

Stupid computer
keeps saying
"you got mail"

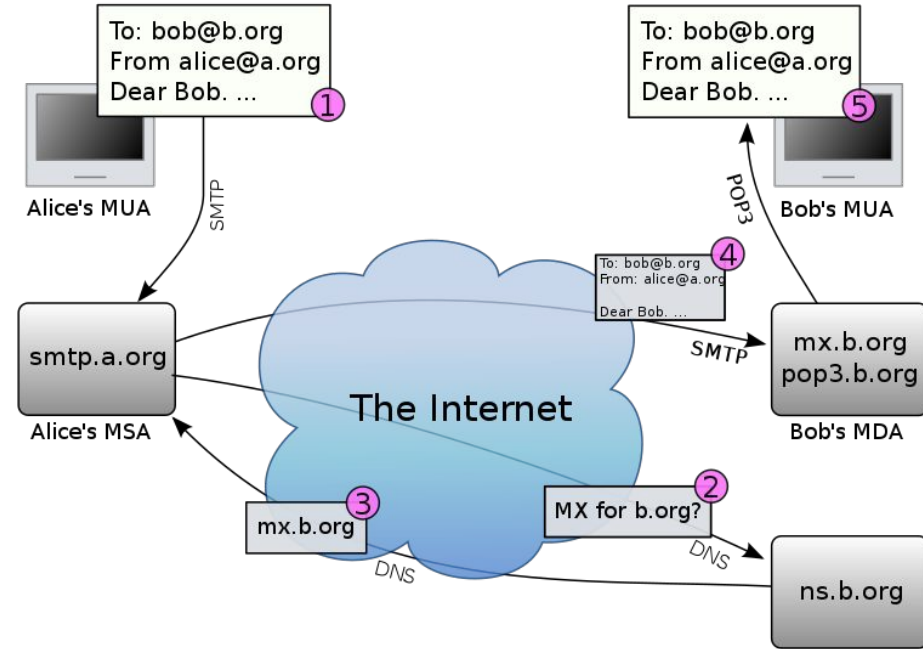


Take Control of Your Email

Yes, you can have too
much of a good thing.

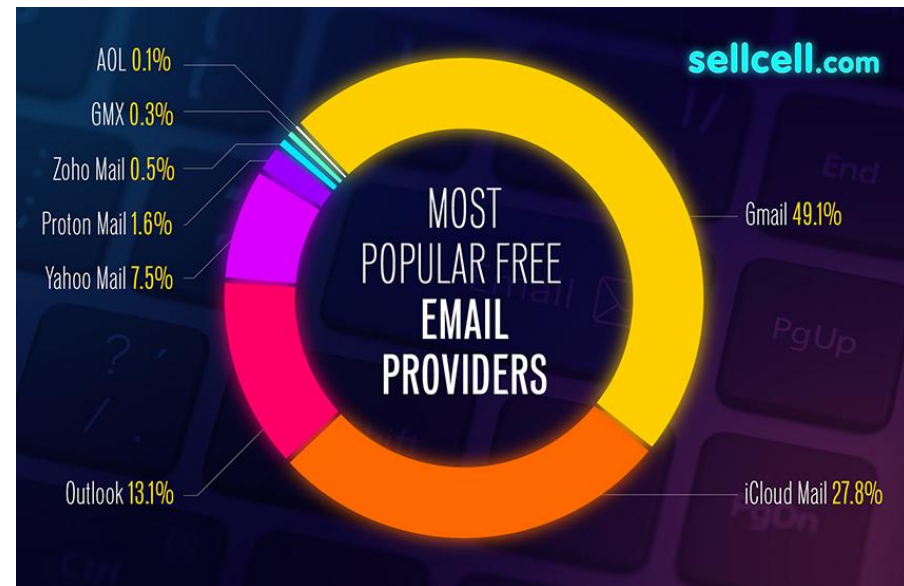
A quick history of email

- 1960s - Email becomes possible once time-sharing becomes a thing.
- 1971 – ARPANET first use of @ in an email address
- 1983 - Simple Mail Transfer Protocol (SMTP) is implemented on ARPANET. This, along with POP and IMAP will become the standard by 1995.
- 1993 - AOL – “You’ve got mail!”
- 2004 - AOL becomes free – needs to compete against Hotmail, Yahoo, and GMAIL



Where are we today?

