AI Is Loud.
Email Is Louder.
7 Tactics That Drive Results Right Now.
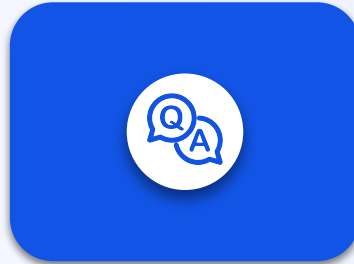
ZeroBounce & Orange Marketing

Validate list

Check Sender Reputation

Adjust Send Timing & Frequency

Segment for Engagement

Test Your Email's Inbox Placement

Simplify Copy & Design

Optimize Subject Lines
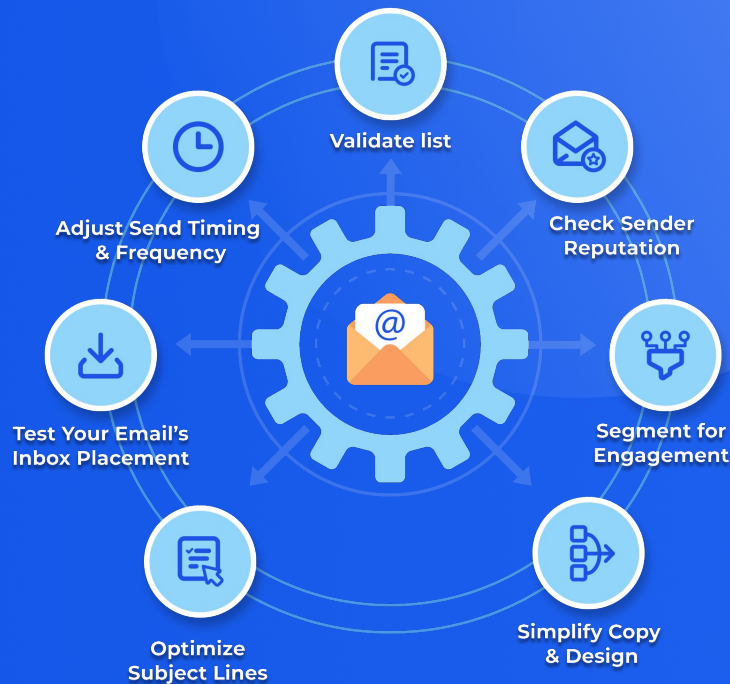
Housekeeping
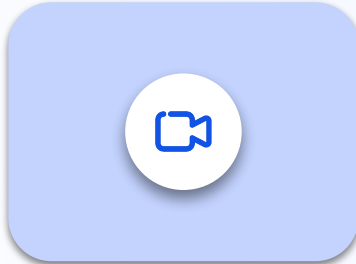
This webinar is being recorded

We'll hold a dedicated AMA at the end – prepare your toughest questions!

Audio not working? Refresh or click the audio icon.

Today's Topics

1. Welcome

2. Why Email Still Wins in the Age of AI

3. 7 Tactics That Drive Results *Right Now*

4. How It All Works Together

5. Q&A

Meet your **hosts**

Brian Minick

COO, ZeroBounce

Rebecca Gonzalez

CEO, Orange Marketing

Why Email Still Wins in the Age of AI

Why Email Still Wins in the Age of AI

AI flooded every channel. Marketers feel the pressure to produce more content, optimize for algorithms, chase the next platform.

Meanwhile, email keeps working.

Why:

