

DISRUPT NOTHING

The Importance of Getting Into
Workflows

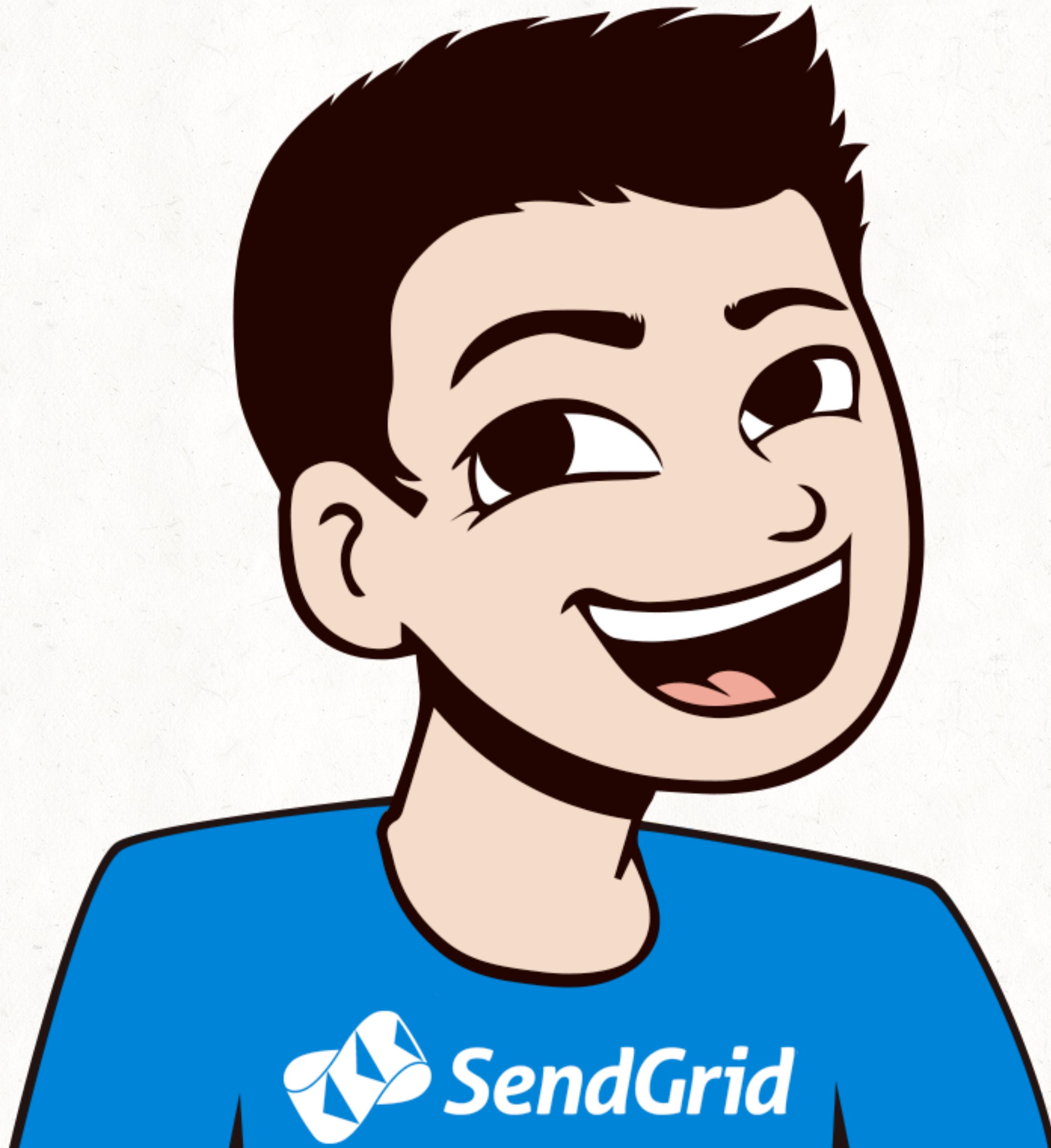
NICK QUINLAN

SendGrid Developer Evangelist

 nquinlan  @YayNickQ

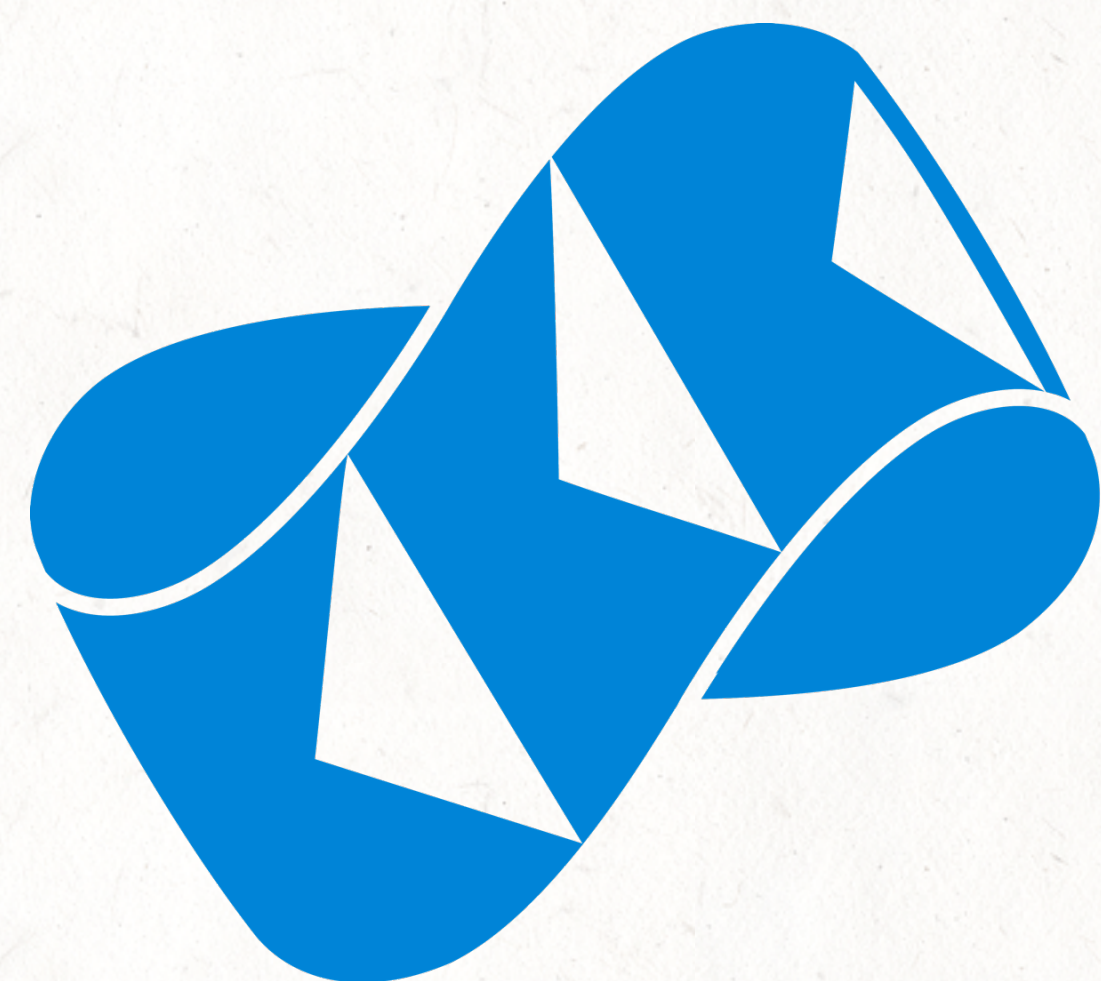
NICKQ.ME/TALKS/FS13

@YAYNICKQ



**HI, I'M
NICK**

[@YayNickQ](#)



SendGrid[®]

TRANSACTIONAL EMAIL

TRANSACTIONAL EMAIL

Forgot your password? Reset it below:

[Reset password](#)

tumblr.

35 East 21st St, 10th Floor. New York, NY 10010.

[Email settings](#)

TRANSACTIONAL EMAIL

Forgot your password? Reset it below:

[Reset password](#)

tumblr.

35 East 21st St, 10th Floor

foursquare

Hi Nick,

Just a heads-up — [Jim Franklin](#) wants to be your friend on Foursquare.

Confirm his friend request to see what he's been up to (and get recommendations based on places he goes).



Oh, and you and Jim have 7 friends in common:



[Tim](#)

[Martyn](#)

[Regan](#)

[Elmer](#)

[F](#)

TRANSACTIONAL EMAIL

Forgot your password? Reset it below:

[Reset password](#)

tumblr.

35 East 21st St, 10th Floor

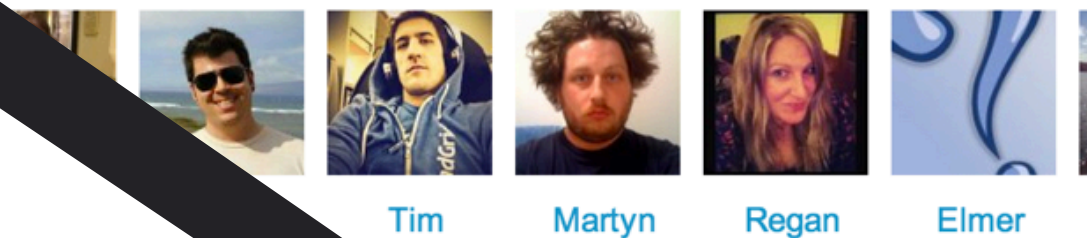
foursquare

Hi Nick,

Just a heads-up — [Jim Franklin](#) wants to be your friend on Foursquare.

Confirm his friend request to see what he's been up to (and get recommendations based on places he goes).

Oh, and you and Jim have 7 friends in common:



UBER

Receipt

Thanks for riding Uber!

BILLED TO
Nick Quinlan

TRIP REQUEST DATE
July 15, 2013 at 08:25pm

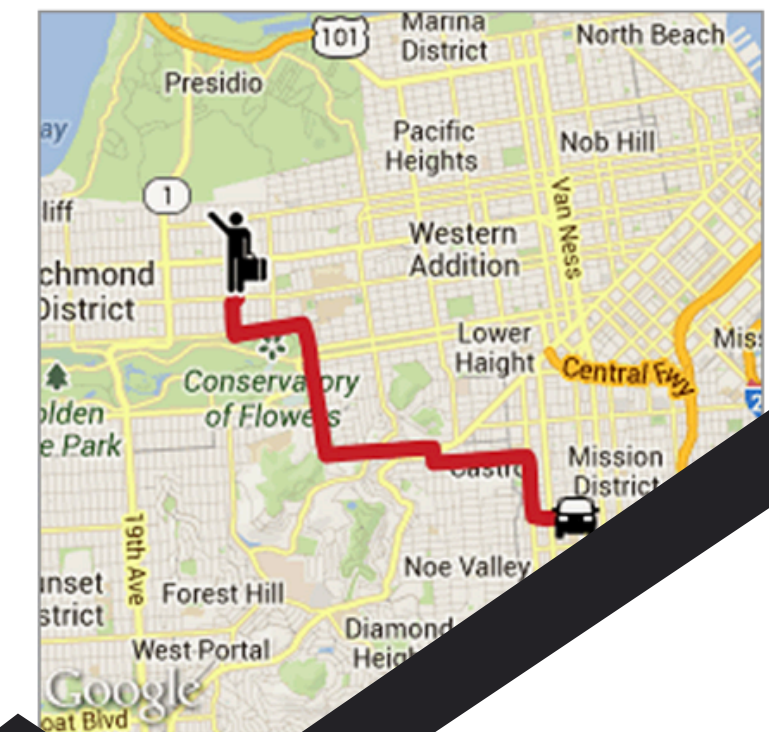
PICKUP LOCATION
423 Balboa Street, San Francisco, CA

