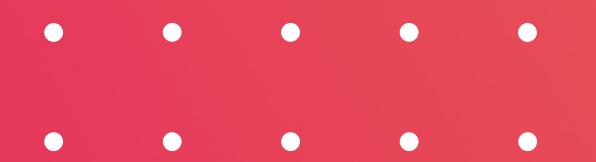


01

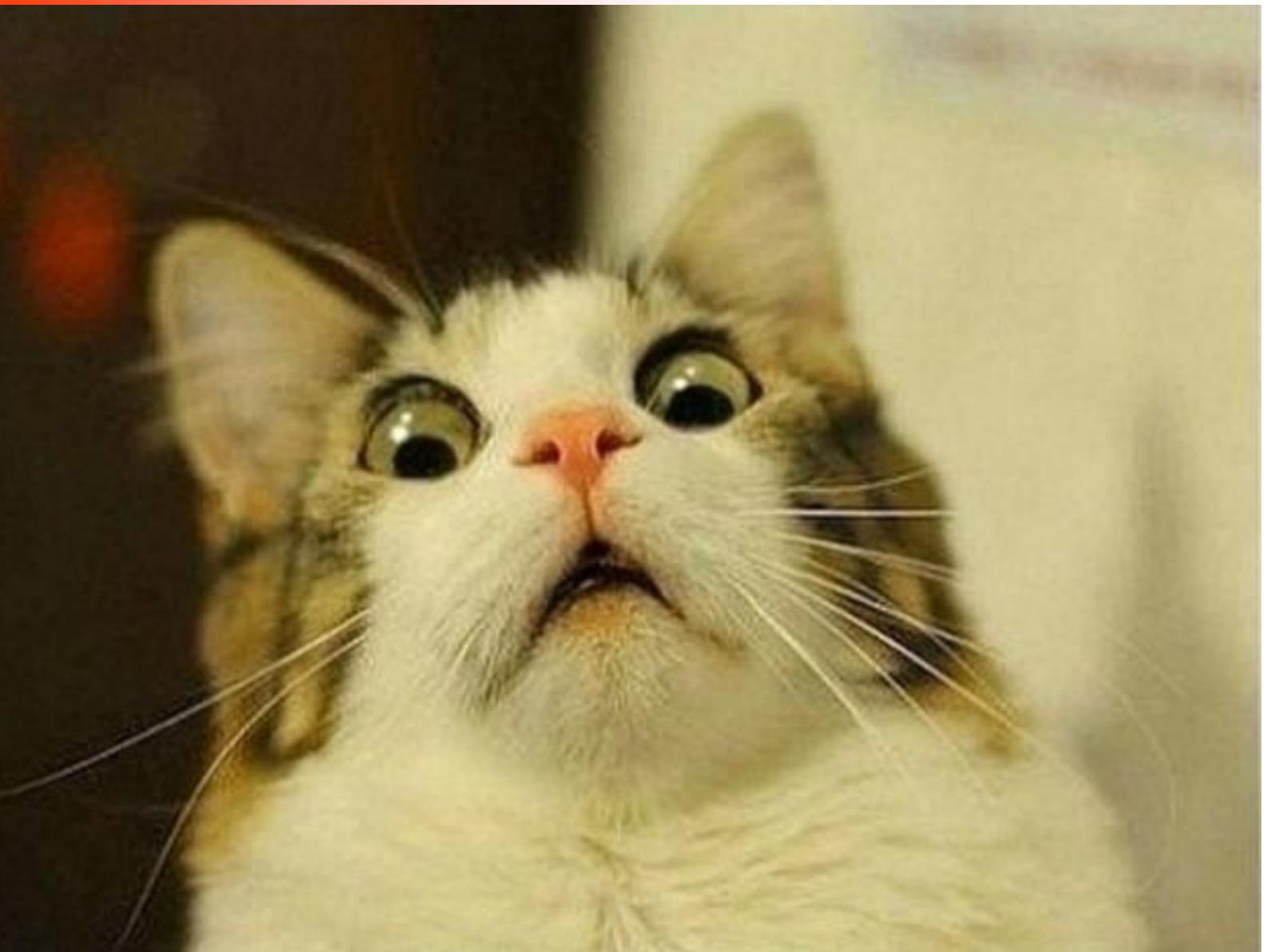
# FUTURE OF SENDY

PLAN FOR PLAN



# Agenda

---



Intro  
Old Schemes  
Results So Far  
Goals  
Top 5 improvements  
Assets Video  
Open Rates  
More Improvements  
Closing Notes

# Humm much it cost us?

---

## HOSTING

\$20 per month

## AWS

\$382 for 3.5 million emails( pretty cheap in my opinon)

## FREELANCERS(CODE+ CONTENT)

didnt count, but not a lot. we started to use generator from November, so it has great ROI

## 1 ITEM

1 campaign cost us ~\$60. Some labor was included. Generator v2 will reduce it to \$40 + removed me from production

## History aka Mailchimp mentions

You can read our September slides here: <https://bit.ly/3tiQ5aj>



## I know

Our system might sound fragile and stupid.  
But we already delivered 293 campaigns in  
total.

I'm totally fine to improve it. Let's do it  
together.

## Needs

Even after our yearly review meeting, it's still  
hard to get an approval to spend money.