- You own the list
- You control the delivery
- You measure what matters

Before you automate everything with AI, get the fundamentals right. These 7 tactics make email healthier and more effective starting today.
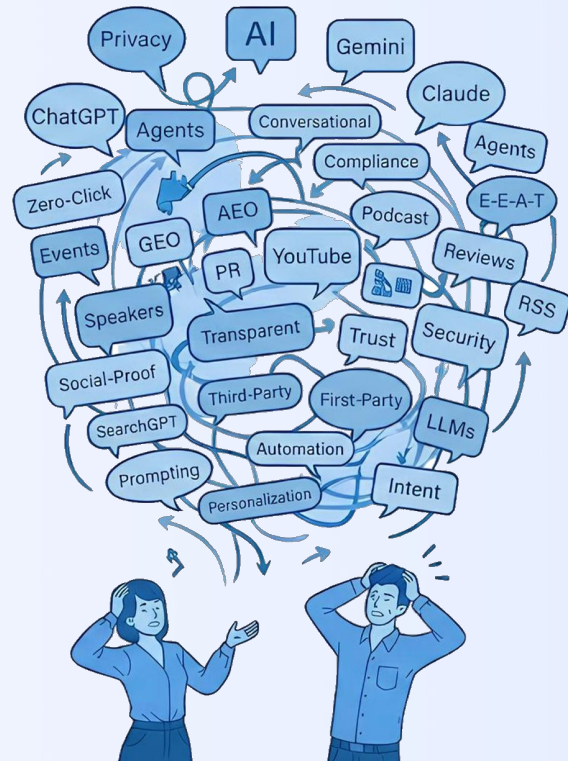
Email is owned media.
AI made it MORE valuable.

Marketing breaks into three categories:

- **Paid Media** - You rent attention (ads, sponsorships)
- **Earned Media** - You earn attention (press, shares, reviews)
- **Owned Media** - You control attention (website, email, content)

AI flooded paid and earned channels with noise. Algorithms shift overnight. Reach gets throttled. Trust erodes.

Email is different. You own the list. The inbox can't be gamed by bots. When someone opens your email, that's real attention. Real intent.
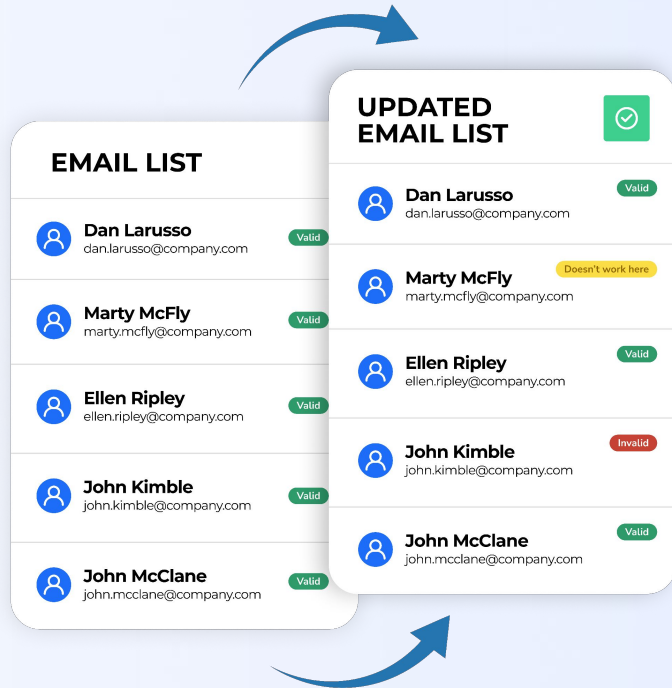
Protect it.

Earned media
Mentions
Shares
Reposts
Reviews

Owned Media
Website
Email
Podcasts
Events
Social Media
Posts

Paid Media
Social Media Ads
Display Ads
Paid Search
Sponsorship
Retargeting

ORANGE MARKETING

The 7 Tactics

Tactic 1

Validate Your List

- Clean data = fewer bounces, fewer complaints, and a stronger reputation

- Risks of sending to unverified/outdated contacts

- Simple workflows:

  - Validate before every major campaign

  - Automate verification for new leads

  - Monitor list health continuously

zero bounce

EMAIL LIST

Dan Larusso
dan.larusso@company.com — Valid

Marty McFly
marty.mcfly@company.com — Valid

Ellen Ripley
ellen.ripley@company.com — Valid

John Kimble
john.kimble@company.com — Valid

John McClane
john.mcclane@company.com — Valid

UPDATED EMAIL LIST ✓

Dan Larusso
dan.larusso@company.com — Valid

Marty McFly
marty.mcfly@company.com — Doesn't work here

Ellen Ripley
ellen.ripley@company.com — Valid

John Kimble
john.kimble@company.com — Invalid

John McClane
john.mcclane@company.com — Valid

Check Sender Reputation

zero bounce

Simple checks to run:

- Review domain health and authentication status

- Check for blacklist or blocklist listings

- Confirm proper SPF, DKIM, and DMARC alignment

Maintaining a healthy sending domain:

- Warm up gradually when increasing volume or using a new domain

- Monitor engagement signals to avoid reputation drops

- Aim for a consistent, authenticated, low-bounce sending pattern

Inbox

Bounces

Why Reputation Matters

Your sender reputation heavily influences whether your emails land in the inbox, spam folder, or get blocked.