DROPOFF LOCATION
3251-3265 22nd Street, San Francisco, CA

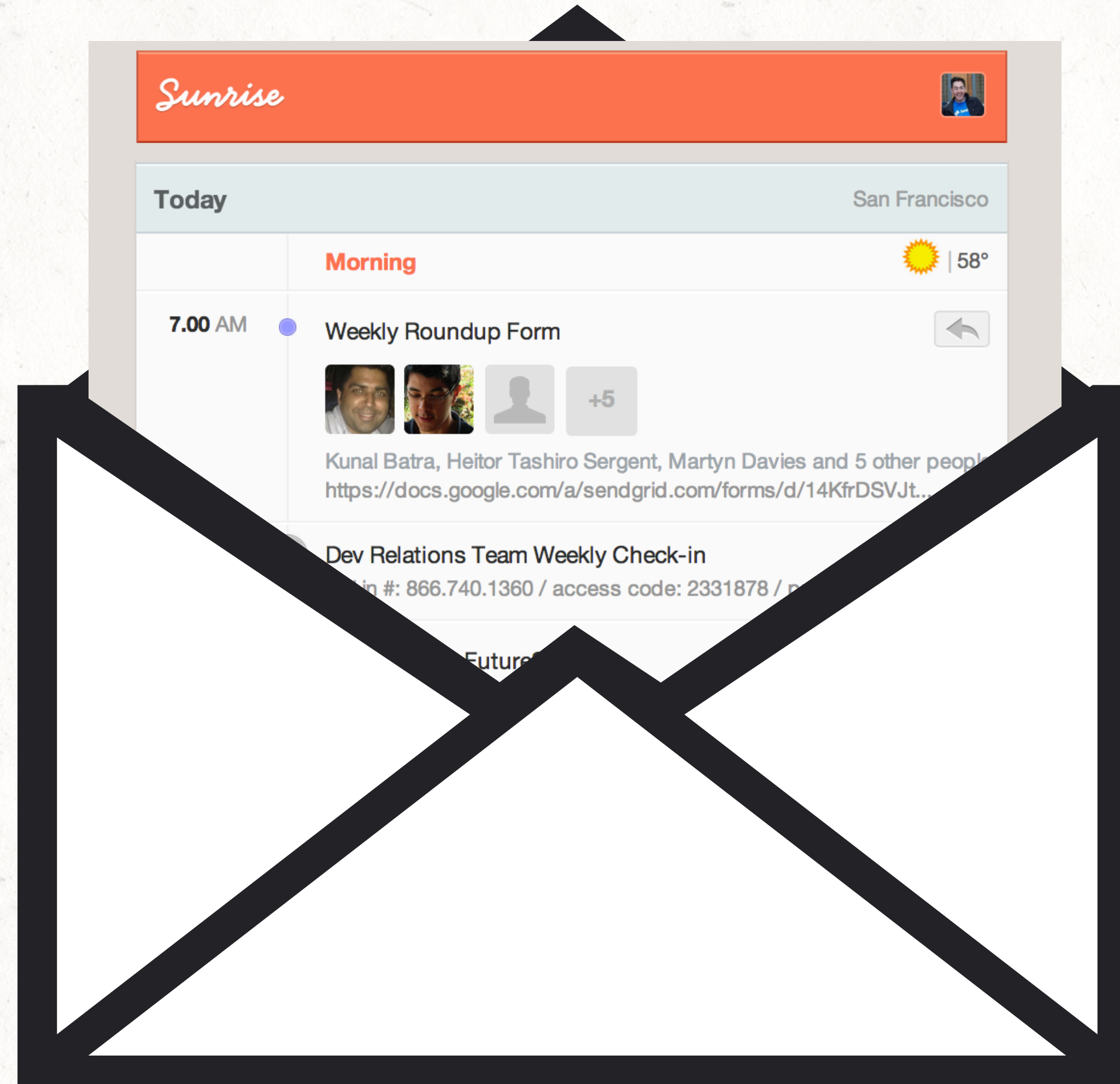
CREDIT CARD
Business Visa - 6588

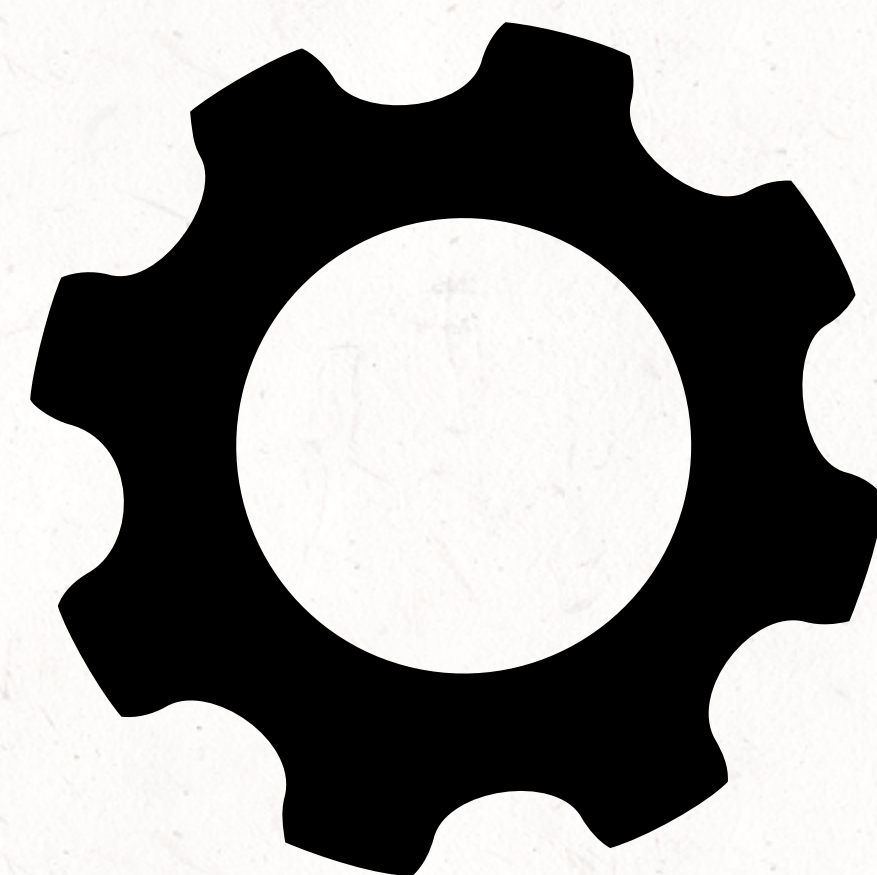


DRIVER
Melissa