Always need help with code. I'm not an elon  
I want to get removed from operational cycles  
and focus on improvements

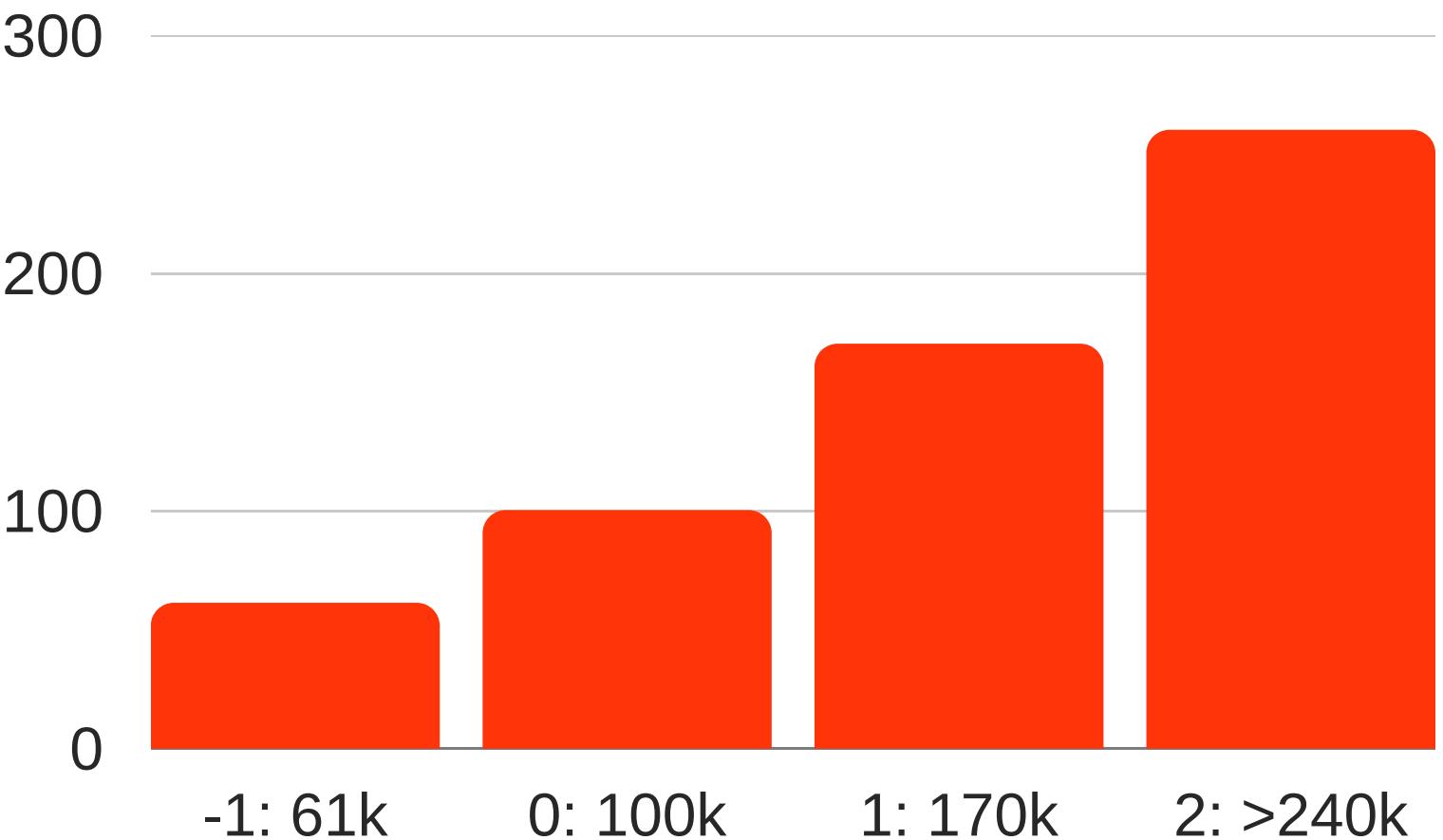
# 518K

EMAILS AVG PER MONTH

3.626.000 emails from September so far

+4.900.000 emails expected this year

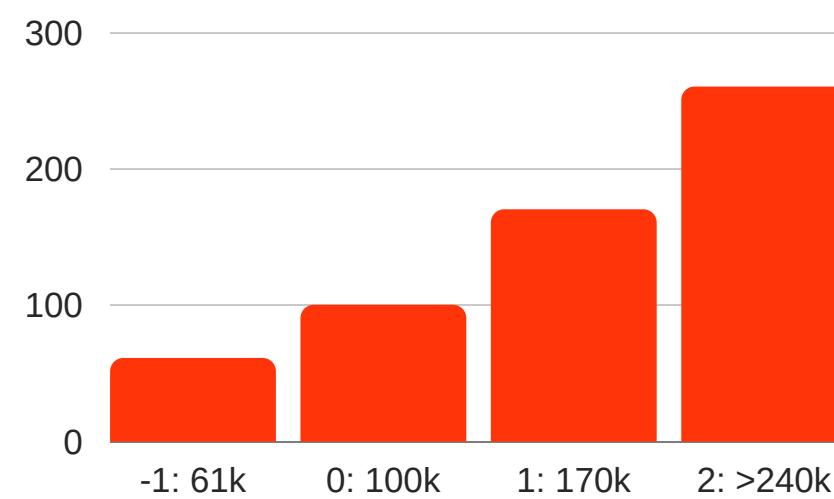
# Goals(subs)



as mentioned, email subs are an asset that HN  
owes. Like Facebook, Twitter can ban us, and  
all followers will gone. email subs can be used  
for a lot of cases. (c) David

## Goals(subs)

—



*170k list making us a very competitive service provider*

Step 0: 100k subscribers. Should be done pretty easy with our main website traffic

Step 1: 170k subscribers. Will require some innovations. We can get this list in chunks. Like Gaming part, Crypto part, Techbrief, Podcasts. At this point - most of the operational cycles will be automated. 0 chats in slack - a lot of planning in advance. We need a lot of help, in order to accomplish it. It will take us only 11 emails per months in order to cross 2m emails goal

Step 4: >240k subscribers: At this point David loves me.