Spam

Blocked

Segment for Engagement and Inbox Placement

ORANGE
MARKETING

Segmentation

- Use segmentation as delivery tool, not just for personalization

Use Your CRM

- Engaged vs. unengaged

- Recent activity segments

- Behavior-based microsegments (downloads, clicks, page views)

Targeting Benefits

- Smarter targeting reduces spam-filters and increases relevance

Drastic Increases in Spam Folder Placement

- "Why Google Workspace Email is Going to Spam in 2025

- "Filtering Pressure Squeezes Marketers: 10%+ of Emails Routed to Spam in 2025".

- "Spam Folder Spikes Reported as Google Tightens 0.3% Complaint Threshold".

- "Even 'Legitimate' Emails Landing in Spam Under New AI-Based Filters".

Segmentation Tips

DON'T...

- Repeatedly send to your whole list - most email tools let you automatically send to only "engaged contacts"

DO...

- Lean on your CRM to find active segments to engage
- Send targeted content to targeted lists

ORANGE MARKETING

Don't send to unengaged contacts (2,928) ⓘ

Last marketing email click date is less than 60 days ago (PST) ⓘ

and

Marketing emails delivered is greater than 3

or

Last marketing email open date is days ago (PST) ⓘ

and

Marketing emails delivered is grea

Segment membership

is member of AEO B2B Webinar | Registration No OM | Nov-2025 ⧉

or

Form submission

has filled out Download Content ⧉ on Pillar Page - Marketing to AI | Jun 2025

Nurture the Curious

Nurture sequences work when you give real value to people who opted in but aren't ready to buy yet.

We send longer-format emails with complete insights. No click required to get the payoff. Cadence varies between 1 and 3 weeks.

- Strong open rates (25%+)
- Low click-through expectations
- Downstream conversions from people who read but didn't click

The goal isn't the click. The goal is to stay top of mind until they're' ready.

ECHELON

Subject **Why your negotiations fail**

Preview text **Four early moves that can help**

Number	Open Rate	CTR
1	21%	4%
2	26%	2%
3	30%	3%
4	24%	1%
5	29%	2%
6	36%	2%
7	31%	1%
8	32%	1%
9	31%	2%
10	30%	2%
Average	**29%**	**2%**

Hi there,

Most sales organizations treat negotiation as an end-stage skill. The real issue? **They miss early opportunities that make negotiation frictionless.**

Here's what we've seen across hundreds of B2B teams: negotiation success is engineered upstream; during discovery, stakeholder alignment, and deal framing.

When those steps are skipped, sellers end up reacting instead of leading.

Four Strategies That Shift the Outcome

Strategy 1: Engage Purchasing and Finance early
If Purchasing or Finance appears for the first time after terms are set, much of the leverage is gone.

Bring them in early and maintain contact throughout the process. It turns potential blockers into informed collaborators.

Strategy 2: Separate common ground from negotiable issues
Open each discussion by restating what's already agreed on. Research shows this builds a constructive tone and momentum.

Just be ready. Recapping can also reopen old topics. Anticipate which points might resurface and prepare concise responses.

Strategy 3: Establish three positions on each issue
For each variable, establish your best case, target, and walk-away. Start by establishing your walk-away limit, then estimate what you think the buyer's limit will be. The overlap (or lack of it) reveals how difficult the negotiation will be.

Strategy 4: Understand why they chose you
Before conceding price, revisit the value conversation. Ask buyers to articulate, in their own words, why they chose your solution and what outcomes they expect.

Those quotes anchor value and reduce unnecessary discounts. If price concessions are required, prepare to make them in decreasing percentages and not in the final price.

The bottom line
Negotiations go smoothly when buyers already see you as a partner guiding their decision, not a vendor defending price.