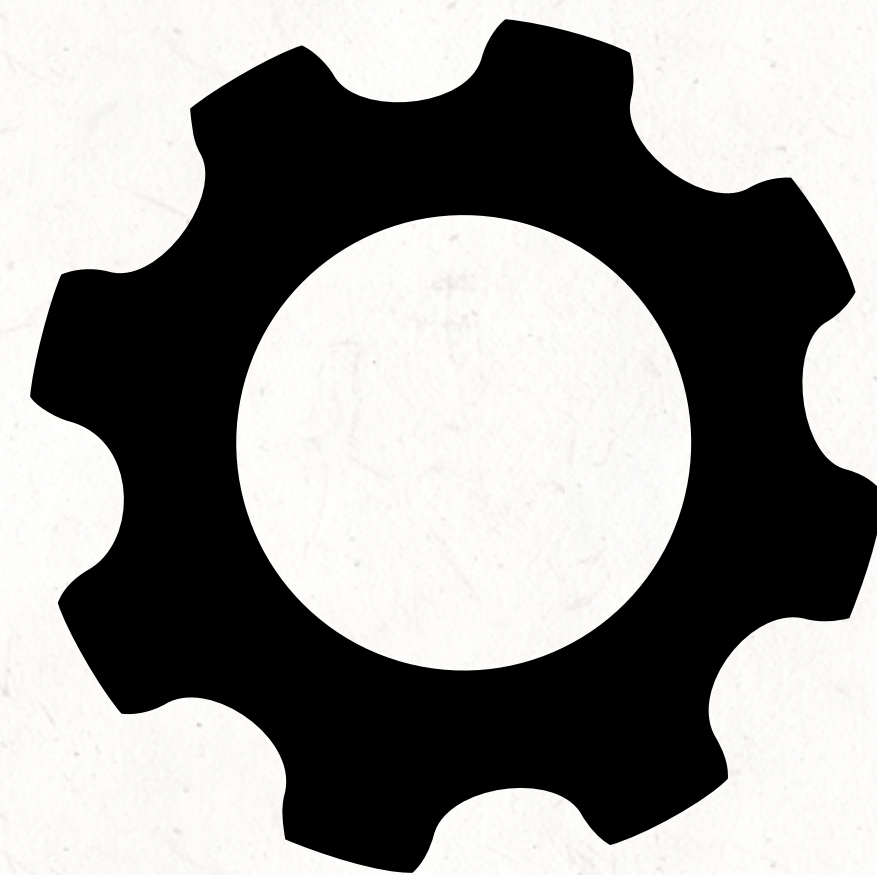


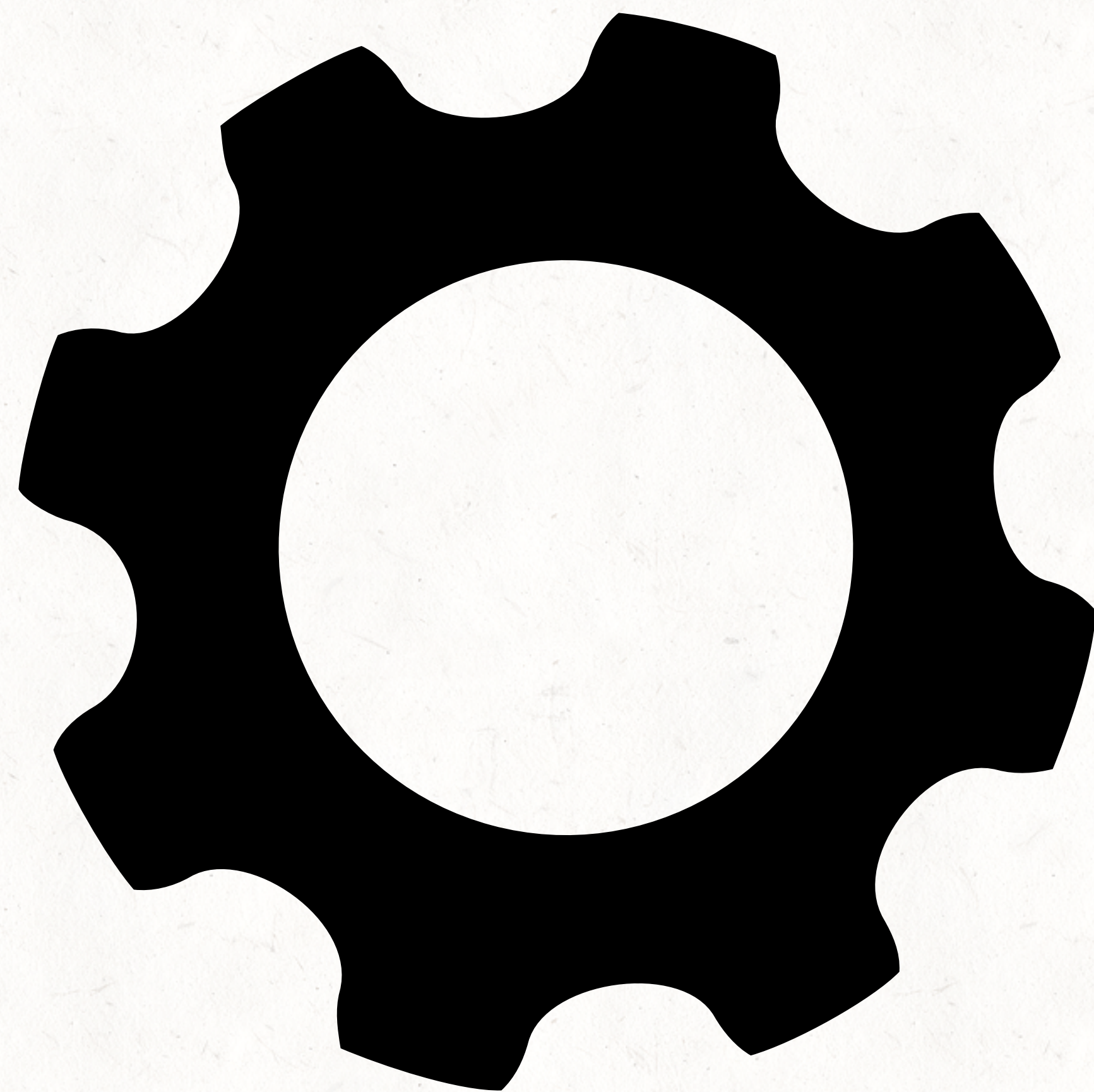
WORKFLOW EMAILS

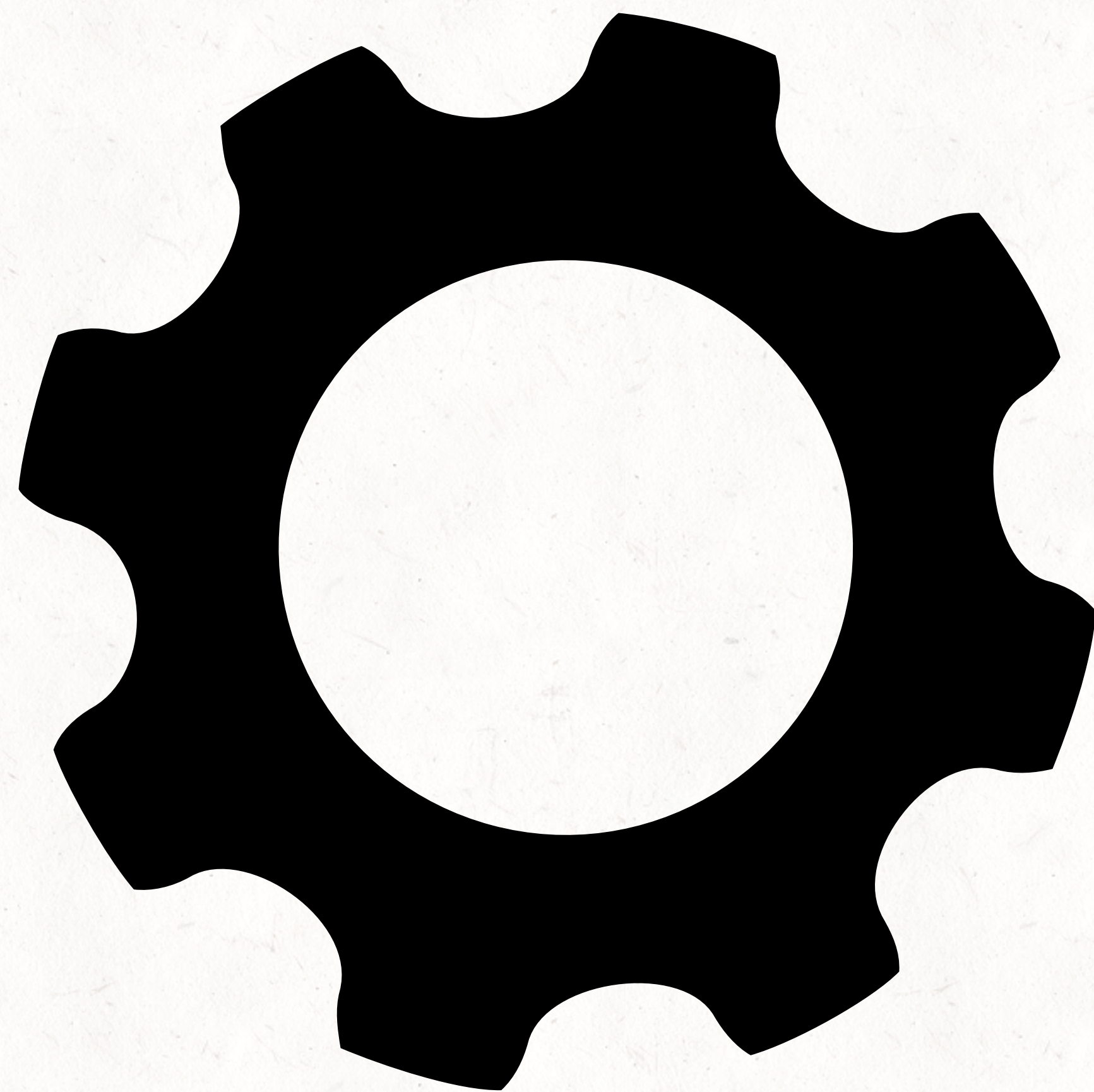




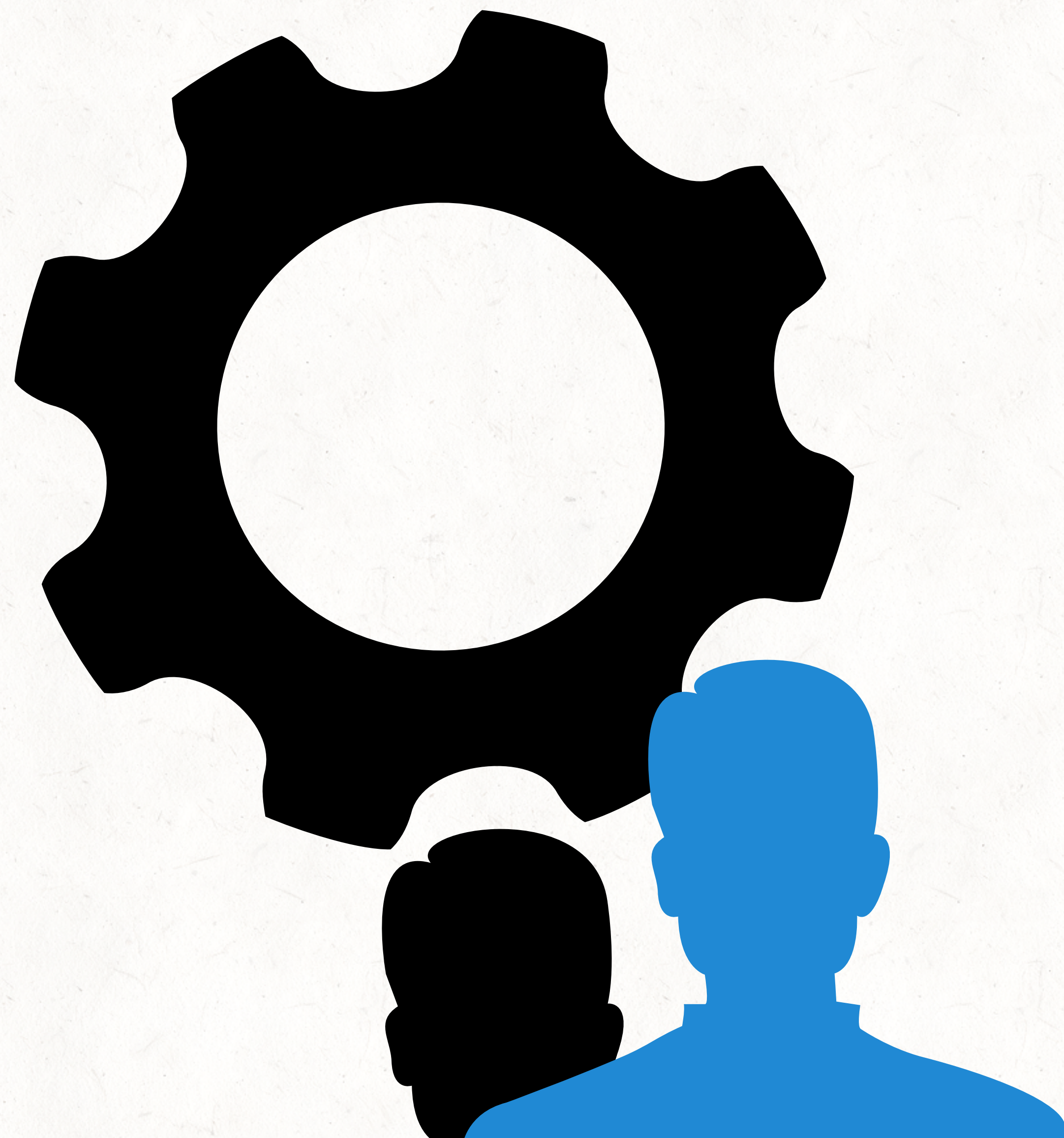