# Assets Video

**LINK**

**HTTPS://BIT.LY/3B5RQLB**

# Email template generator

Generator right now is just a CLI tool.  
2nd version will be tailored for Hang.

Each improvement related to the generator will

- reduce the price per campaign in the long term.
- will save our time
- will save Hang some brain cells

## More improvements. Quick mention

- scheduler for campaigns. right now we need to hit the button send each time we have a new newsletter campaign.
- work with a reply email. probably we missing something there
- Connecting with FB posts
- work with our server API
- Polish our list management
- Advanced subscription form, email preferences form
- incorporate slogging into our emails
- Explore GDPR. at some point, it can hit us.
- Add Google analytics to our emails and newsletter archive pages.
- Migrating our Sendy server on AWS
- Host Partners emails. Can be sent by using Linh persona from Sendy. Might increase open rates.
- Referral programs, like MorningBrew, has
- Old archives + SEO magic from Limarc
- Clients onboarding. Can be done as page, or training, or something
- Reporting system
- DevOps workflows for improving code work

# Main Plan 2021

FORM

SEPARATED THING

---

ADVANCED SIGN UP FLOW

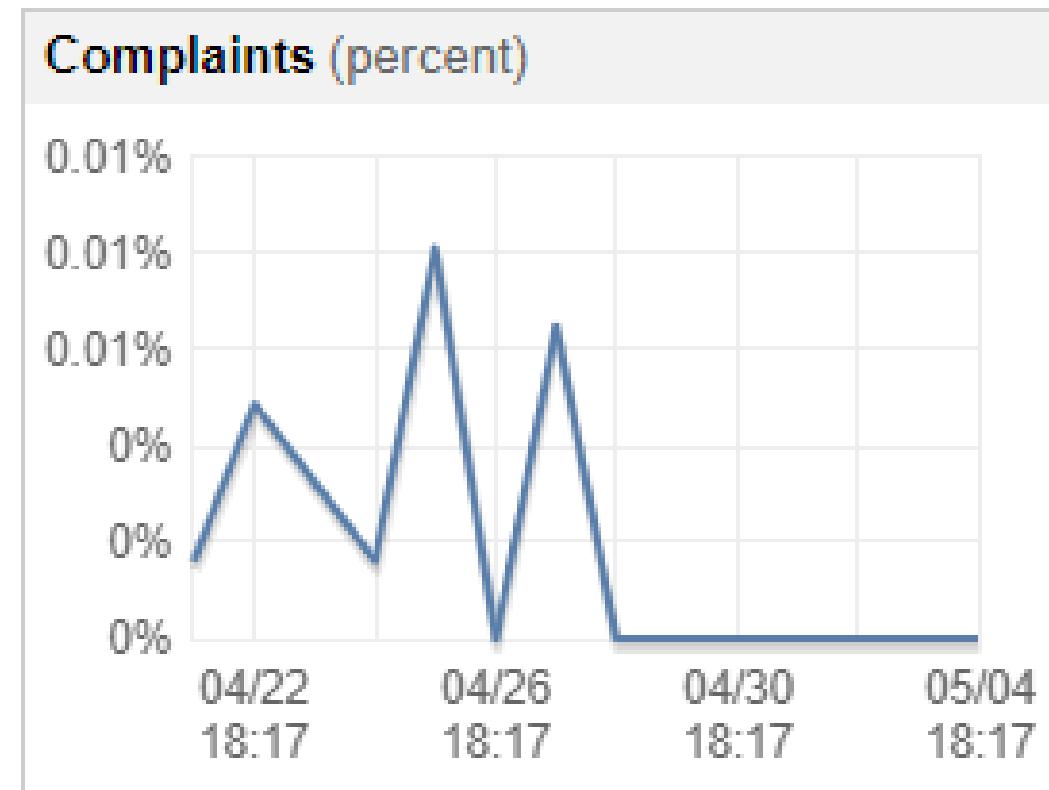
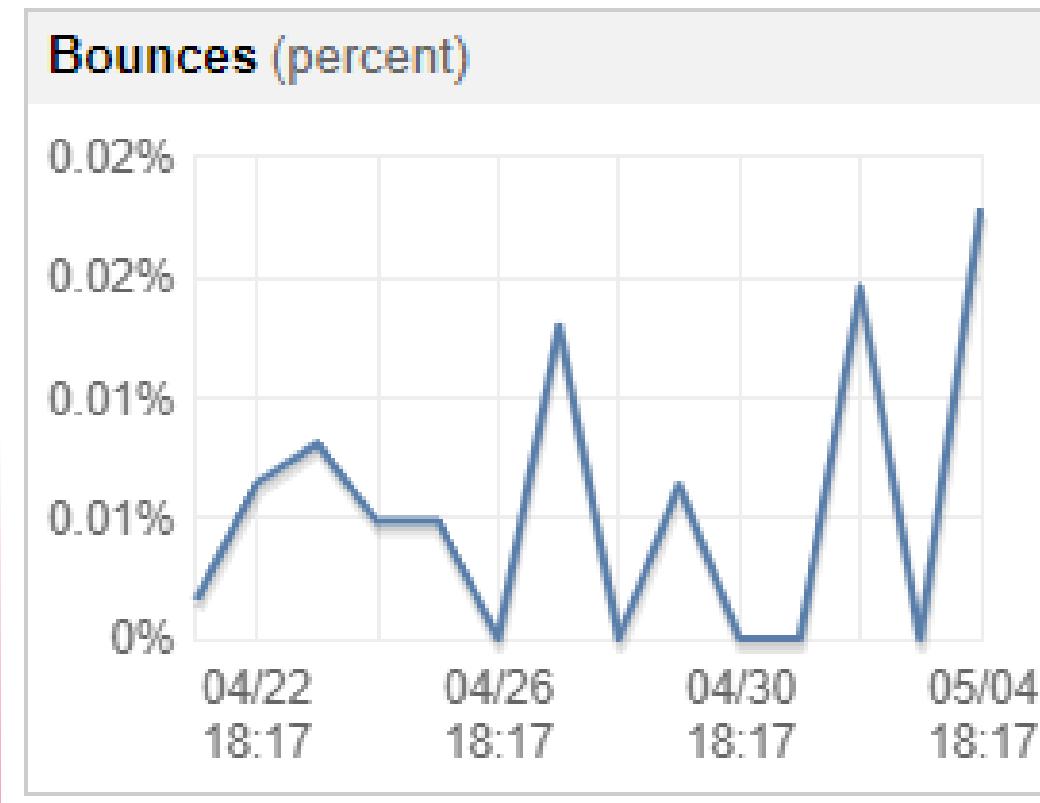
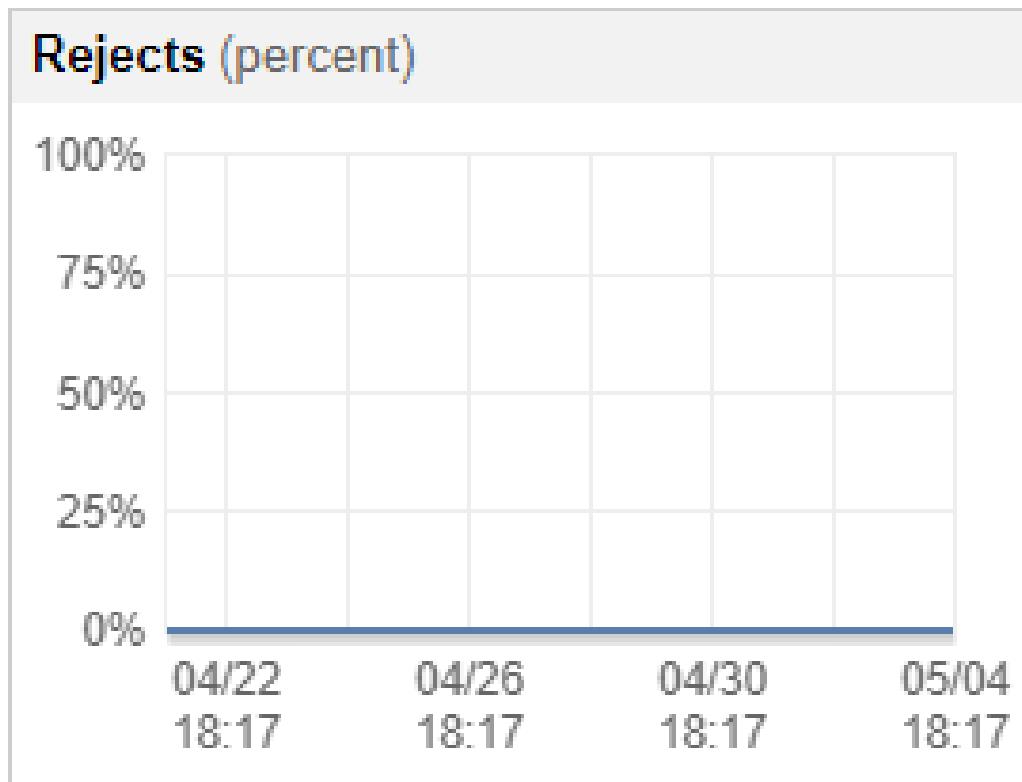
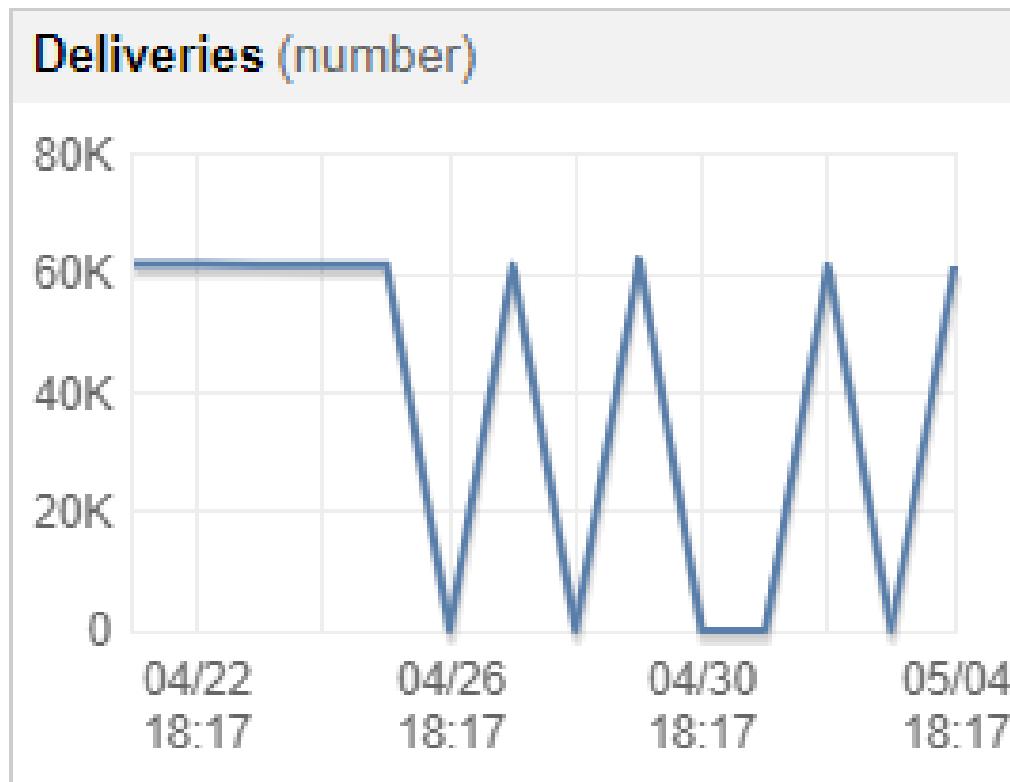
NEWSLETTERS ARCHIVE  
LAUNCH