By coaching the buying process early, you minimize conflict and increase win rates.

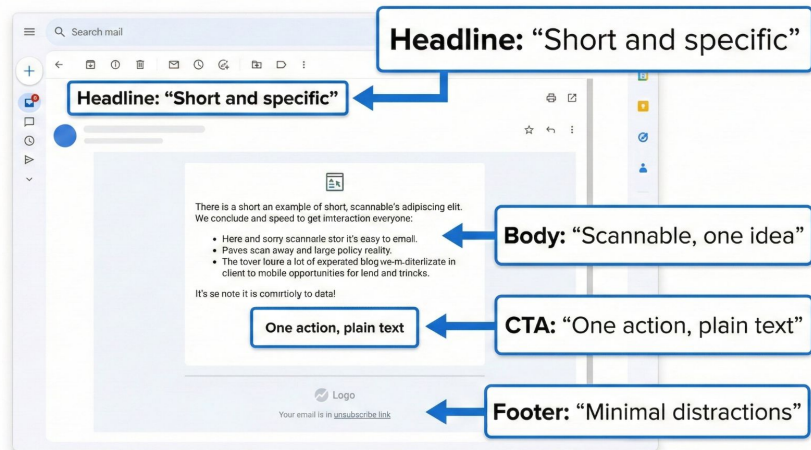Want your team to build these habits? Schedule a free consultation and we'll help!

Simplify Copy & Design

Improving email performance

- Clear, lightweight emails perform well in B2B inboxes

- Actionable tactics
  - Shorter sentences
  - Fewer images
  - Direct CTAs
  - Scannable structure

Email Anatomy Diagram

Headline: "Short and specific"

Body: "Scannable, one idea"

CTA: "One action, plain text"

Footer: "Minimal distractions"

Beat the Cluttered Inbox

New client. 40K contacts. Sporadic sends to a fraction of the list.

We cleaned the list with ZeroBounce, then ran a four-week warm-up with simple, valuable content.

Results:

- Open Rate **23%** and Click Through Rate **39%**

- Now sending weekly to **13K** engaged contacts

- They'd been sitting on their best asset the whole time

ORANGE
MARKETING

Subject: **Your sales forecast is probably erratic and far too inaccurate (here's why)**

Preview text: **An 8-minute read that could save you months of missed forecasts.**

Hi there,

If you're like 89% of sales executives we surveyed, the answer is "not very." Whether you are a sales executive or an individual contributor, are you any less uncertain about the accuracy of your forecast?

The culprit? Sales funnels are clogged with wishful thinking instead of real opportunities. Fixing the problem will also render a sales funnel that is a strategic tool and will increase the productivity of every sales effort.

I just published a guide that shows exactly how to fix this. It covers:

- The 4 questions that eliminate "happy ears" syndrome
- Why most companies focus on the wrong metrics (367 different ones!)
- How to get forecasts within 3-5% accuracy
- How to dramatically improve your funnel productivity

This is an 8-minute read – it could save you months of missed targets.

Read the Blog

Best,

Tom Snyder | Founder & Managing Partner

FUNNELCLARITY

Data-Native Audiences: Email is the Endpoint

- One of our clients sells digital asset market data. Their weekly newsletter is packed with insights their audience actually wants to read.

- Opens run 30% to 40%. Click-throughs hover at 2% to 5%.

- We don't panic.

- For this audience, asking them to click is friction. They consume the insights directly in the email. The newsletter does exactly what it's supposed to do: prove expertise and support the sales team..

- Sometimes the best CTA is no CTA at all.