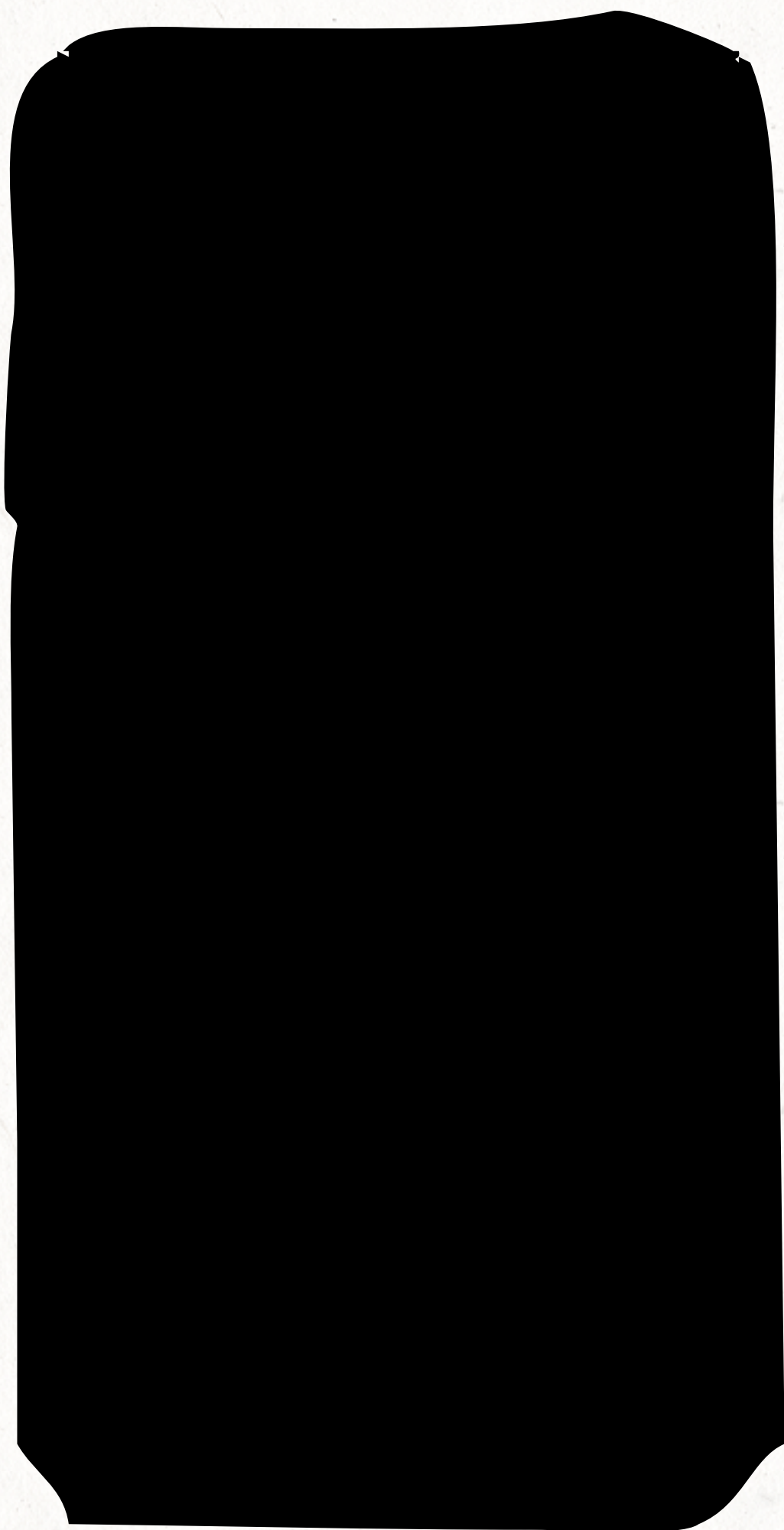


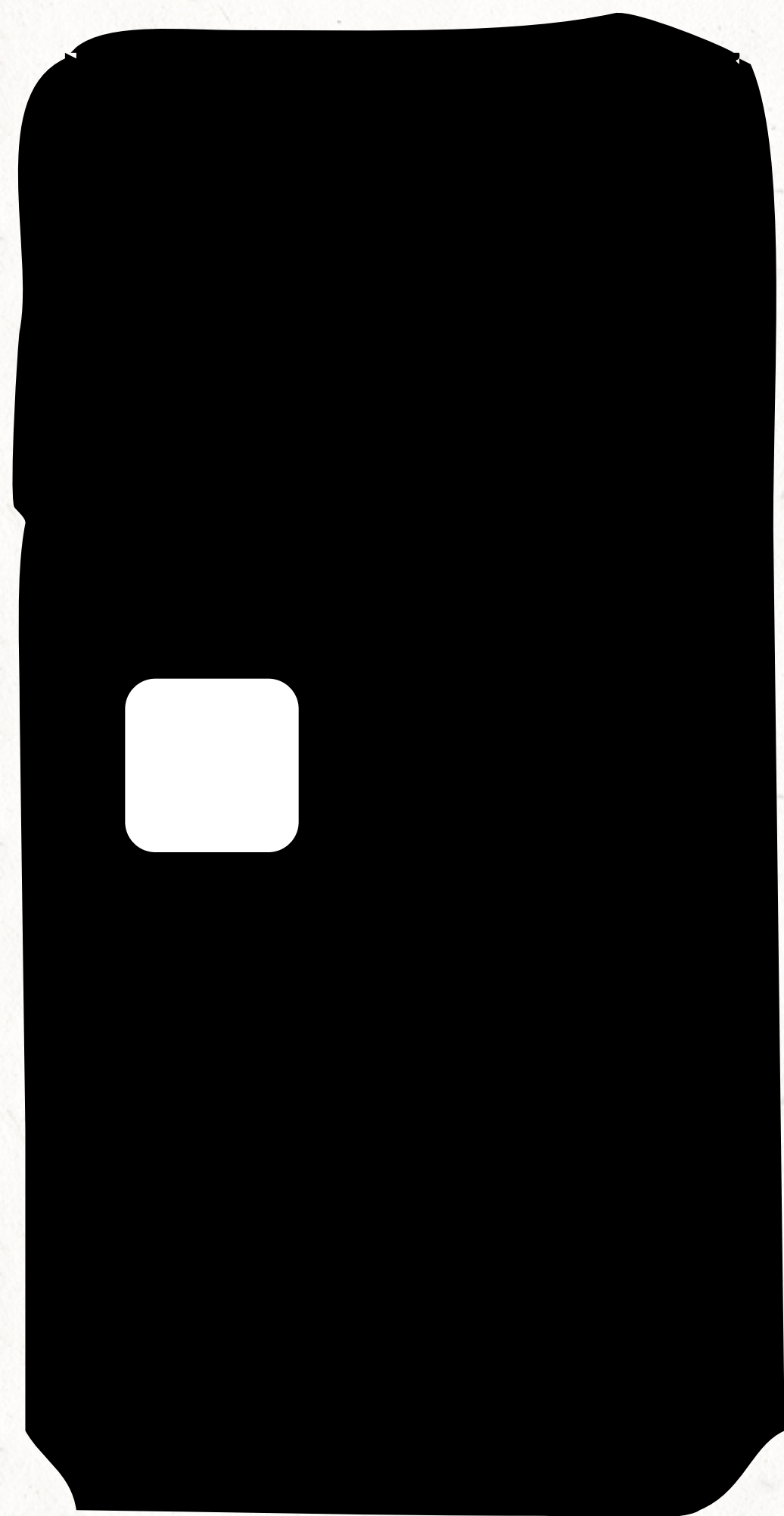


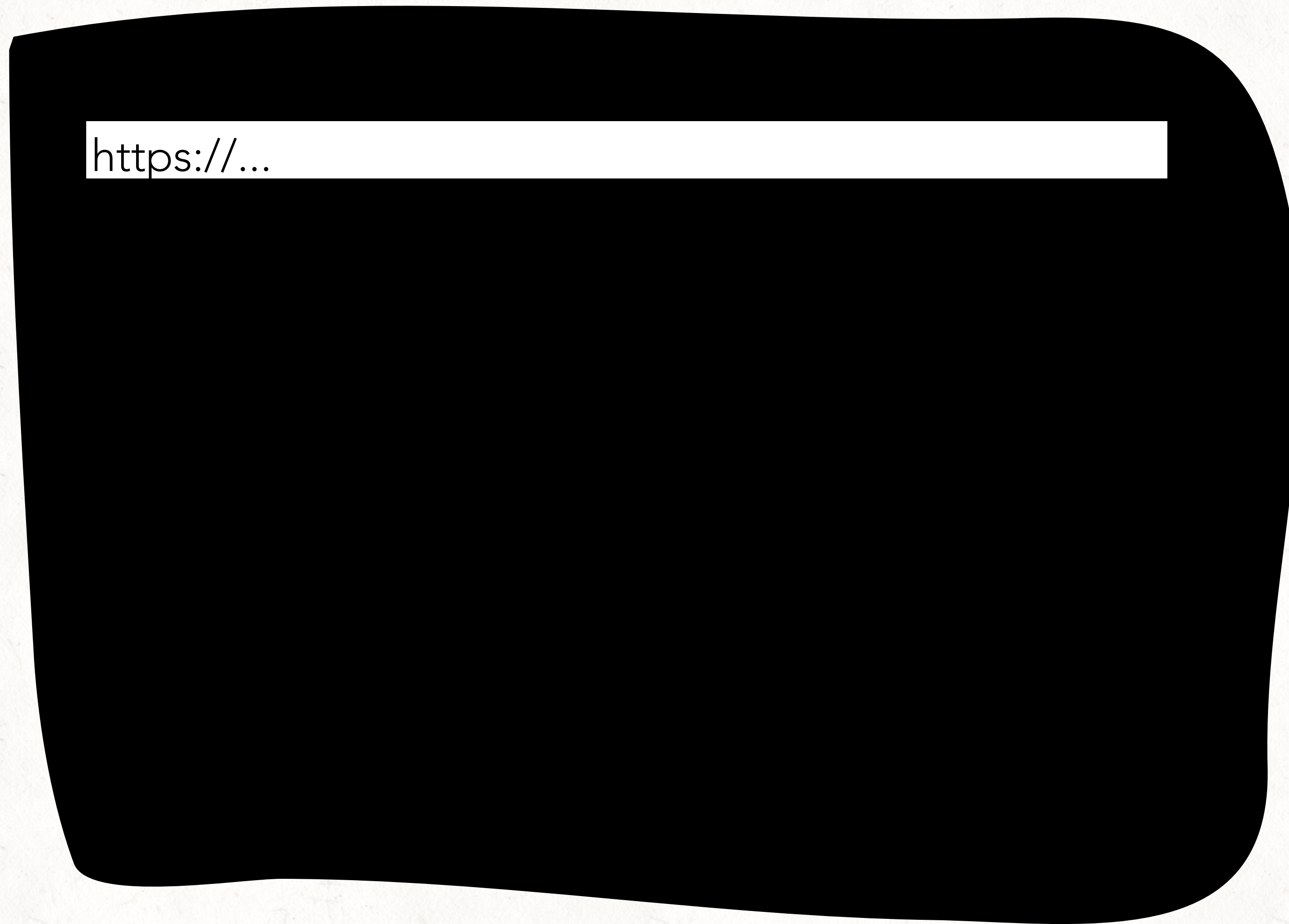
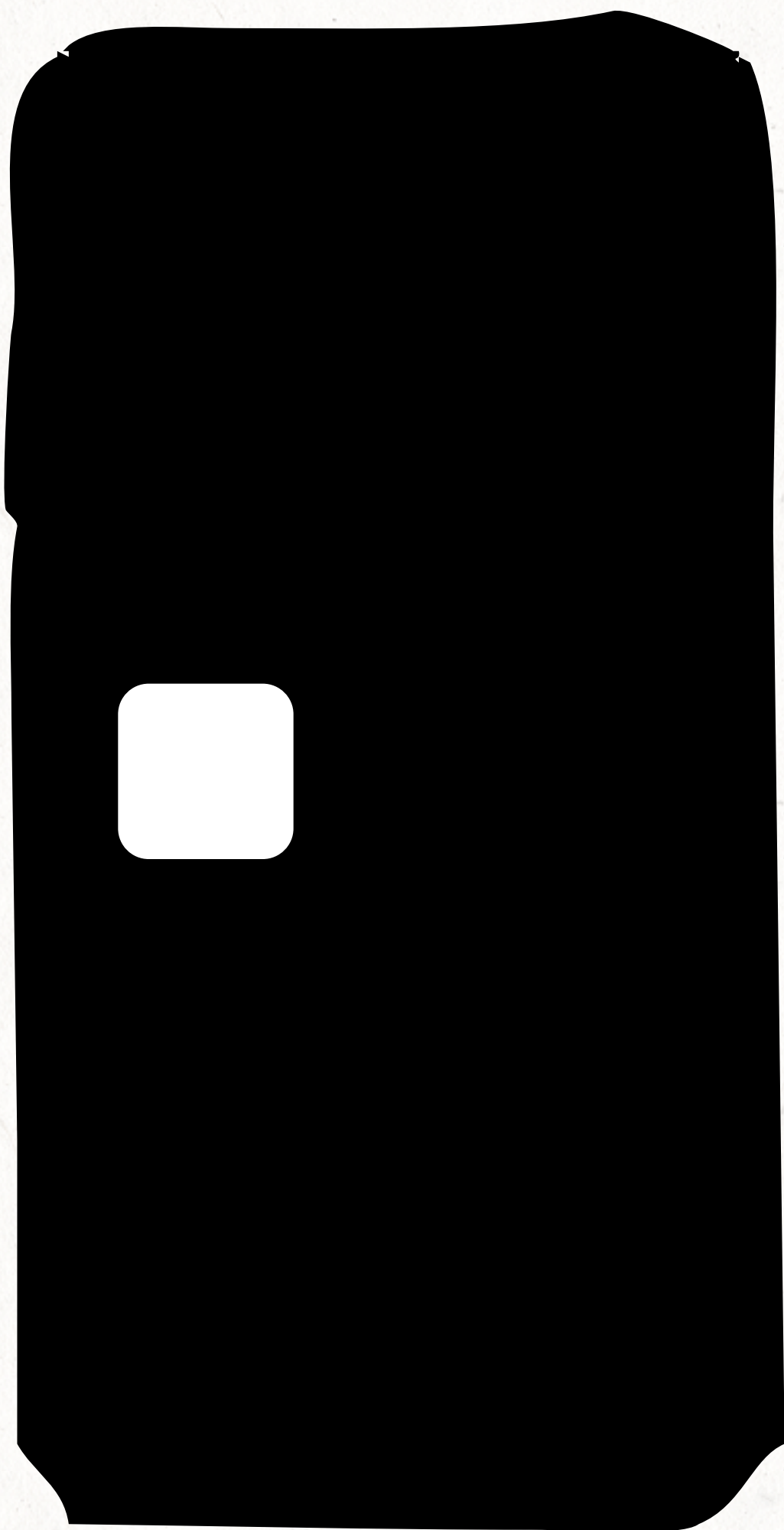
26% OF USERS
NEVER REOPEN AN APP

