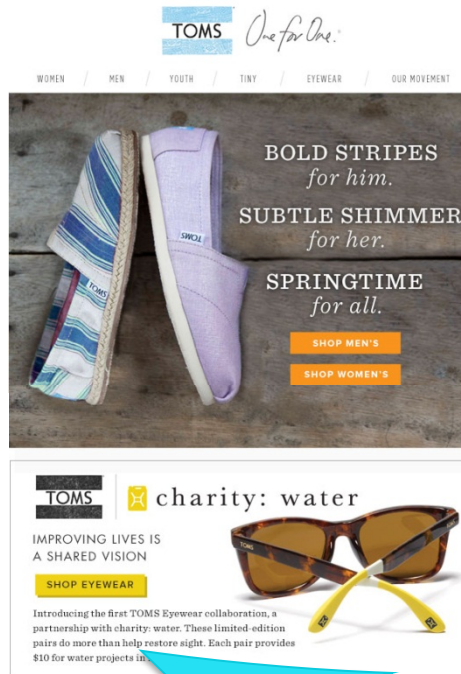
email

all device

design

ons

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Best If

Heavy mobile audience; mobile app; technical resources to make it happen.



sion

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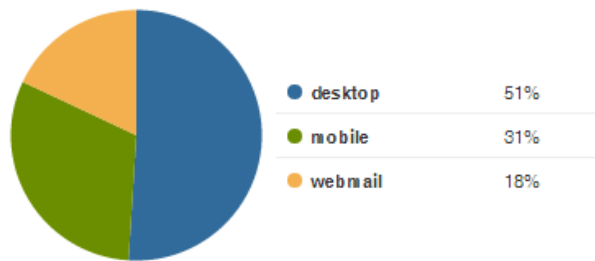


# Looking at your stats

Litmus

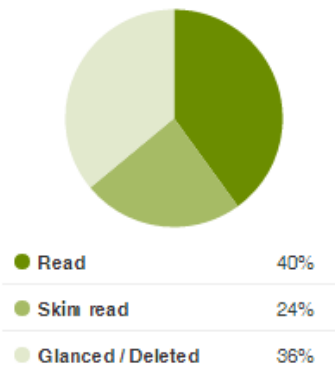
## Reading environment

The popularity of different environments, such as web-based email clients (Gmail, Outlook.com, etc.), desktop-based (Apple Mail, Outlook, etc) or mobile devices (Phone, Pad, Android etc)



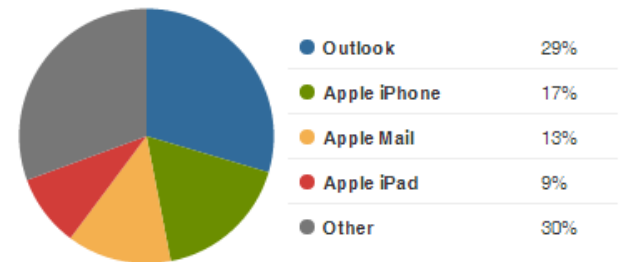
## Mobile engagement

Engagement amongst recipients using a mobile device such as an iPhone.



## Email Clients

The make-up of your recipients and the environments they are using to view your email.



Google Analytics

<input type="checkbox"/>	Mobile Device Branding	Visits ?	Pages / Visit ?	Avg. Visit Duration ?	% New Visits ?	Bounce Rate ?
		2,334 % of Total: 22.48% (10,382)	7.03 Site Avg: 11.25 (-37.52%)	00:04:14 Site Avg: 00:07:16 (-41.67%)	63.11% Site Avg: 54.43% (15.95%)	40.66% Site Avg: 26.83% (51.52%)
<input type="checkbox"/>	1. Apple	1,802	7.18	00:04:19	61.82%	40.01%
<input type="checkbox"/>	2. Samsung	245	7.00	00:04:27	71.84%	37.96%
<input type="checkbox"/>	3. Motorola	96	6.69	00:04:18	41.67%	52.08%

