

KEYNOTE

Email Magic: Your Most Valuable Communication Tool for Business Growth



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2025 WORLD TOUR



Email Magic:

Your Most Valuable Communication
Tool for Business Growth

Olga Bubnova
Founder & CEO at B.gain







DAIRY HUT

"THE BEST IN SOFT ICE CREAM"

SUNDAES	
SM 3.50	LG 4.50
Apple Caramel	Strawberry
Chocolate	Cherry
Blueberry	Hot Fudge
6.50	
BANANA SPLIT	
SLUSH	ICEBERG
Strawberry	SM 3.50
Blueberry	LG 4.50
Pineapple	
Orange	
Cherry	
Lime	
2.00	
2.50	
3.00	
MILK SHAKE	
Strawberry	SM 3.50
Chocolate	LG 4.50
Vanilla	
Banana	
Cherry	
COCONUT	
4.50	
CONES	
Vanilla	CHOCOLATE
SM 2.50	SM 2.50
M 3.00	M 3.00
TWIST	
POPCORN	
DIPS	
CHOCOLATE	
CARAMEL	
1.50	

Top 10 Countries That Send The Most Emails Per Day

United States

Germany

India

Belgium

France

Japan

Ireland

United Kingdom

Netherlands

Australia



OPEN RATES: AUSTRALIA VS. GLOBAL BENCHMARKS



20–38%



30–46%



Interest & Timing

Trust

List Health

CLICK-THROUGH RATES (CTR): AUSTRALIA VS. GLOBAL BENCHMARKS



3.0–3.1%



2.4–
2.5%



Engagement

Conversions

GETTING STARTED WITH EMAIL MARKETING





Problem

Solution

CTA



Story

Value

Offer



Winning Subject Lines

- **Highlight innovation:** "New Tech Alert" or "Just Launched" to spark interest.
- **Be specific about product:** "AI Breakthrough: 10x Faster Processing"
- **Ask a specific, industry-focused questions:** "Did you know Email Marketing drives big ROI?".
- **Use number-specific subject lines:** "Boost Conversions by 27% with These 3 Tactics".



Bad Subject Lines

- **Vague:** "Check This Out".
- **Spammy:** "Open Now to Claim Your Prize!"
- **Lacking Personalisation:** "Dear Customer".
- **Too Long:** "This Is a Promotion for a Special Discount That Will Only Be Available for a Limited Time and You Don't Want to Miss It!"



ActiveCampaign >

September product highlights

Handpicked product updates delivered to your inbox

AUTOMATION TEMPLATES

Contact Subscribes to list Master List

Send an email "Day 1" (currently a draft)

Wait for 1 Week(s)

Send an email "Day 2" (currently a draft)

7 day new leads nurture →

Contact reads any email

Contact clicks a link in any email

Update contact field Last Engaged Data to "current time"

End this automation

Track contact engagement →

TIP OF THE MONTH

Elevate your email marketing with Conditional Content

Show your subscribers that you understand them with Conditional Content. Tailor your emails based on their location, purchase history, or preferences to make sure each subscriber receives the message that speaks directly to them.

[Create more personalized messaging](#)

✦ Show best send day ☒

BEST SEND TIMES

TUESDAY	THURSDAY	FRIDAY	SATURDAY
Good 1	2	3	Good 4
Better 8	9	Better 10	Good 11
Good 15	16	Good 17	18

Best send day

Create campaign

Blossom into Spring
✓ Sent 10:06 AM
From Our Garden to Your H...
✓ Sent 12:30 PM

Occasional Celebrators
⌚ Scheduled 10:37AM
Welcome Newsletter
⌚ Scheduled 2:30 PM

Botanical Brilliance: Unveili...
⌚ Scheduled 12:30 PM

Send campaigns at the right time

The Campaigns Calendar now uses AI to suggest the best times for you to send emails based on your account data. [Spend less time guessing when to schedule campaigns](#) and more time creating content that clicks with your audience.