<http://bit.ly/192IHCw> 🔗

DISRUPTION







MODIFICATION

TRANSTHEORETICAL MODEL OF CHANGE

TRANSTHEORETICAL MODEL OF CHANGE



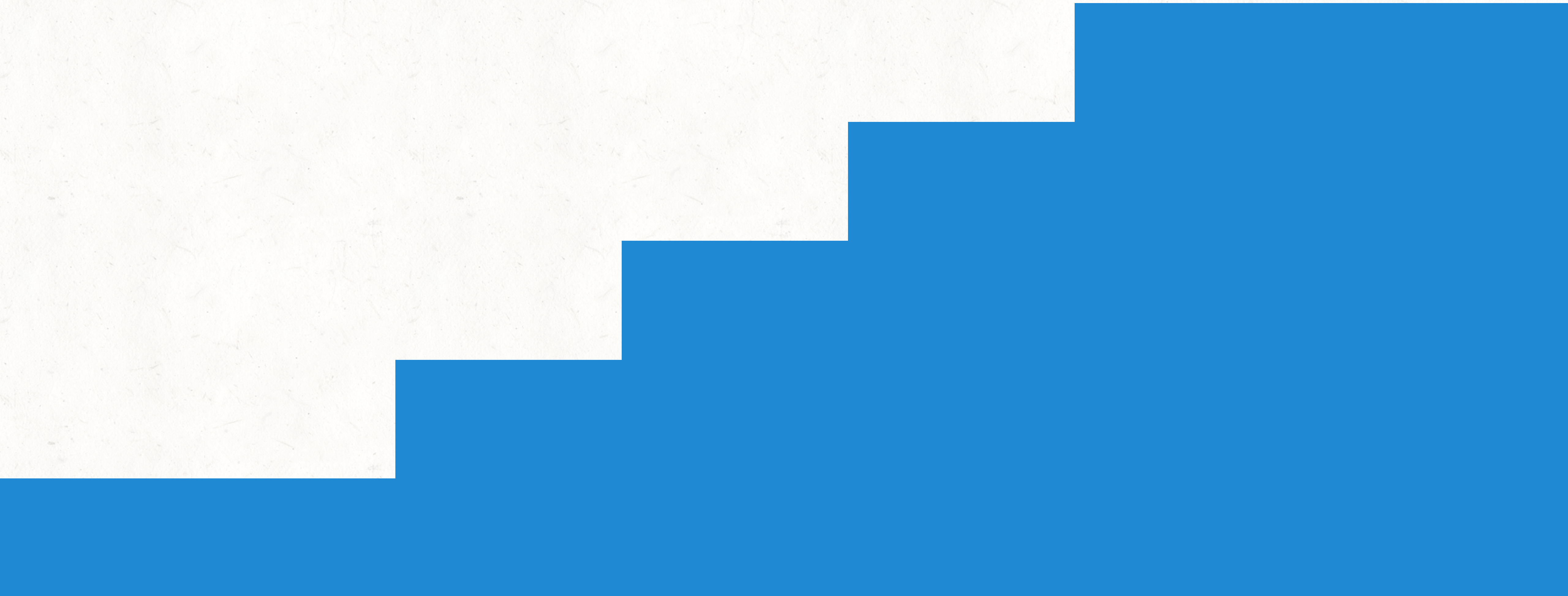
TRANSTHEORETICAL MODEL OF CHANGE



TRANSTHEORETICAL MODEL OF CHANGE



TRANSTHEORETICAL MODEL OF CHANGE



TRANSTHEORETICAL MODEL OF CHANGE

Precontemplation



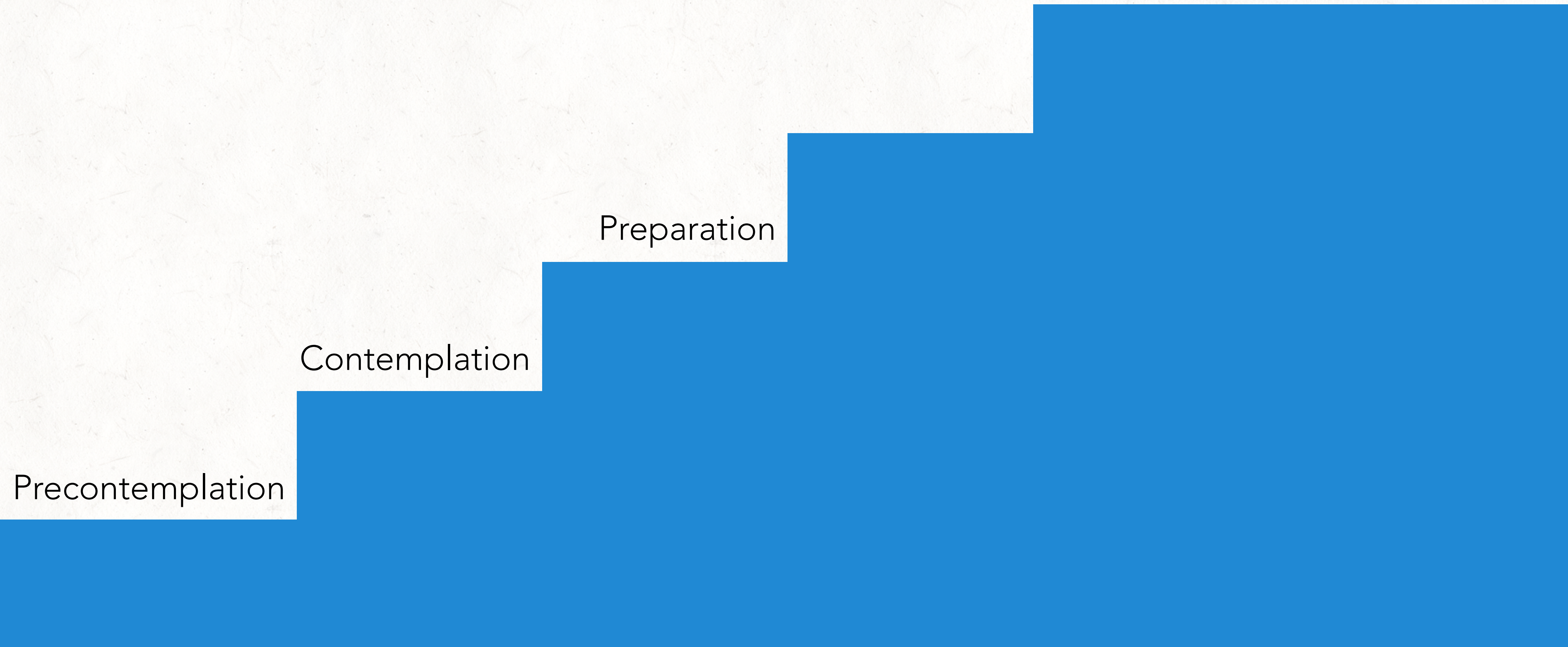
TRANSTHEORETICAL MODEL OF CHANGE



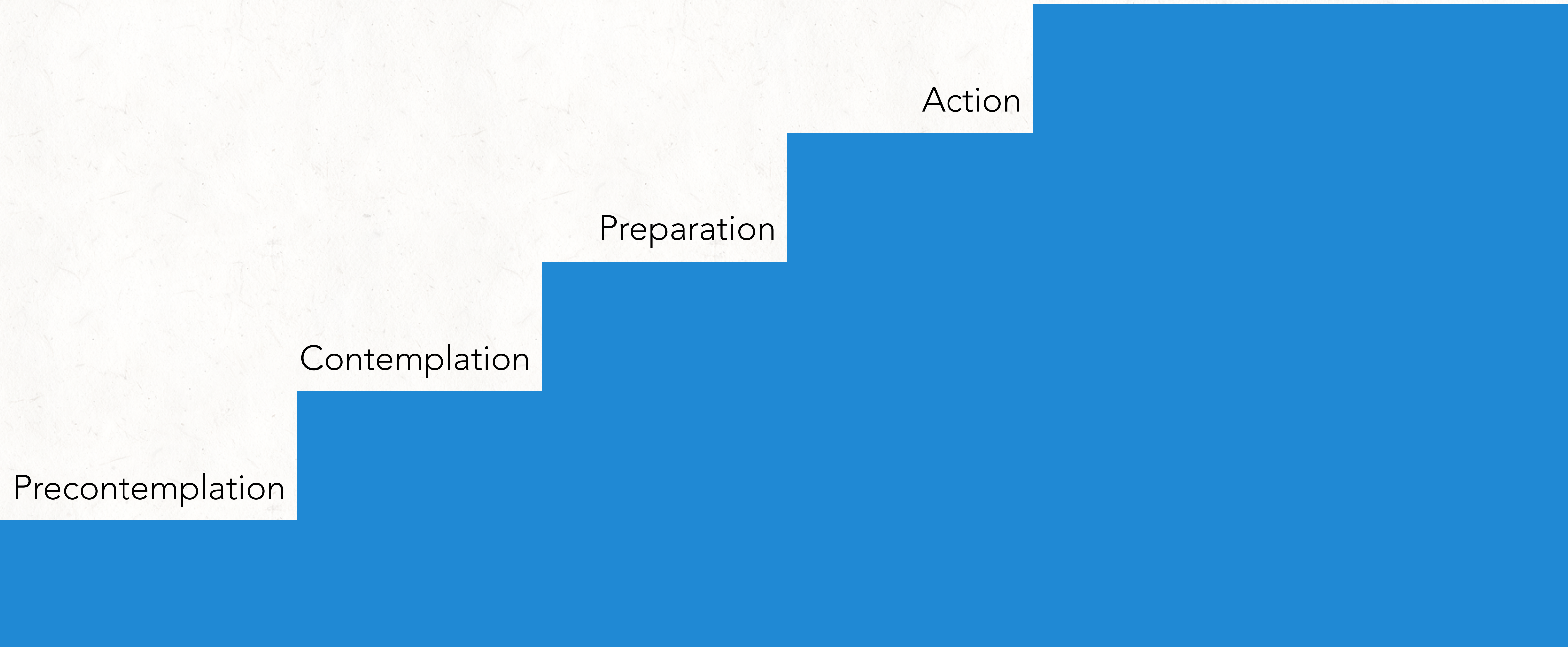