GET AN AUDIT FROM AN EXPERIENCED  
EMAIL MARKETER

IMPROVE SOCIAL MEDIA +  
SMALL HACKS

AB TESTING / G ANALYTICS

# numbrs



< - bad numbers are very  
looooow

So no ban. Yay!

## BILLING REPORT FOR NEWSLETTERS

numbrs

2020-11-03 \$48.32

2020-12-03 \$46.28

2021-01-03 \$34.61

2021-02-03 \$40.21

2021-03-03 \$59.89

2021-04-03 \$58.72

2021-05-03 \$93.98

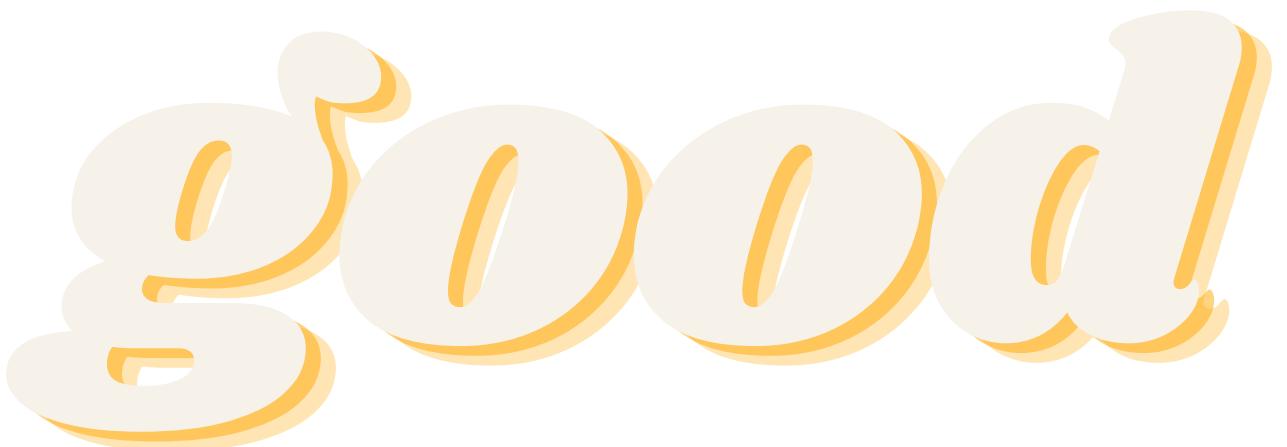
\$382

3.58% unsubscribed



1.49% bounced

0.12% marked as spam



good

# numbrs

February

Campaign	Sent	Unique Opens	Unique Clicks	
LaunchDarkly #2	26.02	8.33% 5,2 opened	0.41% 257 clicked	
Velo WC	25.02	8.19% 5,203 opened	0.52% 333 clicked	
Particle #1	24.02	8.23% 5,141 opened	0.45% 279 clicked	
LaunchDarkly #1	19.02	15.57% 9,733 opened	0.71% 444 clicked	
BridgeCrew #4	16.02	13.91% 8,702 opened	0.43% 268 clicked	
BridgeCrew #3	09.02	14.69% 6,321 opened	0.17% 74 clicked	
BridgeCrew #3	09.02	14.16% 2,777 opened	0.94% 185 clicked	
Webiny #3	08.02	14.29% 8,96 opened	0.55% 347 clicked	
Mysterium #2	04.02	8.77% 5,502 opened	0.63% 396 clicked	
Webiny #2	02.02	15.51% 9,739 opened	0.53% 336 clicked	