- 4.26 billion – Number of email users worldwide in 2022
- 28% of U.S. email users report having four or more email addresses.
- 333.2 billion - Number of sent and received emails per day, worldwide.
- 99% of email users check their inbox every day, 58% of whom do it first thing in the morning.
- 59% of millennials and 67% of Zoomers check their email inbox on their smartphone.
- On average, professionals check their email 15 times per day (According to HBR)

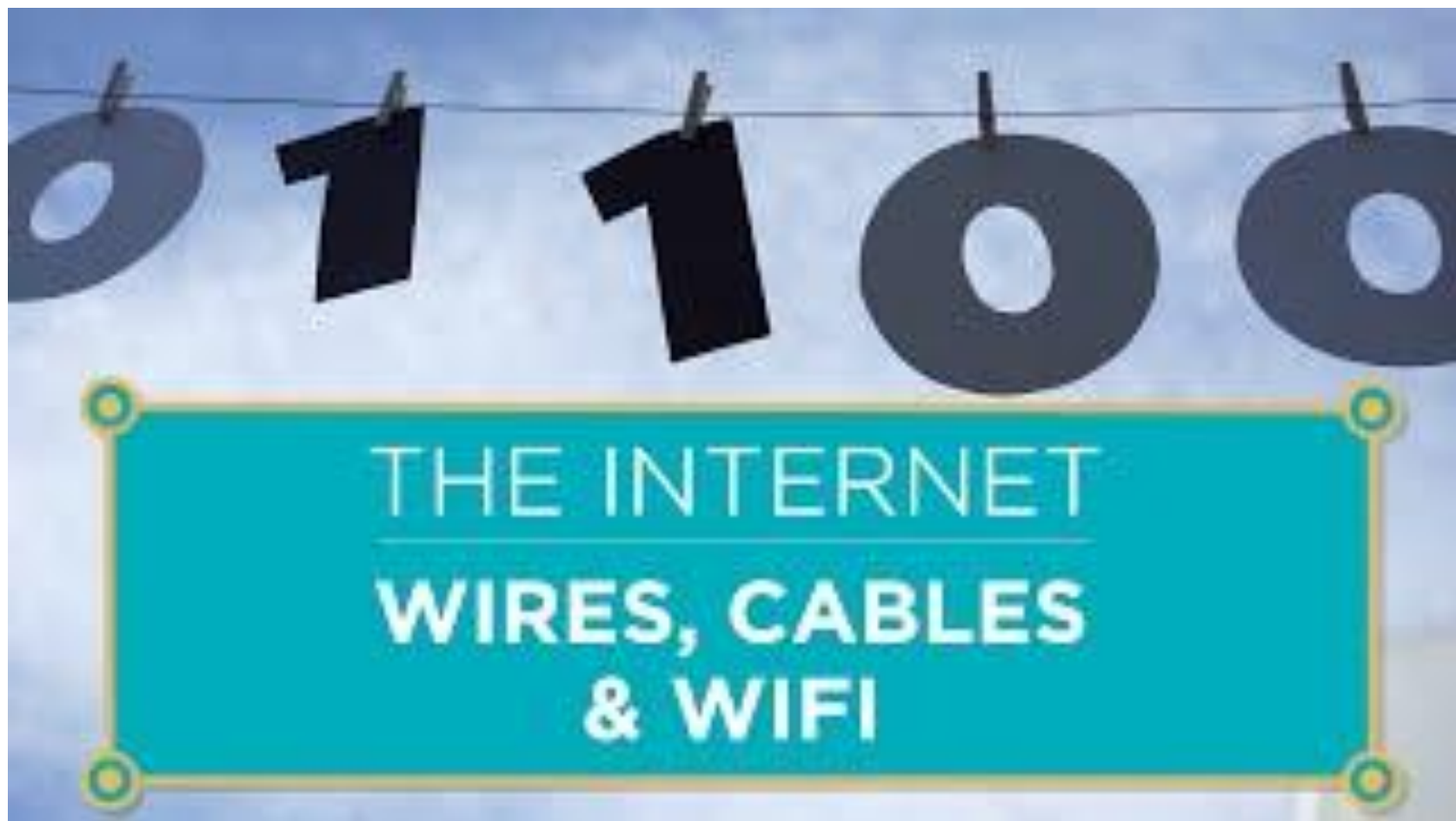


Why do we like email so much?



1. It's free.
2. Easy to Use
3. Global
4. Info at your Fingertips
5. Send Reminders to Yourself
6. Accessibility
7. Without the need for Paper
8. Advertisements
9. Attachments
10. Speed.

How fast is it?



In the beginning... Email was exotic, unusual...



Unlike tribbles, it was useful. And everybody wanted it.



Eventually, it starts to interfere with the job...





Until...