Contemplation

Precontemplation

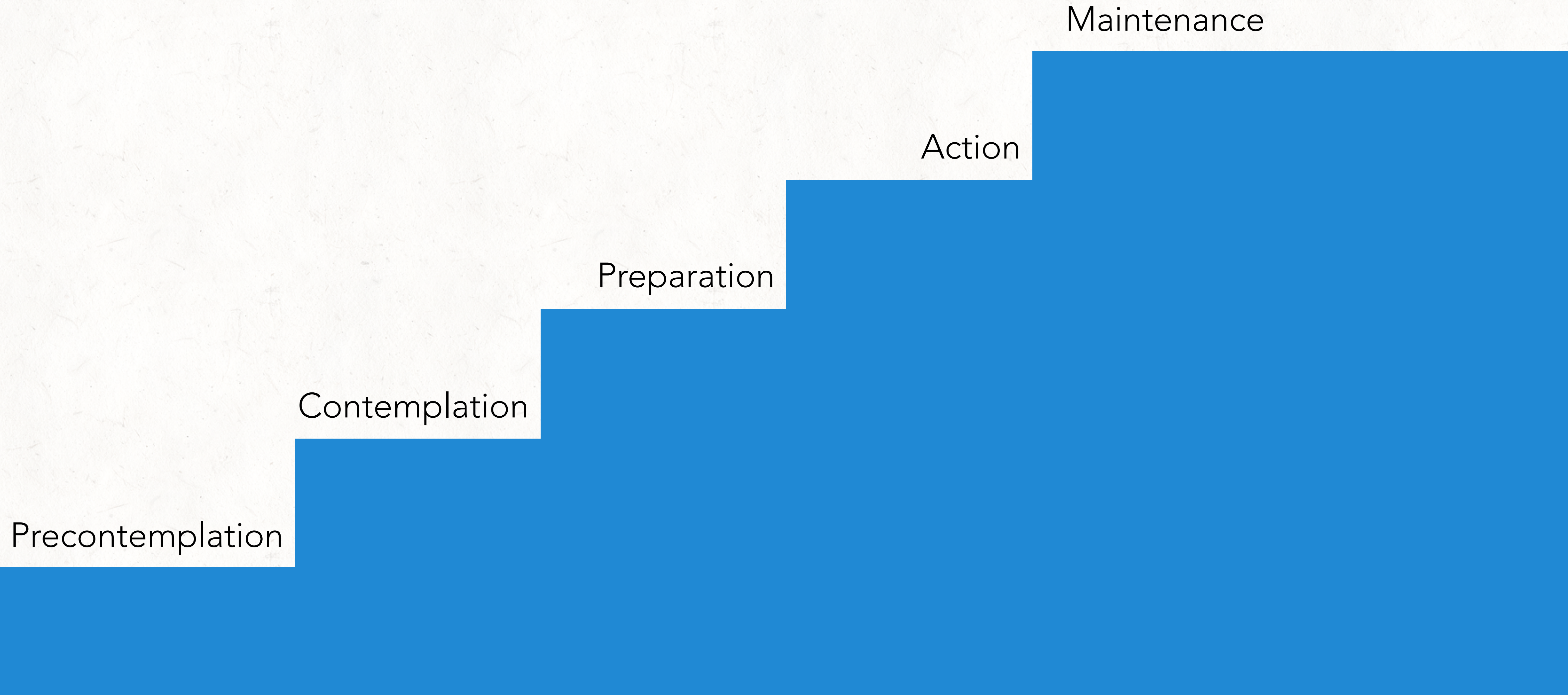
TRANSTHEORETICAL MODEL OF CHANGE



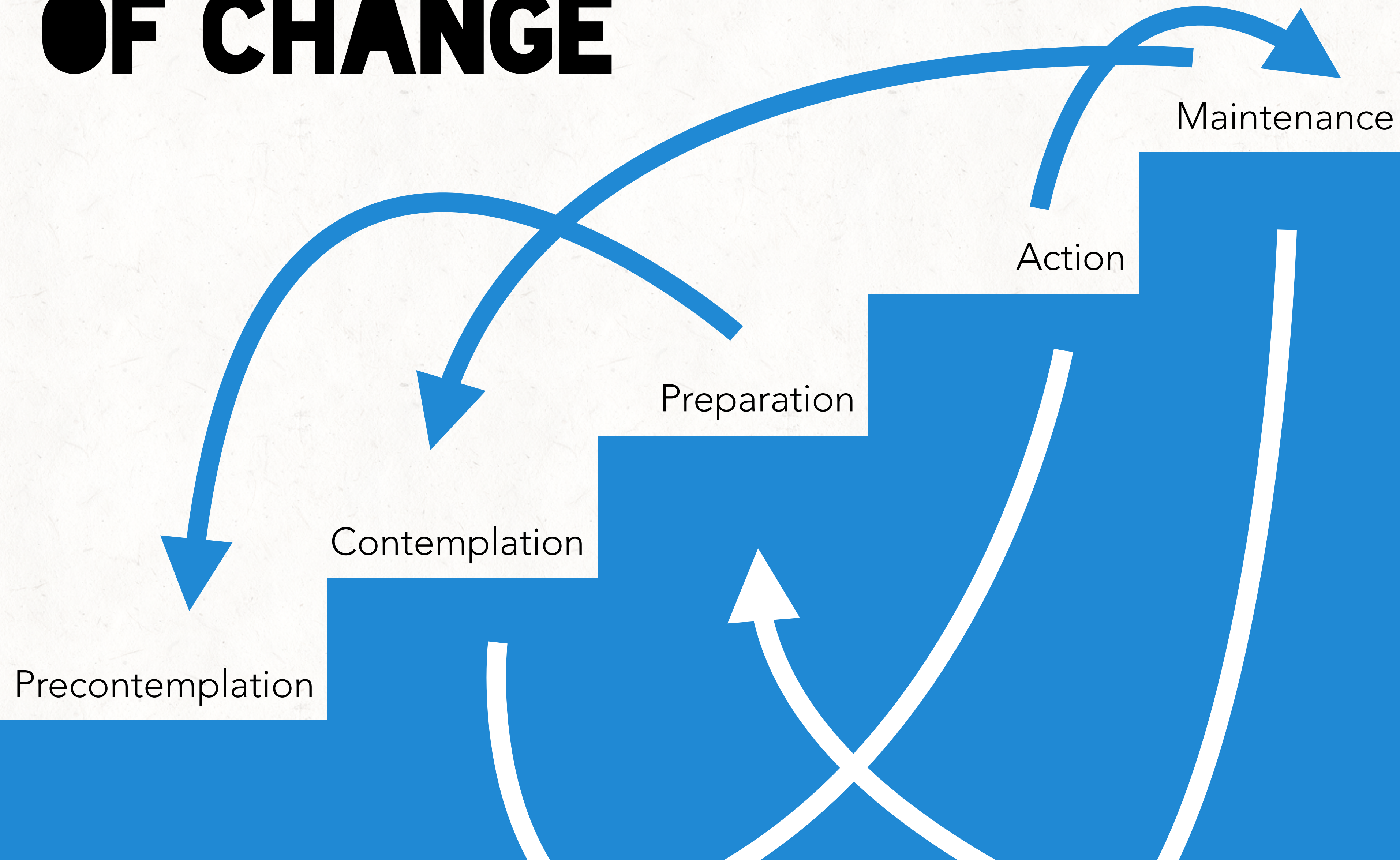
TRANSTHEORETICAL MODEL OF CHANGE



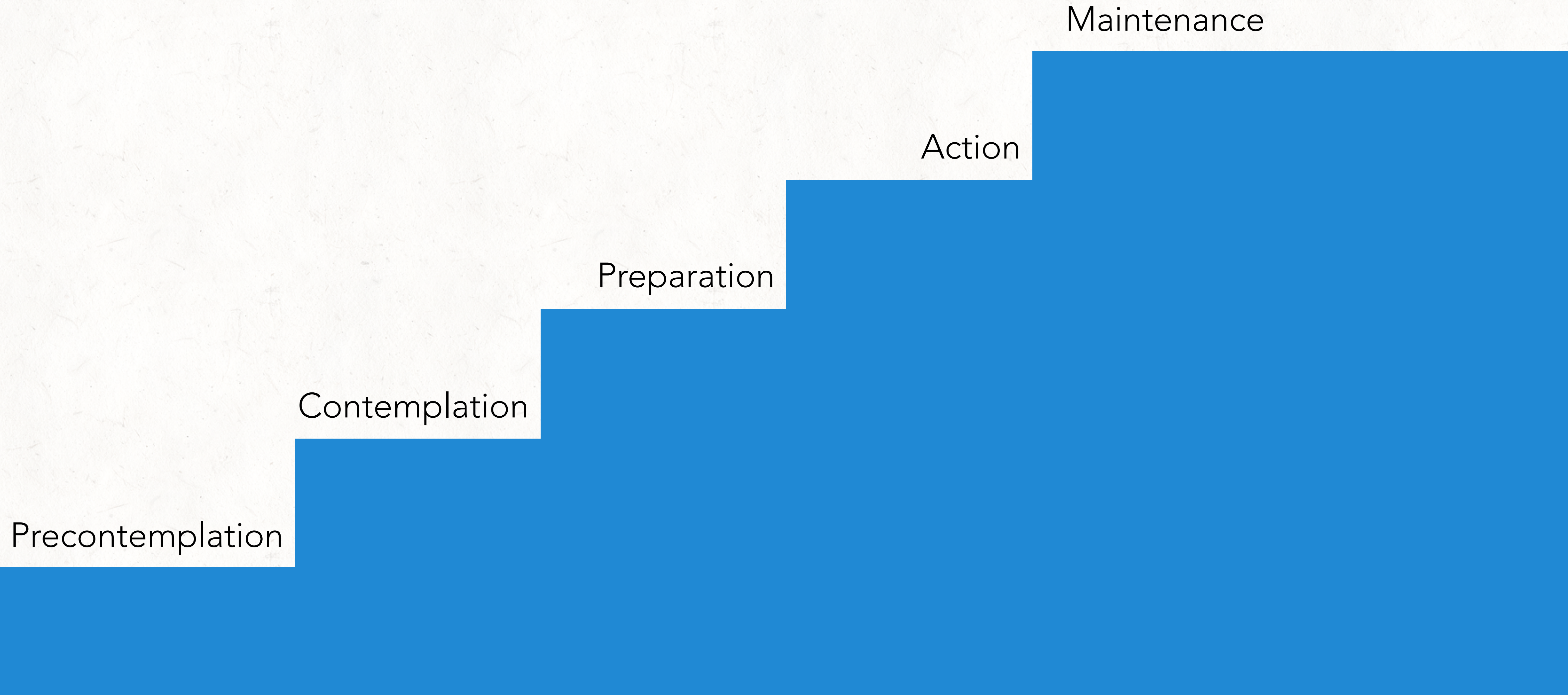
TRANSTHEORETICAL MODEL OF CHANGE



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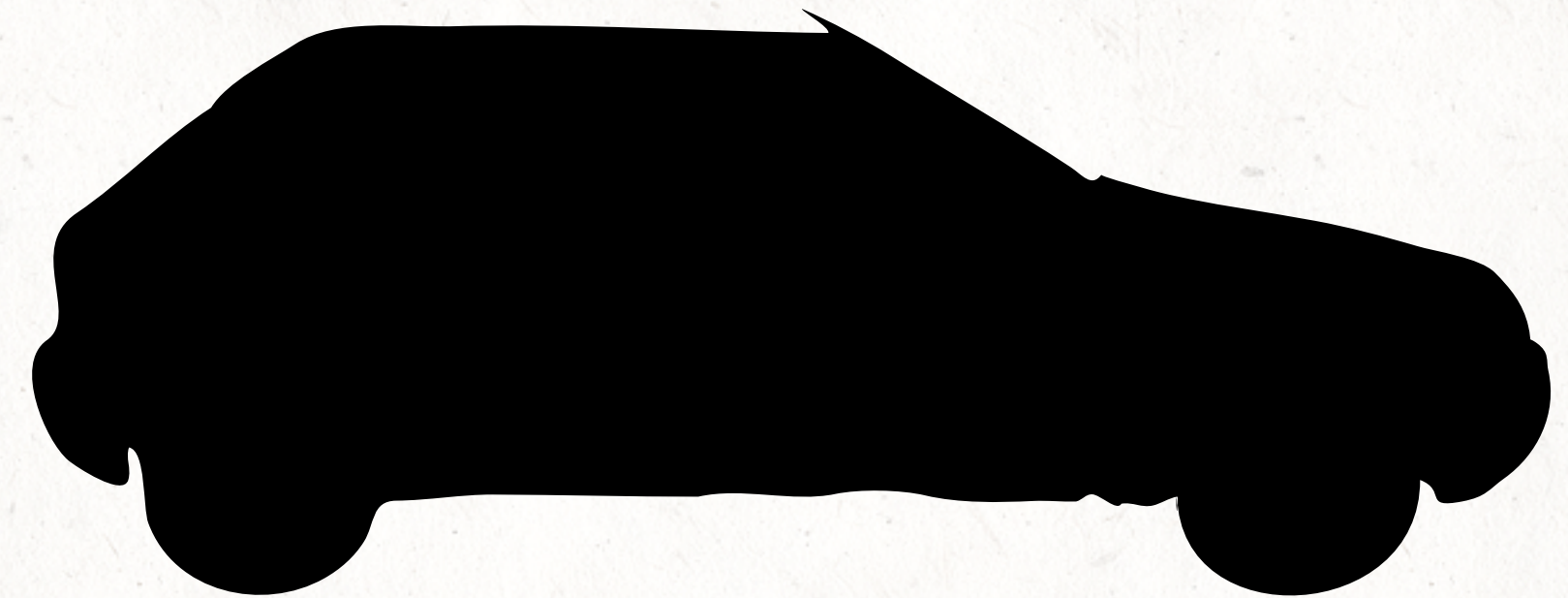
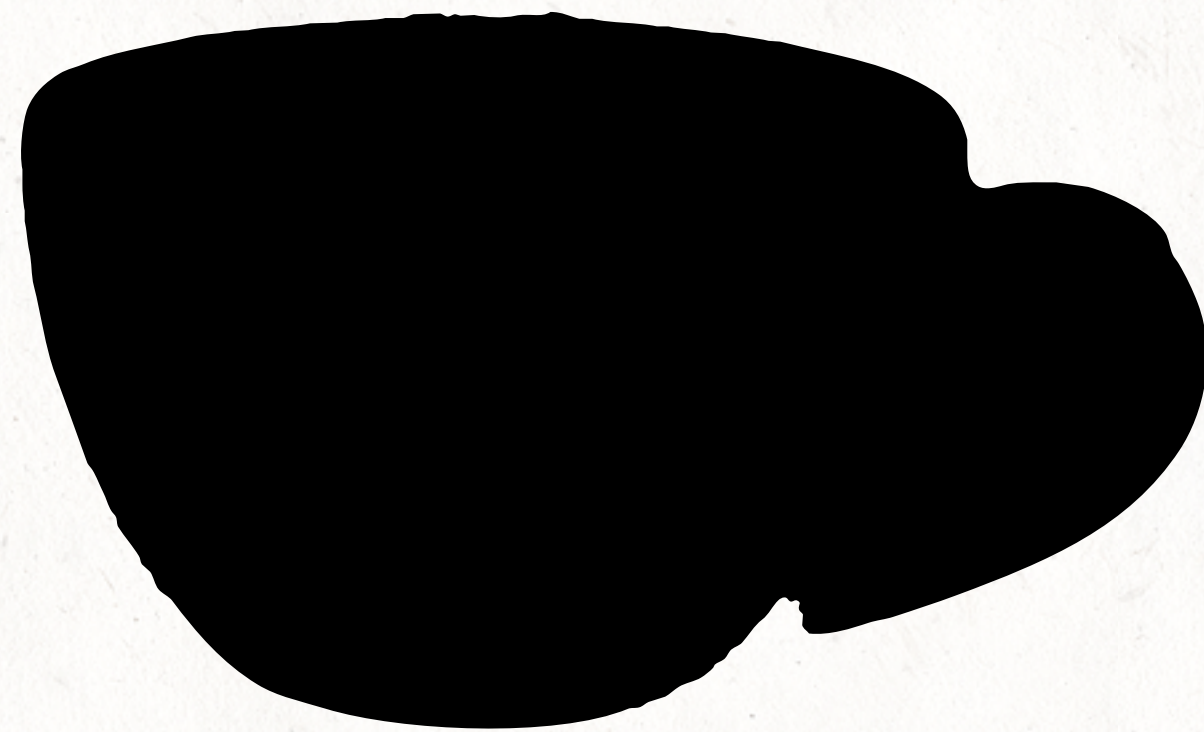
TRANSTHEORETICAL MODEL OF CHANGE