Product updates from ActiveCampaign **“New tools for smarter campaigns—now live!”**





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- ✓ Cancel your subscription **anytime you want** by visiting your account or by contacting support for any reason.
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Mindy McHorse, AWAI <thewriterslife@awaionline.com> [Unsubscribe](#)

📧 to IOANAWILKINSON ▾

IOANA —

You know you were born to be a writer.

Chances are good someone close to you knows it, too.

But to finally make that dream happen, you need **insider information...**

To help you claim the paid writing career you've always wanted.

Not only does it mean **you'll finally be doing something you LOVE for a living...**

And that **you'll enjoy complete freedom** over when and where you work...

But you'll also **find joy in the very work that leads to great paychecks...**

Example of newsletter with spammy words

Engaging content

Strong CTA

Visual Appeal



→ Email Body

→ Email CTA

→ Email Footer

Drip Campaigns

Welcome Emails

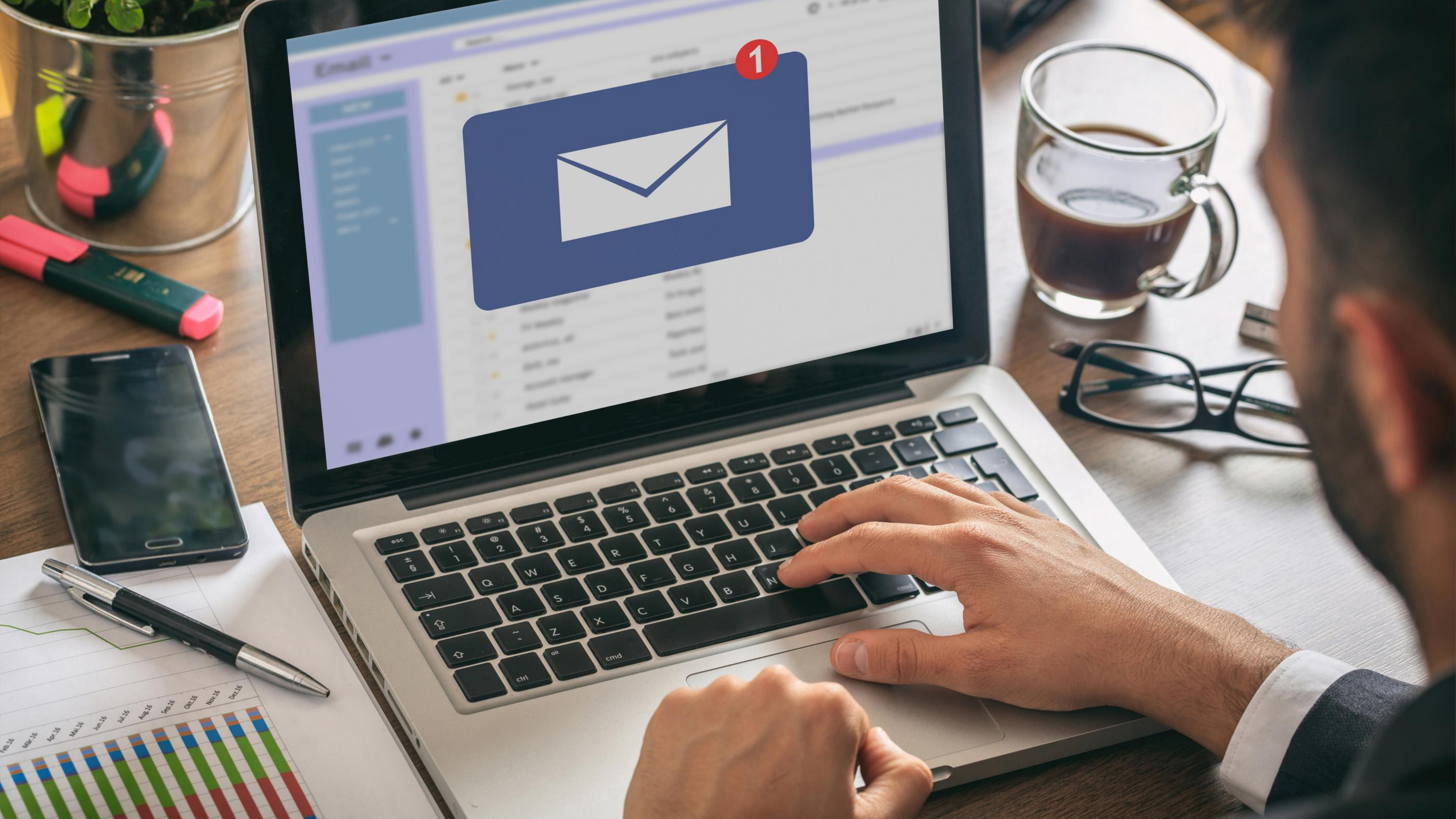
Re-engagement



WHY EMAIL STILL WINS



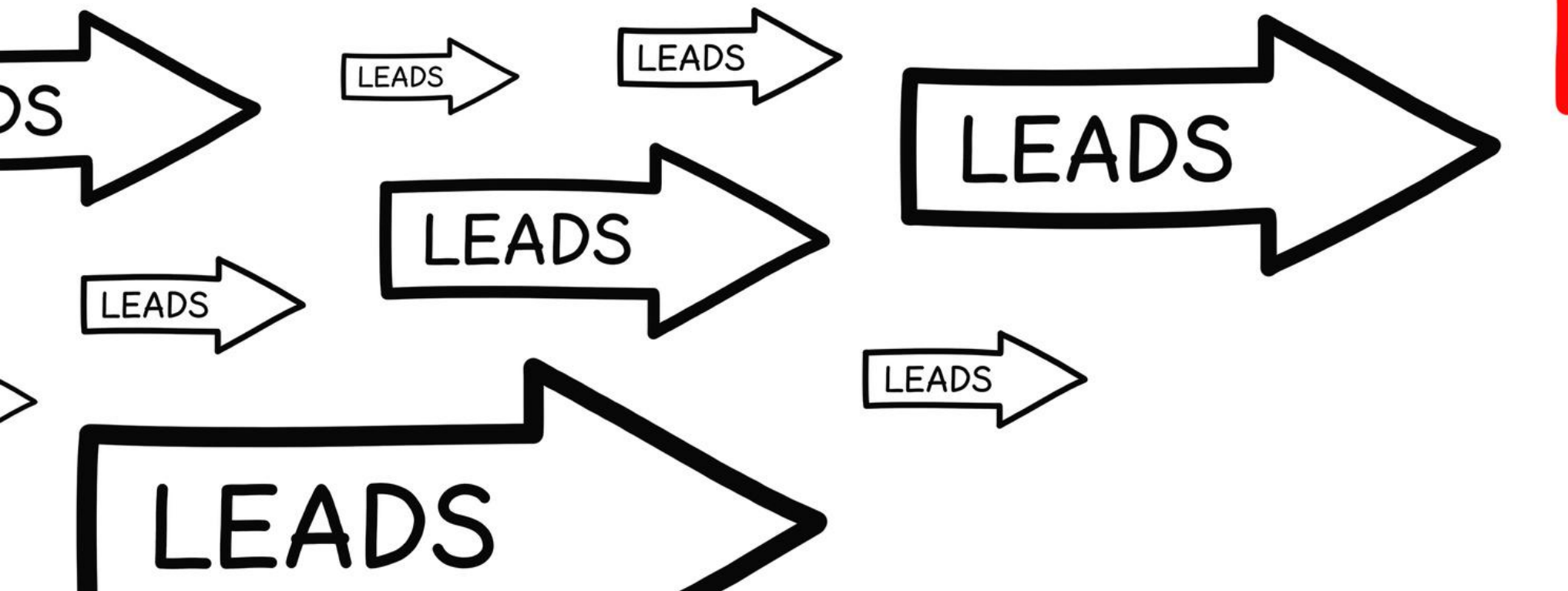








CUSTOMERS







Questions?



Empower You Brand



Stay in touch



Olga Bubnova



Empower You Brand



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