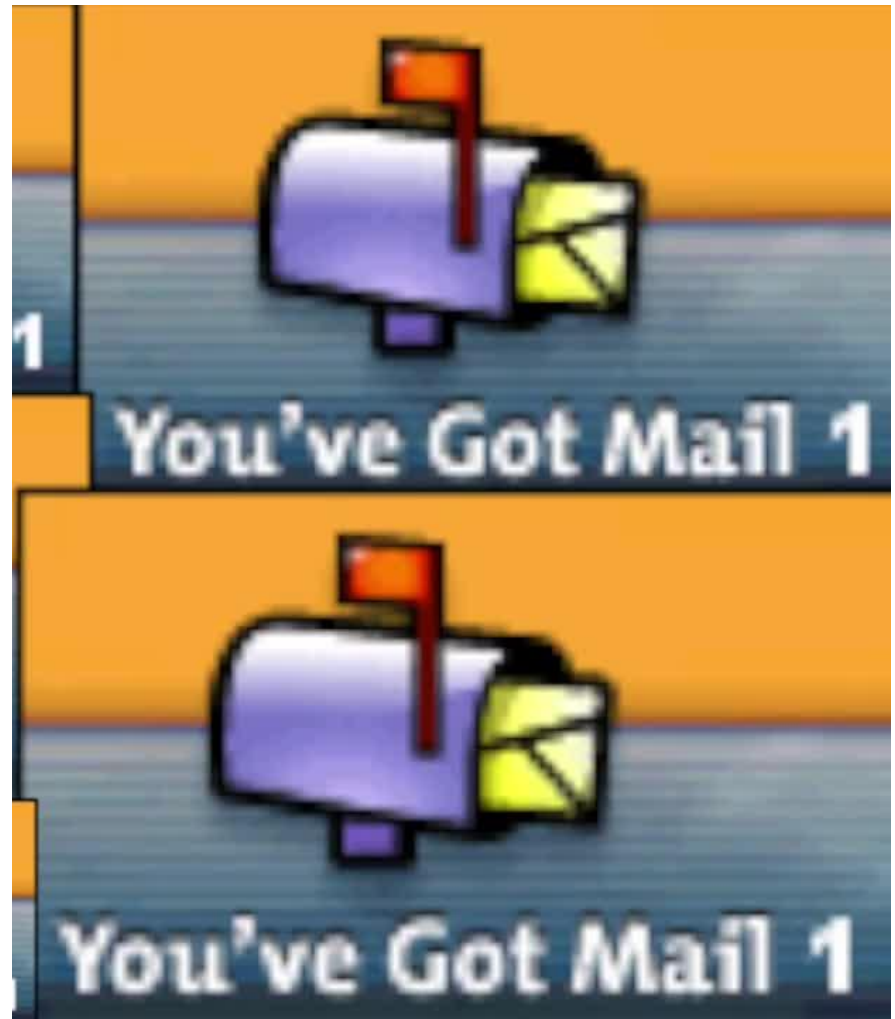
Email marketing WORKS!!

Provides roughly \$44 for every \$1 spent.

- 87% of B2C marketers incorporate automation into their email marketing strategy.
- 50.7% of Marketers think AI will make email marketing more effective.
- 33% of marketers send weekly emails, while 26% send multiple emails a month.
- The average marketing email open rate is 21.5%.
- The average marketing email click-to-open rate is 10.5%.
- The average marketing email click-through rate is 2.4%.
- The average email newsletter unsubscribe rate is 0.1%.

Which explains why we get
1,771,561 emails.
Every day.

40% of surveyed email users
said they have at least 50
unread messages in their
inboxes.





Really  Good Stuff®

Newsletter



Emails from Dave



So how do
we manage
all the email
that comes
each day?



Too Many emails!

© 2013 - Ron Hildebrand

Method 1



Method 2



Method 3 – Take advantage of FILTERS and FOLDERS





We filter our snail mail
every day...

Multiple email addresses



Take advantage of email apps to SORT and FILTER for us.



Check your SPAM folder..



Filter a NEWSLETTER.

- Use the three dots
- Create a folder/label.
- Skip the Inbox.
- Apply to existing conversations.



**Not every email
needs to show up
in your inbox.**

Filter emails from family members.

- Use Settings
- Create a folder/label.
- Leave in the inbox
- Apply to existing conversations
- Make the label STAND OUT



Set up a FILTER to Totally DELETE

- Use three dots
- Delete it.



Set up a FILTER to Forward messages

- Use Settings
- Use “To” field
-



Move messages to folders manually

Change labels location/appearance