March

Campaign	Sent	Unique Opens	Unique Clicks	
NBA Book + Podcast	20.03	13.92% 8,643 opened	0.38% 235 clicked	
LaunchDarkly #3	18.03	7.7% 4,786 opened	0.36% 225 clicked	
BugHerd	16.03	7.74% 4,813 opened	0.44% 272 clicked	
Particle #3	12.03	8.06% 5,013 opened	0.37% 232 clicked	
Particle #2	10.03	13.92% 8,668 opened	0.42% 261 clicked	
Webiny #4	02.03	15.01% 9,361 opened	0.57% 356 clicked	

April

Campaign	Sent	Unique Opens	Unique Clicks
Shitcoins [Top Article]	28.04	11.87% 7,426 opened	0.96% 600 clicked
LaunchDarkly #5	23.04	11.72% 7,216 opened	0.37% 225 clicked
Couchbase2	21.04	7.36% 4,54 opened	0.38% 234 clicked
Mysterium4(6)	19.04	12.96% 7,983 opened	0.57% 353 clicked
Stackoverflow2	19.04	13.16% 8,126 opened	0.48% 297 clicked
LaunchDarkly #4	19.04	12.43% 7,663 opened	0.43% 263 clicked
JFrog	19.04	7.76% 4,795 opened	0.37% 231 clicked
Soda.io	16.04	7.06% 4,351 opened	0.37% 227 clicked
Decentralized WC	15.04	14.92% 3,065 opened	1.06% 217 clicked
Decentralized WC	15.04	14.48% 6,167 opened	0.27% 114 clicked
StackOverflow #1	13.04	8.29% 5,128 opened	0.37% 228 clicked
Mysterium #5	11.04	15.12% 6,449 opened	0.69% 295 clicked
Mysterium #5	10.04	12.86% 2,478 opened	1.51% 290 clicked
CouchDB #1	09.04	7.95% 4,926 opened	0.43% 268 clicked

# Open Rates

Very hard topic for me

## Sendy Stats

### MC Stats

Sept 9 15.1% 0.2%

Sept 5 27.5% 0.3%

Aug 31 23.9% 0.3%

Aug 22 8.5% 0.2%

Campaign	Sent	Unique Opens	Unique Clicks
Shitcoins [Top Article]	28.04	11.87% 7,426 opened	0.96% 600 clicked
LaunchDarkly #5	23.04	11.72% 7,216 opened	0.37% 225 clicked
Couchbase2	21.04	7.36% 4,54 opened	0.38% 234 clicked
Mysterium4(6)	19.04	12.96% 7,983 opened	0.57% 353 clicked
Stackoverflow2	19.04	13.16% 8,126 opened	0.48% 297 clicked
LaunchDarkly #4	19.04	12.43% 7,663 opened	0.43% 263 clicked
JFrog	19.04	7.76% 4,795 opened	0.37% 231 clicked
Soda.io	16.04	7.06% 4,351 opened	0.37% 227 clicked
Decentralized WC	15.04	14.92% 3,065 opened	1.06% 217 clicked
Decentralized WC	15.04	14.48% 6,167 opened	0.27% 114 clicked
StackOverflow #1	13.04	8.29% 5,128 opened	0.37% 228 clicked
Mysterium #5	11.04	15.12% 6,449 opened	0.69% 295 clicked
Mysterium #5	10.04	12.86% 2,478 opened	1.51% 290 clicked
CouchDB #1	09.04	7.95% 4,926 opened	0.43% 268 clicked

# Open Rates

Very hard topic for me

## Why are rates lower than we want?

*I could not find a message from Linh, where she prefers to use YAMM and break my heart.*

I want to up rates, as everybody - but we need to allocate resources for that.

If you're know how to help - please do.

# Open Rates

Very hard topic for me

## **From Natasha:**

*Unsure if normal for open rates to take a nosedive when list grows; but I think we could benefit from focusing on driving our OR up again.*

*two parts I can see to this are:*

- (1) being clearer about the value proposition (what to expect) when signing up for the newsletter across all possible touchpoints (working on that this week)
- (2) being shit hot at writing subject lines. pinning this resource from Campaign Monitor for anyone planning to send a newsletter about product, content, or commentary of any kind this week (wink wink nudge nudge)

<https://www.campaignmonitor.com/resources/guides/email-subject-lines-superhero/>

# Open Rates

Very hard topic for me

## ***From Natasha: re headlines***

1. The informational

7. The question

13. The keyword

2. The personal

8. The how-to

14. The command

3. The urgent

9. The scarce

15. The statistics

4. The clever & catchy

10. The local

16. The sneak peek

5. The short & sweet

11. The trendy topic

17. The offer

6. The list

12. The controversial



30%

## NOT OPENING OUR THEMATICS

- a) we can run a campaign in order to polish our list
- b) as we have a form now, we can do a marketing push, add another 5-10k emails and drive this number lower.
- c) we actually never run a clean up from september

Perks are simple: more opens, better numbers in clicks

01

# Schemes that i want to show

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.