# iPhone vs. Android



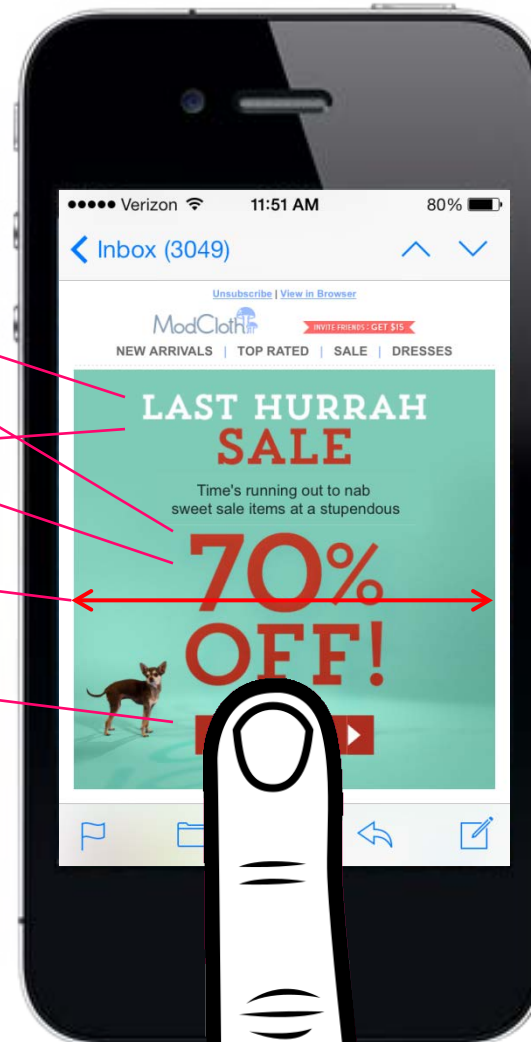
# Mobile friendly design

Streamlined messaging

Larger font size

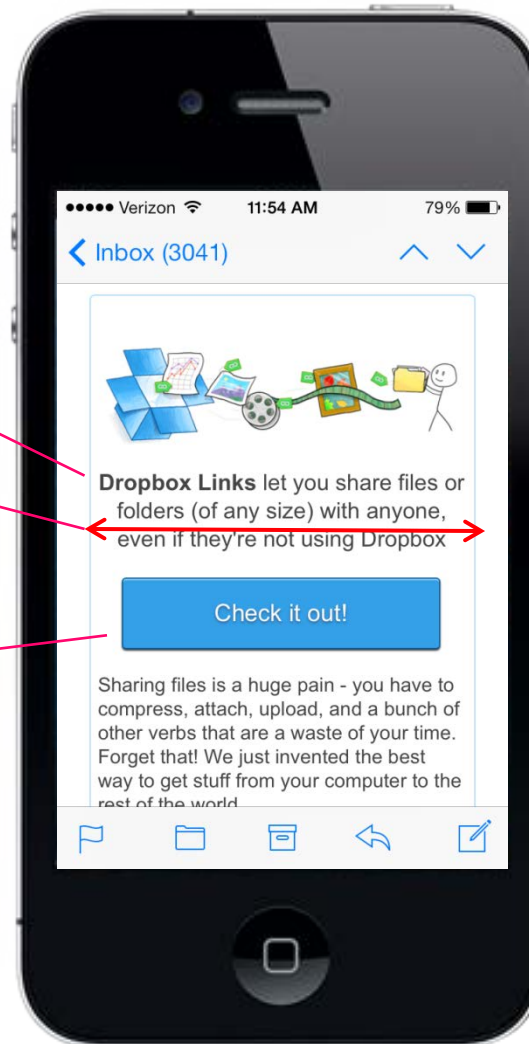
Skinnier email design

Touch-friendly CTA



# Mobile friendly design

- Larger font size
- Skinnier email design
- Touch-friendly CTA



# Yikes! How would you fix it?



Larger font size

Touch-friendly CTA

# Mobile

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Ask yourself...