Precontemplation



CIRCUMVENTING THE MODEL

CIRCUMVENTING THE MODEL



CIRCUMVENTING THE MODEL



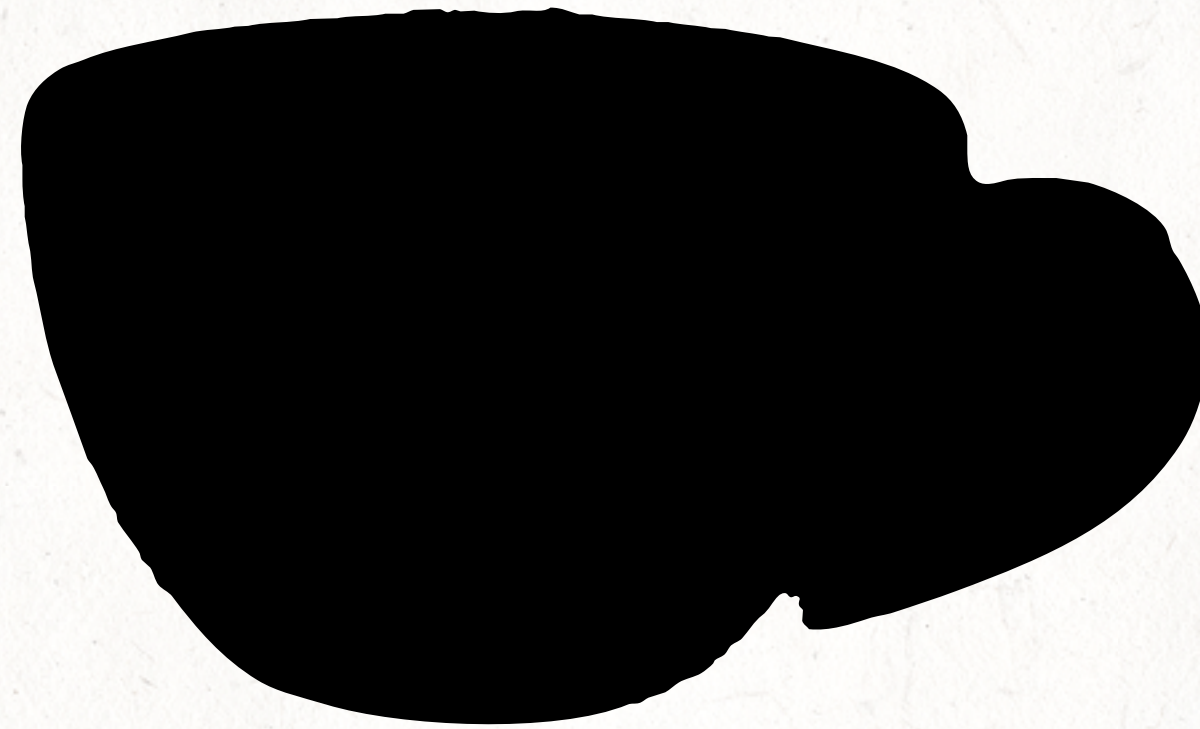
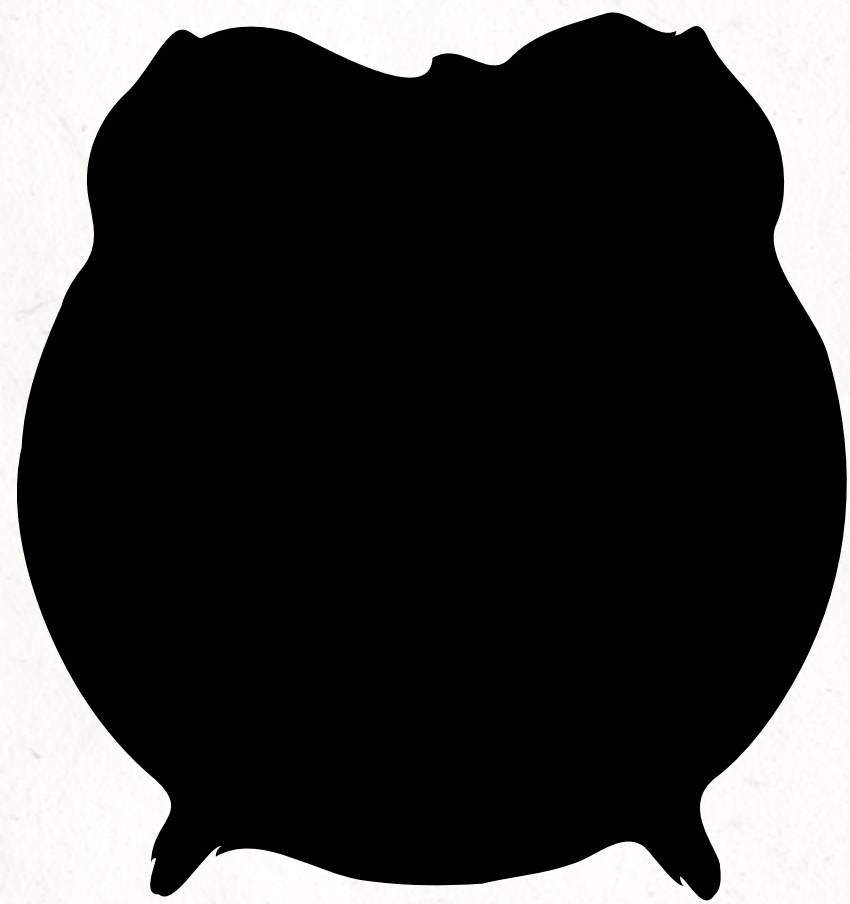
WORKFLOW