Tactic 5

Optimize Subject Lines & Preheaders

Subject lines

- Simple formulas

- How to create curiosity without misleading

- Test, test, test

Preheaders

- Complimenting the subject without repeating

- Test, test, test

Subject line
Open
Read
Action Opt
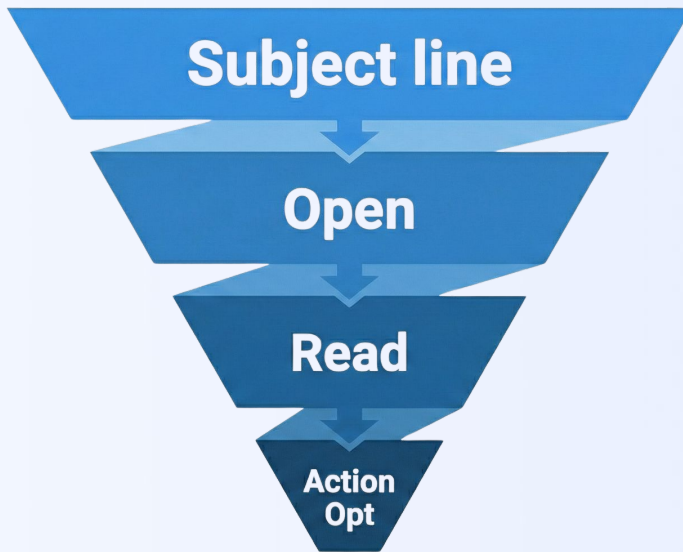
Subject lines work when they signal insight, not marketing

Subject: **LinkedIn's Latest Algorithm: Here's What's Actually Working**

Lead with idea, not your CTA

- Say something meaningful is inside. Do not ask for action in the subject line

Use specificity to earn curiosity

- Concrete details beat clever language every time.

Tie insight to relevance or risk

- Professionals open emails that help them think or avoid mistakes.

The highest open rate - 44% and highest CTR - 9% for our weekly newsletter in 2025

CB Insights—A Great B2B Email!

- Sent from the founder's email

- The preview text has company name

- Irreverent tone

- Frequency restraint (1, 2, 3 weeks)

- Pattern interrupt backed by data

  - "The AI agent bible"
  - "Vibe coding is over."
  - "killing PowerPoint"
  - "ChatGPT goes social"
  - "Amazon's AI employees"
  - "Old IPOs"

Tactic 5 Cont.

We tried this . . .

Subject **tldr quick industry news: Jay Schwedelson**

Preview text **1 minute read**

- Quick brief no sales email to opt- in base as a 2026 experiment

- No sales action requested, just a gift.

- **44%** Open. **6%** click through (which was not necessary)

Idea from- Jay's Podcast "Do This Not That"

Hi there

Small shift in the email marketing world worth knowing about.

Jay Schwedelson (SubjectLine.com, Guru Conference) just got acquired by Constant Contact (SMB email platform). As a top and beloved speaker at HubSpot's Inbound conference, this is an interesting pivot. Full story here:
https://jayschwedelson.com/constant-contact-acquires-guru-conference/

We mention this because we're hardcore Jay fangirls and recommend his resources to nearly every client. His annual B2B and B2C email marketing calendars are legitimately useful and free - safe link to get them here:
https://outcomemedia.whitepaperhouse.com/lp41

If you're planning email campaigns in HubSpot and want a framework for what to send when, grab those calendars. We reference them constantly.

Thanks and stay email safe in 2026!
Rebecca

Orange Marketing, 1024 Bayside Dr Ste 529, Newport Beach, CA 92660, United States
Unsubscribe Manage preferences

Tactic 6

Test Your Email's Inbox Placement

- Pre-send testing catches issues before damage occurs

- What good testing includes:
  - Blacklist checks
  - Content scoring
  - Authentication insights

