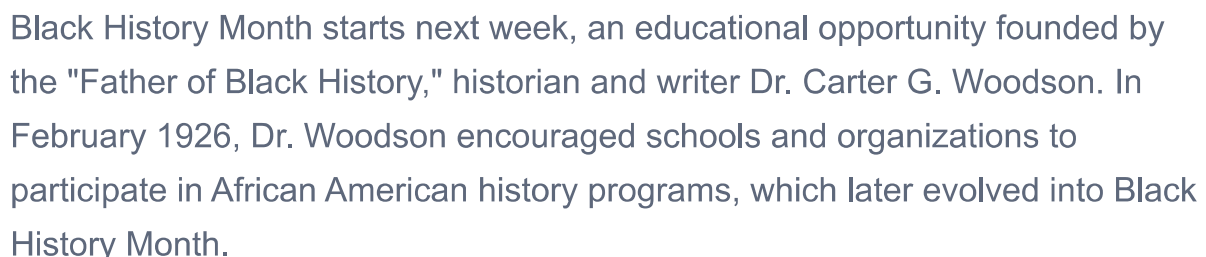




1 message

Fri, Jan 27, 2023 at 1:11 PM




<https://mail.google.com/mail/u/0/?ik=ca1ca53c7a&view=pt&search=all&permthid=thread-f%3A1756173872389094814&simpl=msg-f%3A1756173...> 1/5

highlight this more, please let us know. And, as always, if you have your own really good examples, make sure to submit them.

Keep on learning

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## Articles we thought you'd enjoy because you probably like to learn and stuff



### 2023 Online marketing calendar: Template and marketing holidays

When it comes to marketing your business or organization online, planning ahead can often make the difference between a good year and a tough one. And while we all know how important it is to plan ahead, sometimes it can be a struggle to plan for tomorrow when you're in the thick of today. That's why we've created this 2023 online marketing calendar.



### Why YouTube ads should be in your advertising budget

The most sought-after platform for video marketing is YouTube, which is known for its relatively low ad costs compared to other channels. With over 2 billion logged-in users per month, YouTube has a massive user base that provides a vast pool of potential customers for advertisers to reach at a relatively low price.



## Google will once again apply Gmail spam detection to political campaign emails

Google doesn't plan to let political campaigns dodge Gmail's spam detection for much longer. The Washington Post has learned that Google plans to end the email filter bypass pilot program by the end of this month.



## Building a successful ad campaign in 5 charts

2023 is the year of performance marketing. Budgets are getting leaner, and pressure is mounting for marketers to deliver. Advertisers need to be intentional about audience, platform, and measurement when serving up ads. Here are five charts every marketer needs for building the right ad campaign.



## Webinar - Ask a maker about: How ConsumerAffairs automates complex customer journeys

During this webinar, you'll learn all about how Ryan Glanzer, Senior Manager of Lifecycle Marketing at ConsumerAffairs, leverages Iterable to send automated, relevant, and personalized messages to users depending on where they fall in their unique journey. [Sponsored]

## Your Email GIF of the month





See it in the email

Thanks for reading this week. If you are looking for something to support, we suggest the [National Museum of African American Music](#). It's in our own backyard and a great place to visit when you come to Nashville.

## Really Good Emails

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