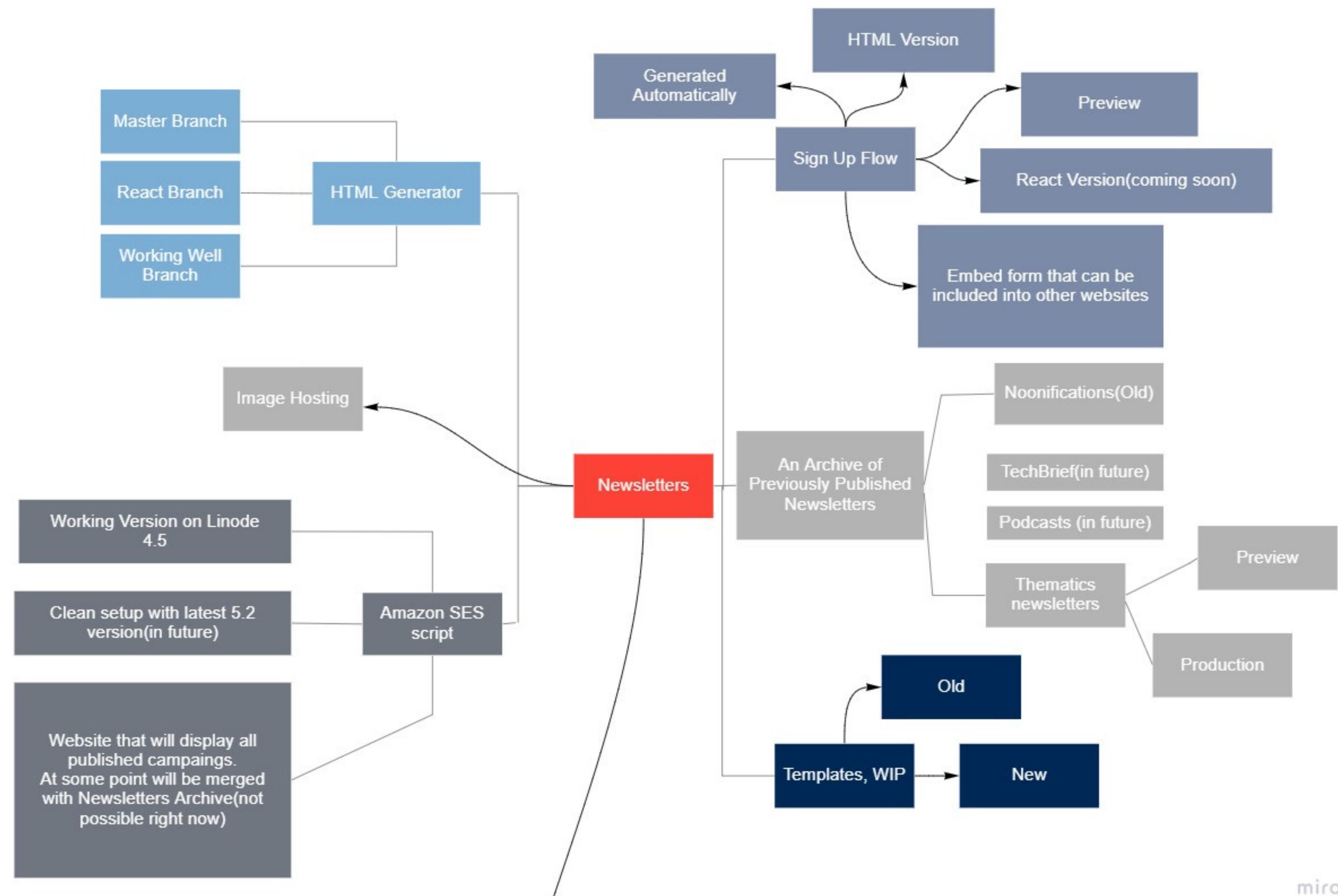
## [Newsletter][tools]

Tools that we are using right now:

- Amazon SES
- SendGrid
- Sendy
- Linode
- Docusaurus
- Github
- GitLab
- Markdown
- Trello
- Notion
- Canva

## Userbase Lists

1. HN-Rock-Stars
2. HN-authors-with-featured-stories
3. bad users
4. export from MC by Hang
5. good mailchimp subs
6. noonies-1st-place
7. noonies-2st-place
8. noonies-voters-without-hn-handle
9. partners





# Newsletters Flow

01

Deal is closed and dates are finalized.  
Dates put in Newsletter calendar by  
*Utsav/Hang*.  
All form data shall be available in the  
newsletter calendar and to be communicated  
to *Tatsiana* by *Arthur*

02

*Tatsiana* adds the content and puts it in a  
shareable Google Doc template that can be  
shared with *client* by *Hang*.  
ALL EDITS TO HAPPEN AT THIS STAGE -  
by *client/editors*

03

Once approval is reached, *Arthur* asks the  
HTML guy to convert DOC to  
HTML/Markdown. This step shall be  
provided with 2 days to finish. NO EDITS  
(except formatting) to be allowed after this,  
unless deemed very critical.

04

Newsletter is shipped out.  
Permalink and stats updated in Calendar  
sheet by *Arthur* after 2 days.  
*Hang* communicates performance with the  
*client*.

05

06

# Newsletter Stages



1. Empty content stage
2. Links by topic from freelancer
3. Printing content and put links inside
4. Content with links stage
5. Converting links into markdown
6. Converting links into HTML
7. Move links enter the HTML template
8. Move memes into HTML
9. "A lot of bug fixes" stage
10. The polishing stage when everything is compared with content from Google Docs
11. Test email for links, test email for images and other small s\*\*\*
12. Move into Sendy platform
13. Trello updates
14. Sharing information with team members
15. Profit!