- Deliverability review = long-term performance improvement

Placement Test Results
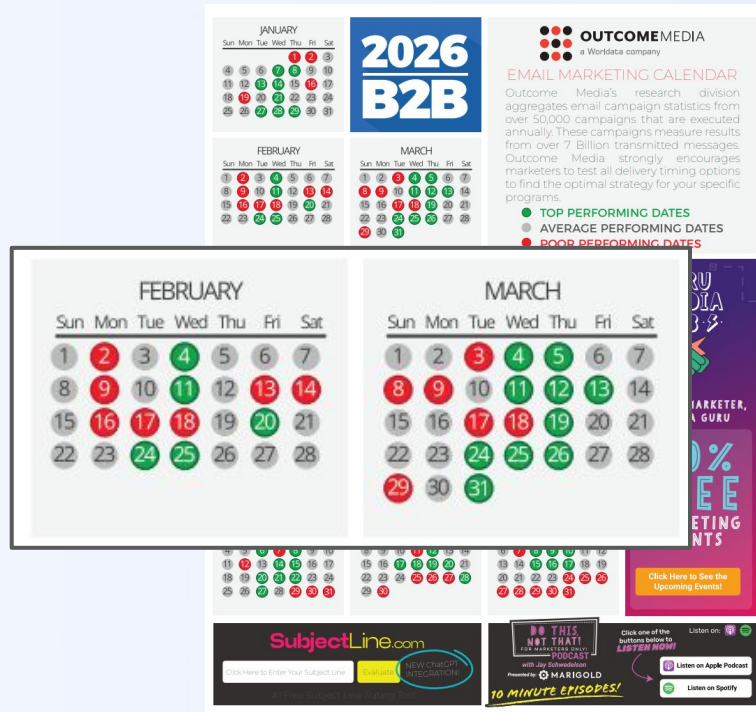
- ☐ Inbox
- ☐ **Spam**
- ☐ Not delivered
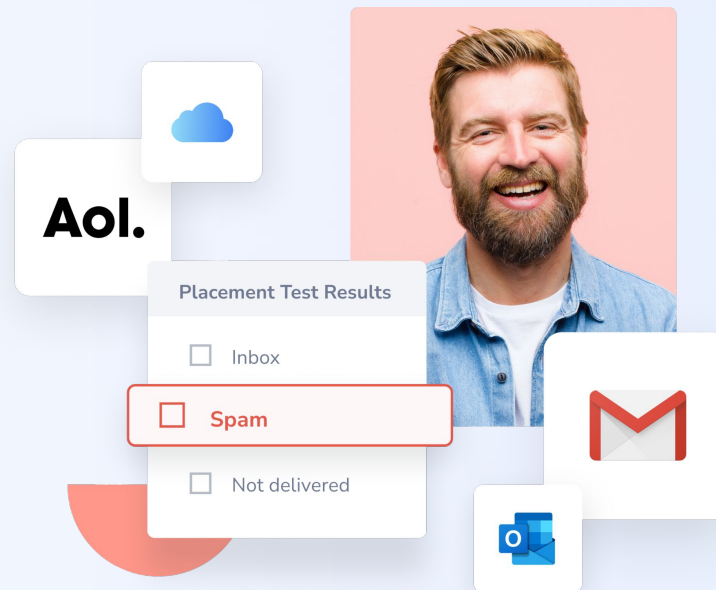
Tactic 7

Adjust Send Timing & Frequency

Better results come from adjusting when and how often you send, not sending more.

- Timing that performs well.
  - Jay Schwedelson's Guru Calendar

- Avoid overwhelming audience

- Testing ideas:
  - Cadence
  - Send windows
  - Triggered vs. batch sends

👊

Early Week Education Late Week Conversion

Subject: February Tyre Mentorship Program Newsletter

Mid-Week Value, Zero Sales Pitch

Dan Tyre's monthly mentorship newsletter hits Wednesday inboxes with one thing: useful content.

This edition: goal-setting frameworks, personal updates, vision boards, community events. Long-form email that delivers value without requiring a click.

Why it works:

- Mid-week when people have mental space
- Personal storytelling builds connection
- Only sent to engaged subscribers

The goal isn't conversion. It's staying top of mind.

DAN TYRE
MENTOR
ENTREPRENEUR
AUTHOR

Letter from the Founder

#ohbaby, have you set your annual goals for 2026?

It's February, and it's a good time to be intentional about what you want to accomplish for the rest of the year. I am EXCITED to upgrade the goal-setting process this year to help more people in our community get what they need to succeed as quality humans in the modern era.

I have been an avid goal setter since I met David Allen in NYC back in the 1980s. He explained the power of intentionality in getting things done. I carried around a black daytimer for decades to meticulously record every aspect of my life and to plan for the future. I have years of archived information regarding the key points of each day — what city I was in, which movies I watched, books I read, beers I drank, the number of times I worked out, and the amazing and fun things that I did through my personal and professional journey.

As part of that process, I learned that one of the most efficient ways to live your best life and get things done is to define, in detail, annual goals. Tyre Angel has always been about building great companies and building great leaders, and goal setting is a giant step in the right direction. It doesn't have to be extensive. It doesn't have to be all-encompassing. To start, you simply need to write it down and review it periodically to gauge your progress.