Scalable or responsive?

Have you tested it across platforms?

Is your font large enough to see even if resized?

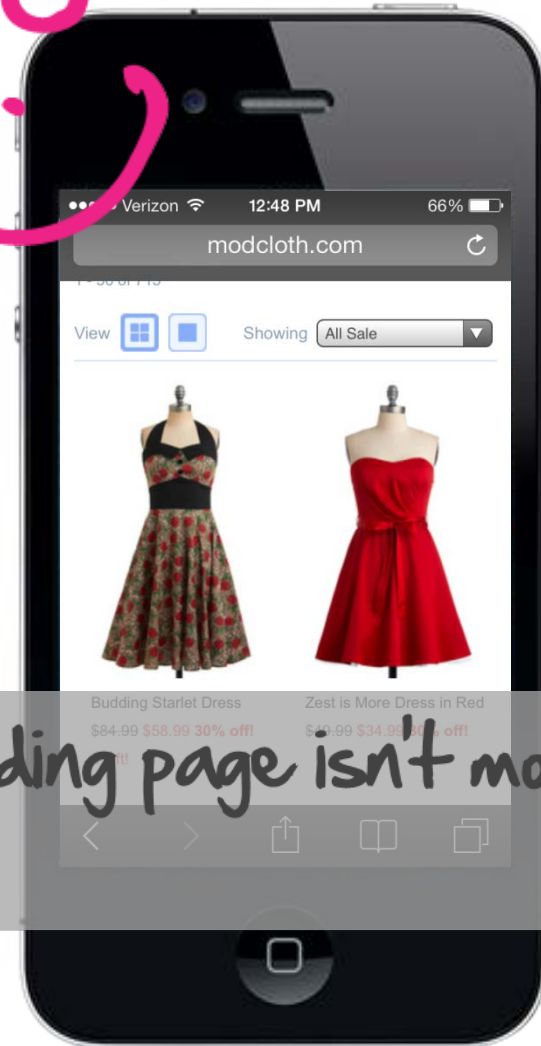
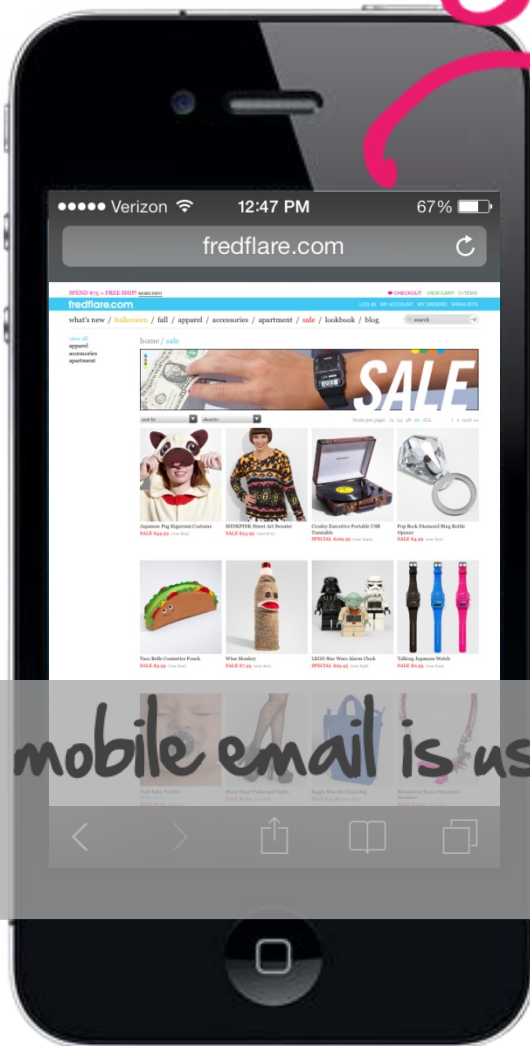
Is the email 320-550 px wide?

Is your CTA touch friendly?

Is the message streamlined?



# It doesn't end with the email



A mobile email is useless if the landing page isn't mobile friendly too!