# Top 5 Improvements

that might give us a great boost



Sub Form

Traffic/Open Rates

Improve email template

HTML Generator

Weekly thinking about our goals and  
doing small improvements

# Why is everybody amazed by our results?

Because we are keeping a low profile. You wouldn't hear a lot of words about newsletters in our meetings. We are just doing things. And we are trying to optimize our steps.

I don't know how many times I drive Hang crazy?

From the beginning, I know that she will make it work. And now all thematics delivering primarily on time. Her success rate is getting close to 93%.

But there a lot of work behind it. A lot of optimizations and actually pain and hours spent.

# Separated accounts

ID	Brands
2	 David Smooke
1	 Hackernoon

There is an ability to have separate accounts, i.e., "from:emails."

- There can be an email from David Smooke.
- Or Utsav can "send" crypto-articles digest.
- And Limarc can promote the gaming side...

Possibilities are endless.

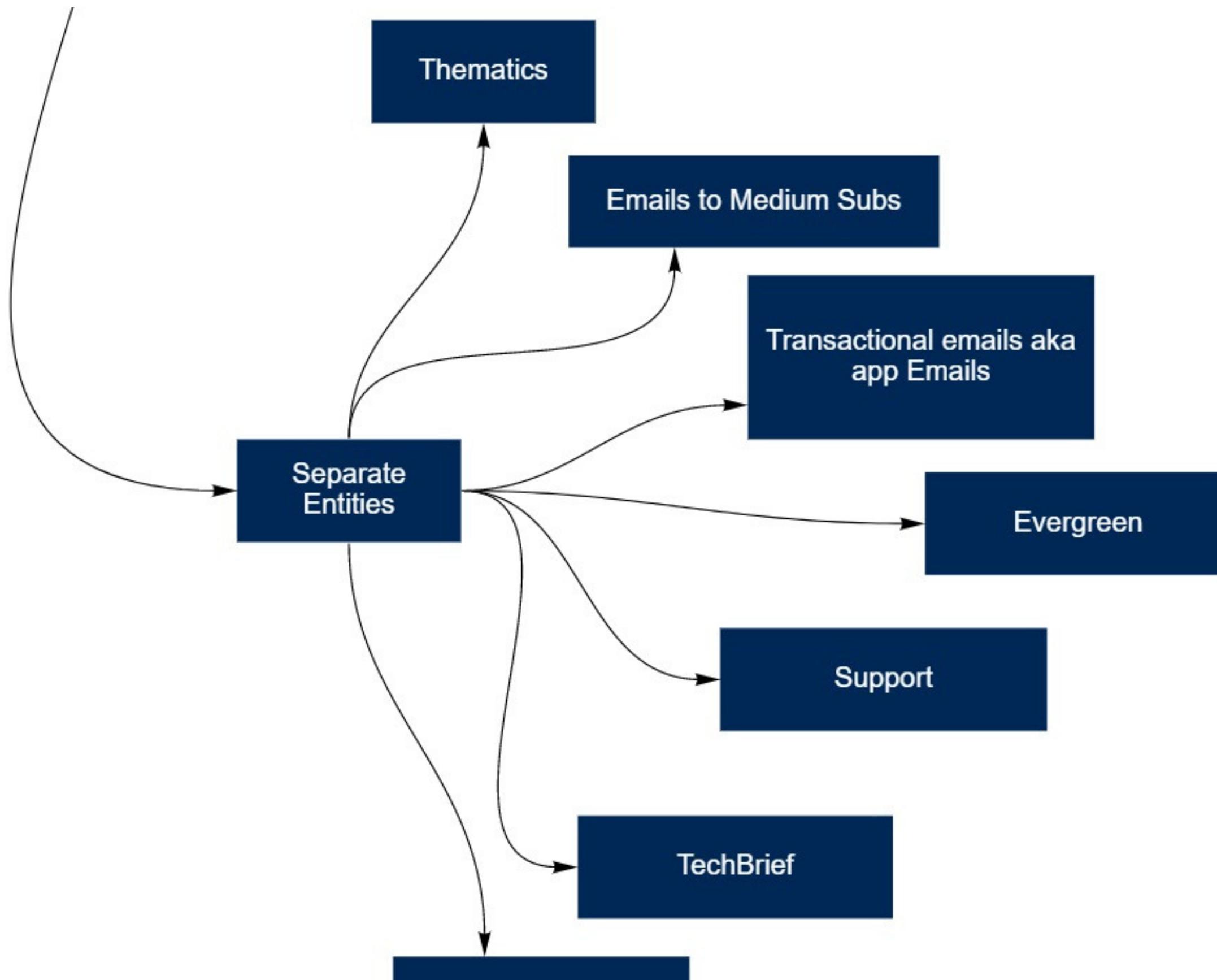
When we have an easy way to convert words into emails - it will be easy for us to expand.

# And I didn't mention in-app emails

don't worry, i'm also tired



# Yep, we need to deal with it... later



# I HAVE A PLAN

PLEASE HELP ME TO EXECUTE IT



# THANK YOU!

QUESTIONS -> NOTION  
BONUSLY ALSO APPRECIATED

More in slack:  
[#newsletter](#)  
[#emails-factory](#)

NO  
MORE  
BORING