At the Tyre Mentorship Program, we have been using the same format for over a decade. I personally liked the format because it was simple, quick, and easy. We create a few categories and think through our priorities and commitments, and then review them with our significant others and get to work. The substantive book we use for this process is Succeed: How We Can Reach Our Goals by Heidi Grant Halvorson, a great read to help you understand the science of goal setting.

Several people have urged me to put my goals online. I was hesitant to do it at first but glad that I started the process.
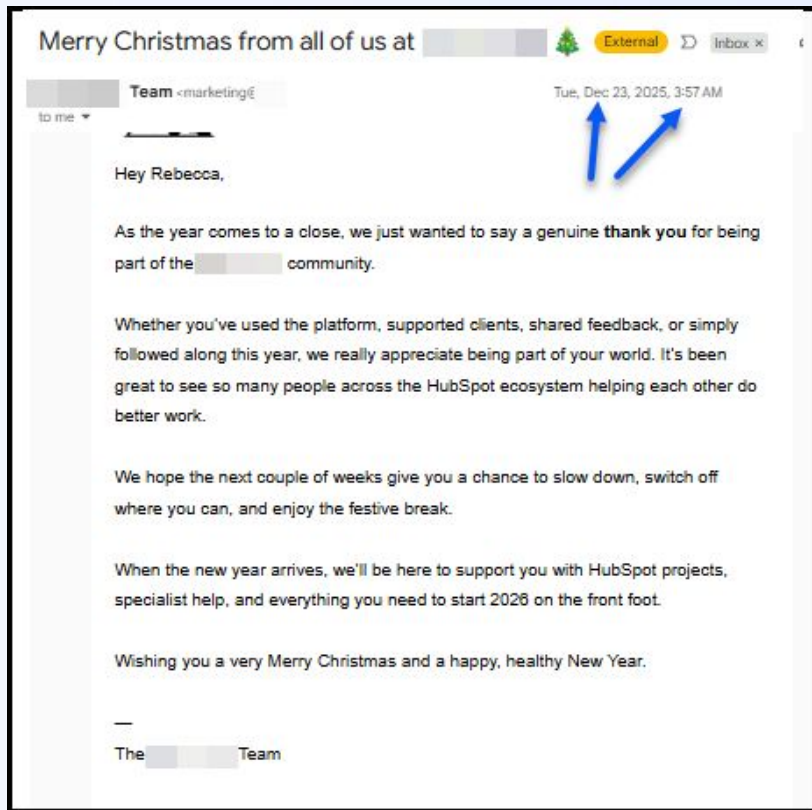
Here are my 2024 goals and results: https://blog.dantyre.com/2024-dan-tyre-goals-and-progress-towards-goals

2025 goals & results are here: https://blog.dantyre.com/2025-dan-tyre-personal-and-professional-goals

Tactic 7 Cont.

Seasonal Fatigue

- Sent Dec 23 at 4 am local time

- The cost of every email you send is unsubscribes.

Was this worth even <u>one</u> unsubscribe?

Bringing It All Together: The Fundamentals That Drive Email Success

Stronger Data. Clearer Messages. Better Deliverability

- Email succeeds when:

  - Your data is *clean*

  - Your message is *clear*

  - Your sending habits are *intentional*

- AI helps create content, but **deliverability + engagement** still rely on fundamentals

AI supports creation.
Fundamentals drive performance.

Questions or want to *learn more?*

Create a free ZeroBounce account!

- Get started with email validation and deliverability tools

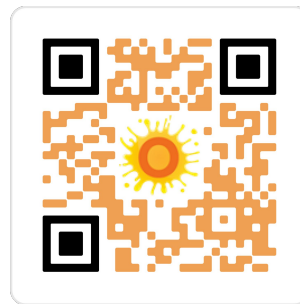- No commitment - just explore and test with your own data

Get a free email deliverability guide!

- Get the Guide: Improving Email Deliverability in 2026

- Google, AI-powered Algorithms, Spam, Technical Setup, Engagement, and Metrics - What B2Bs need to know right now!

Scan to create your **free ZeroBounce account!**

Scan here to get the **deliverability guide!**

Email Deliverability in 2026