# Key takeaways

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- Is it obvious where visitors should sign up for email?
- Sender – keep it relevant
- Subject lines – keep it short, include value prop, front load
- Snippet text – support the subject line
- Using copy effectively – passes the ‘so what’ test
- Mobile friendly = cleaner design, skinnier emails, larger fonts + CTAs
- Start Testing!



# Questions?

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## GET IN TOUCH

Bill Haskitt

bhaskitt@whereoware.com

703-889-1212

 Website: [www.whereoware.com](http://www.whereoware.com)

 Twitter: [@whereoware](https://twitter.com/whereoware)

 Facebook: [www.facebook.com/whereoware](https://www.facebook.com/whereoware)

 Blog: [www.whereoware.com/blog](http://www.whereoware.com/blog)

# Time for a few more?

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DNR

# Life's Better Outdoors

South Carolina Department of Natural Resources

## Public meeting to be held in Moncks Corner to discuss Santee Cooper blue catfish

<b>Date</b>	September 19, 2013
<b>Time</b>	6:30 p.m. to 8:00 p.m.
<b>Place</b>	Santee Cooper Auditorium (located just off Rembert C. Dennis Blvd) 1 Riverwood Drive Moncks Corner, SC

In recent years the Santee Cooper blue catfish population has experienced a marked decline due to almost a decade of poor reproduction. It is clear that we are facing big challenges to this resource and a reduction in harvest is needed to aid in the recovery of this important fishery.

**Please join DNR to discuss the current status and future of the Santee Cooper blue catfish population.**



**From:** Colorado Parks & Wildlife

**Subject:** Relax This Father's Day!



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COLORADO PARKS & WILDLIFE

## Relax This Father's Day!

[www.cpw.state.co.us/playmore](http://www.cpw.state.co.us/playmore)

- Get Your Fishing License
- Visit Your State Park
- Reserve Your Cabin, Campsite or Yurt



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RE



Zoomed In



# The Inside Scoop

from Texas Parks and Wildlife Department



Life's better outside.®

## Fish Texas October 2013

Texas Parks and Wildlife Department sent this bulletin at 10/23/2013 11:31 AM CDT



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### In this issue:

- [You Gotta Know How to Hold 'Em](#)
- [11-year-old is Texas' Youngest Elite Angler](#)
- [Zebra Mussels Found in Lake Belton](#)
- [100 Places to Catch Trout in Texas - Coming Soon](#)
- [Freshwater Hall of Fame Nominations Due Dec 31](#)
- [Enjoying Good Fishing? Hug a Biologist.](#)
- [13 Steps to Catching a 13-Lb. Bass](#)
- [A Bay for All Seasons, Wildlife and Humans](#)
- [Sabine Reef Site Grows Right Before Your Eyes](#)

### You Gotta Know How to Hold 'Em



If you're not going to eat your catch, you can release a healthy fish to the water using these five basic steps:

1. Always wet your hands before handling a fish. This will help reduce damage to the fish's protective mucous coating that helps prevent disease and makes it glide easily in the water.
2. Use a rubber net rather than the knotted nylon type to help prevent abrasions to the fish.
3. Always use two hands to hold a fish that may weigh over 5 pounds, supporting its weight with a hand under the belly. Holding a big one only by its jaw will almost always cause injury and hinder the fish from feeding after being released. Smaller fish (< 5 pounds) can be vertically held by the lower jaw, either by hand or with grippers.
4. Gently lower your fish into the water until it begins to swim away. If it isn't ready to swim, you may need to slowly swish it in the water first.
5. Plan ahead and take along a de-hooking tool or needle-nosed pliers to help remove the hook as quickly and safely as possible.

[Check out other catch and release tips in this list.](#) Then [watch a video](#) of a novice learning to correctly hold a big fish.

Lunkers need love too. If you plan to donate your 13-plus pound largemouth bass to the ShareLunker Program, [careful handling helps](#) keep it healthy until the TPWD pick-up takes place.