LIFE **FLOW**

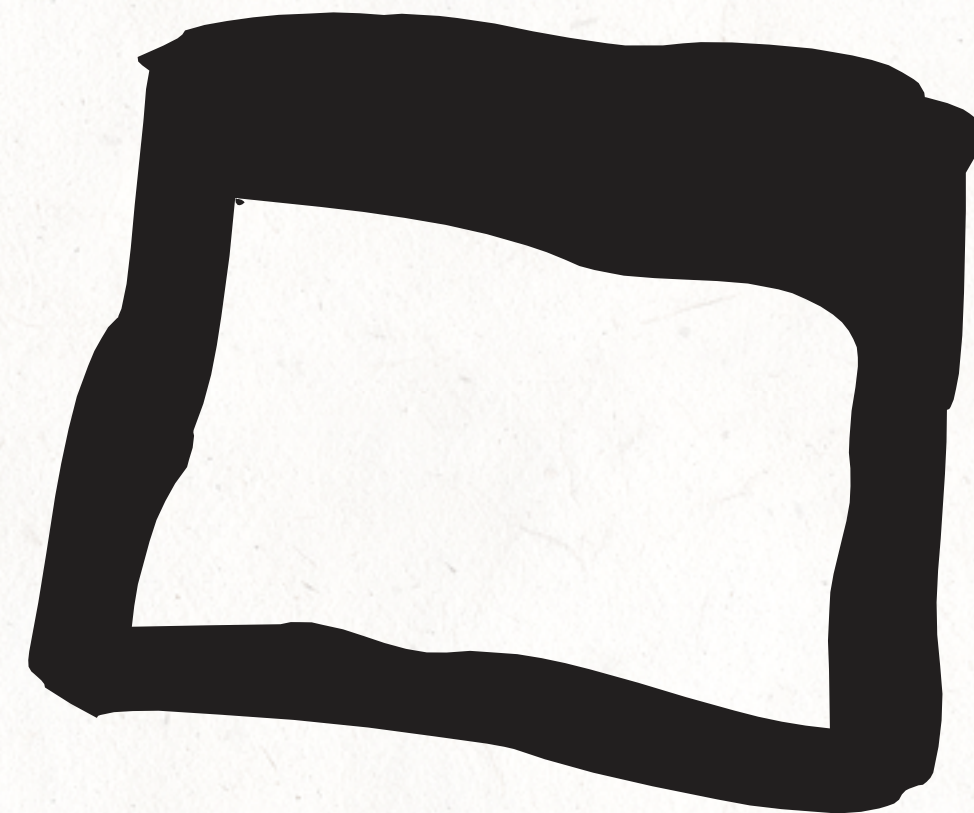
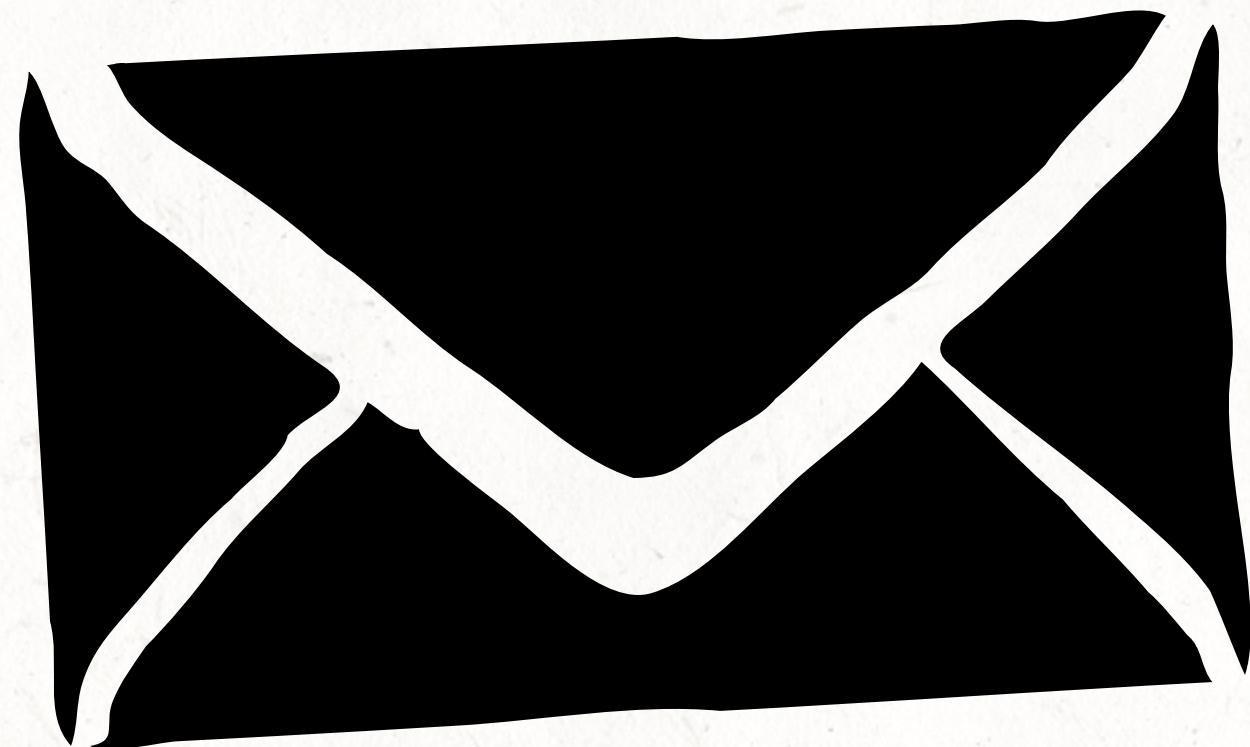
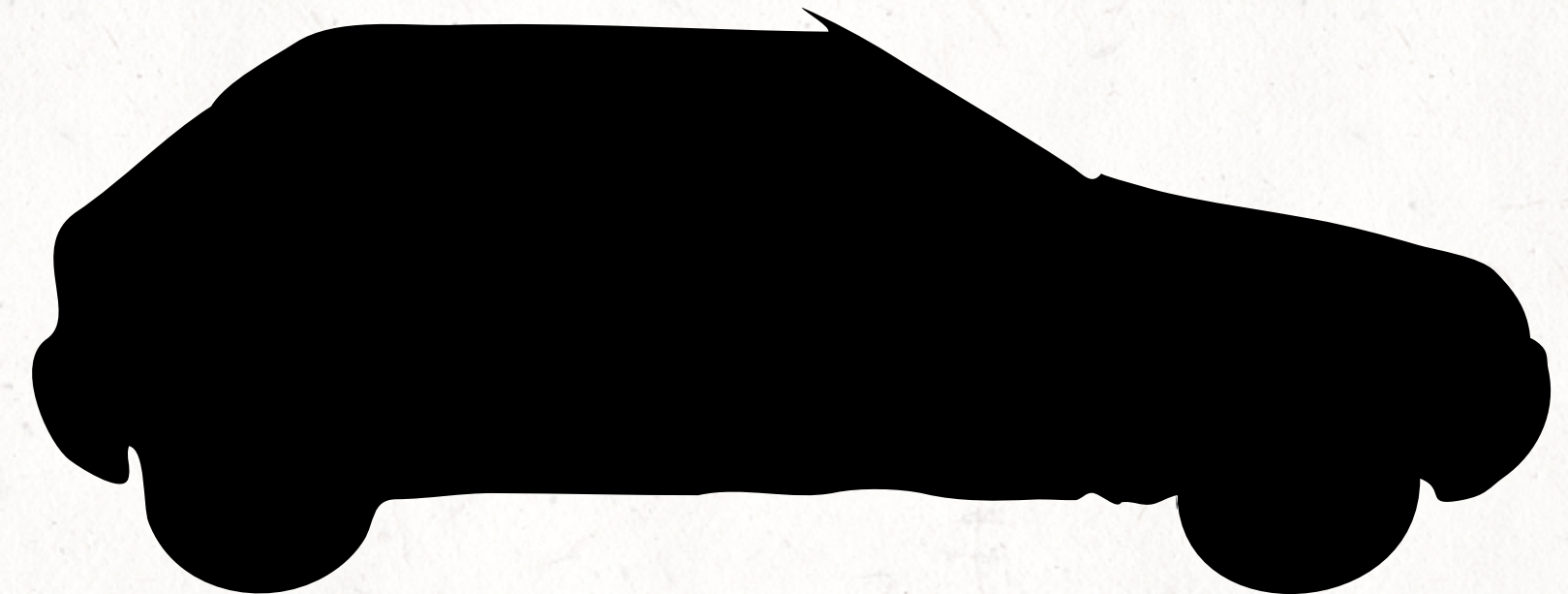
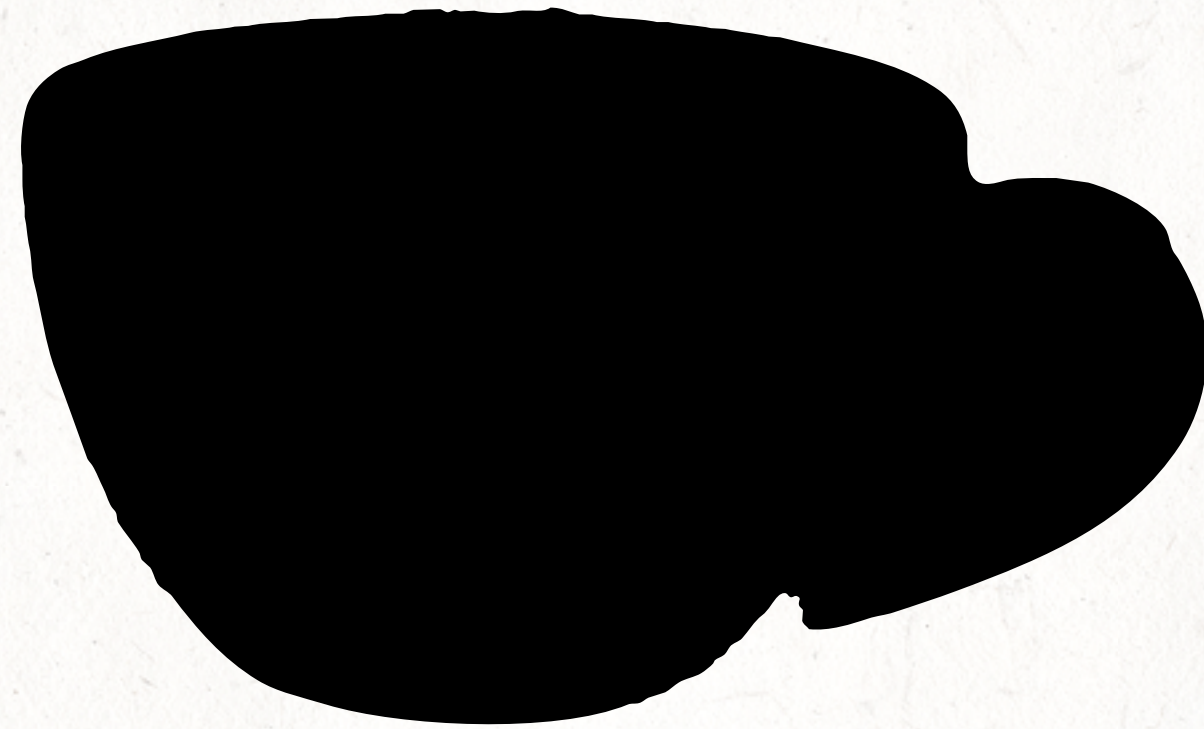
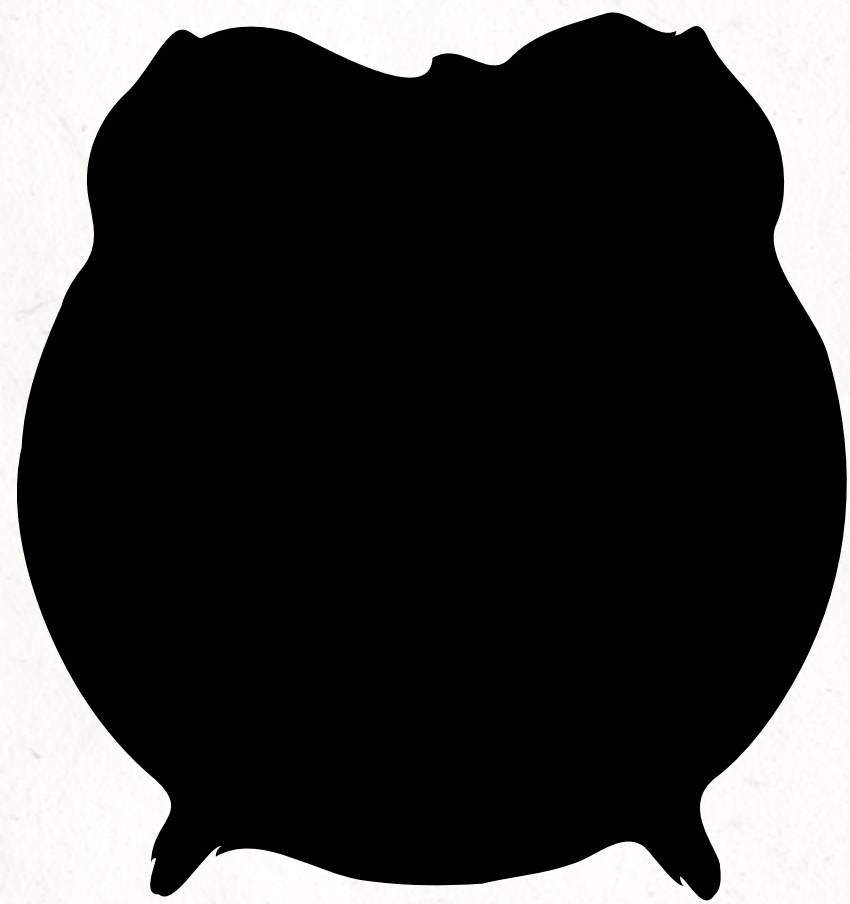
WORKFLOW

INTEGRATION

CIRCUMVENTING THE MODEL



CIRCUMVENTING THE MODEL



CASE STUDY: EVENTABLE



eventable

CASE STUDY: EVENTABLE



eventable



Follow Our Events

CASE STUDY: EVENTABLE



eventable

OCT	21 Monday	22 Tuesday	23 Wednesday	24 Thursday	25 Friday
	Lars Emerson ...				Skyrox at Golem...
all-day				Future Stack Grand	Hyatt San Franci...
			Adam Duvander @ API Strategies and Practices San Fra...		
Noon					
1			Get a Free Lunch Cole St & Haight...		
2					
		Engineering Demos	Camp SendGrid - Scott Williamson...		

CASE STUDY: EVENTABLE



eventable

OCT	21 Monday	22 Tuesday	23 Wednesday	24 Thursday	25 Friday
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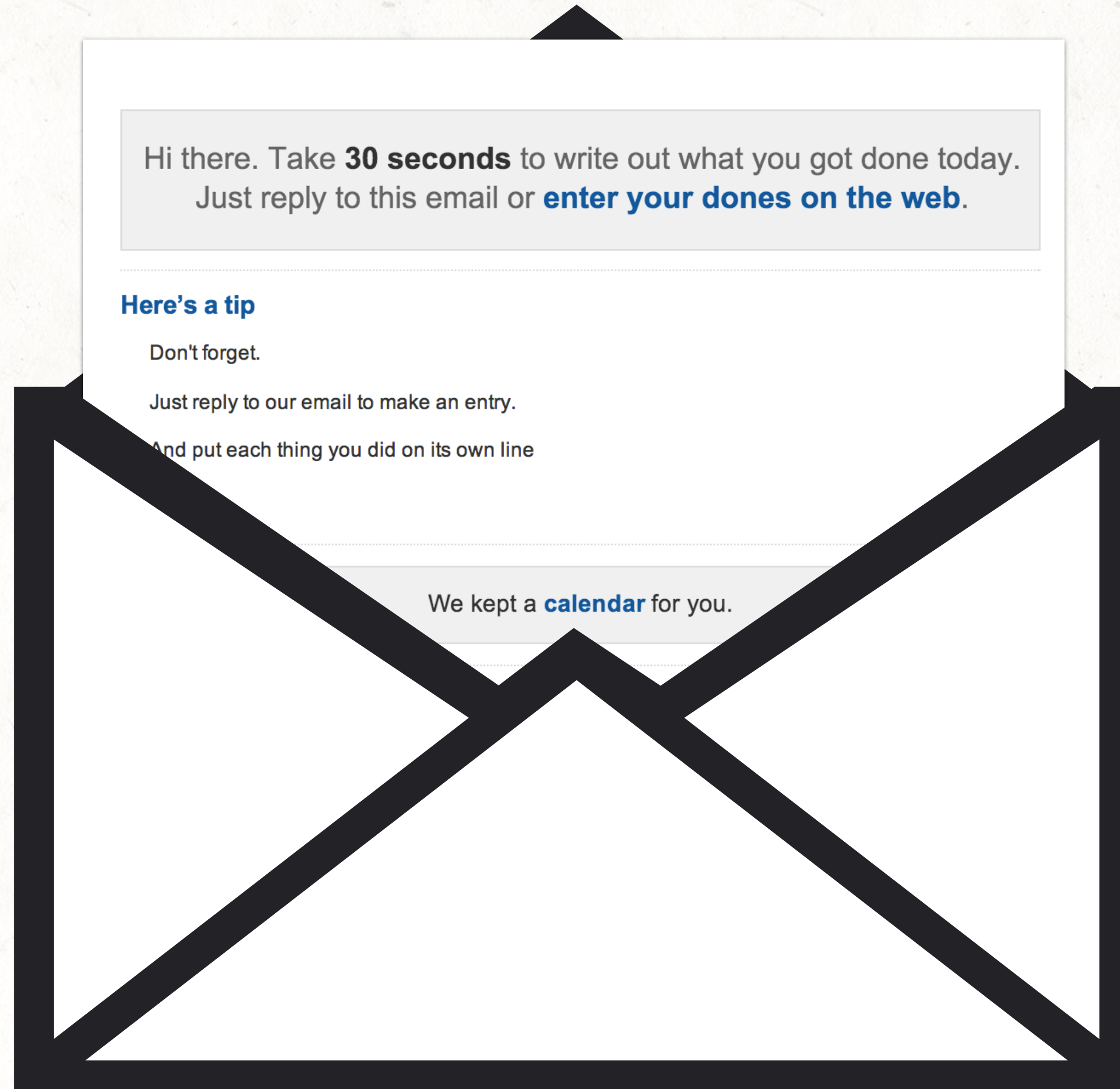
▸ 86% increase in event turnout

CASE STUDY: IDONETHIS

iDoneThis

CASE STUDY: IDONETHIS

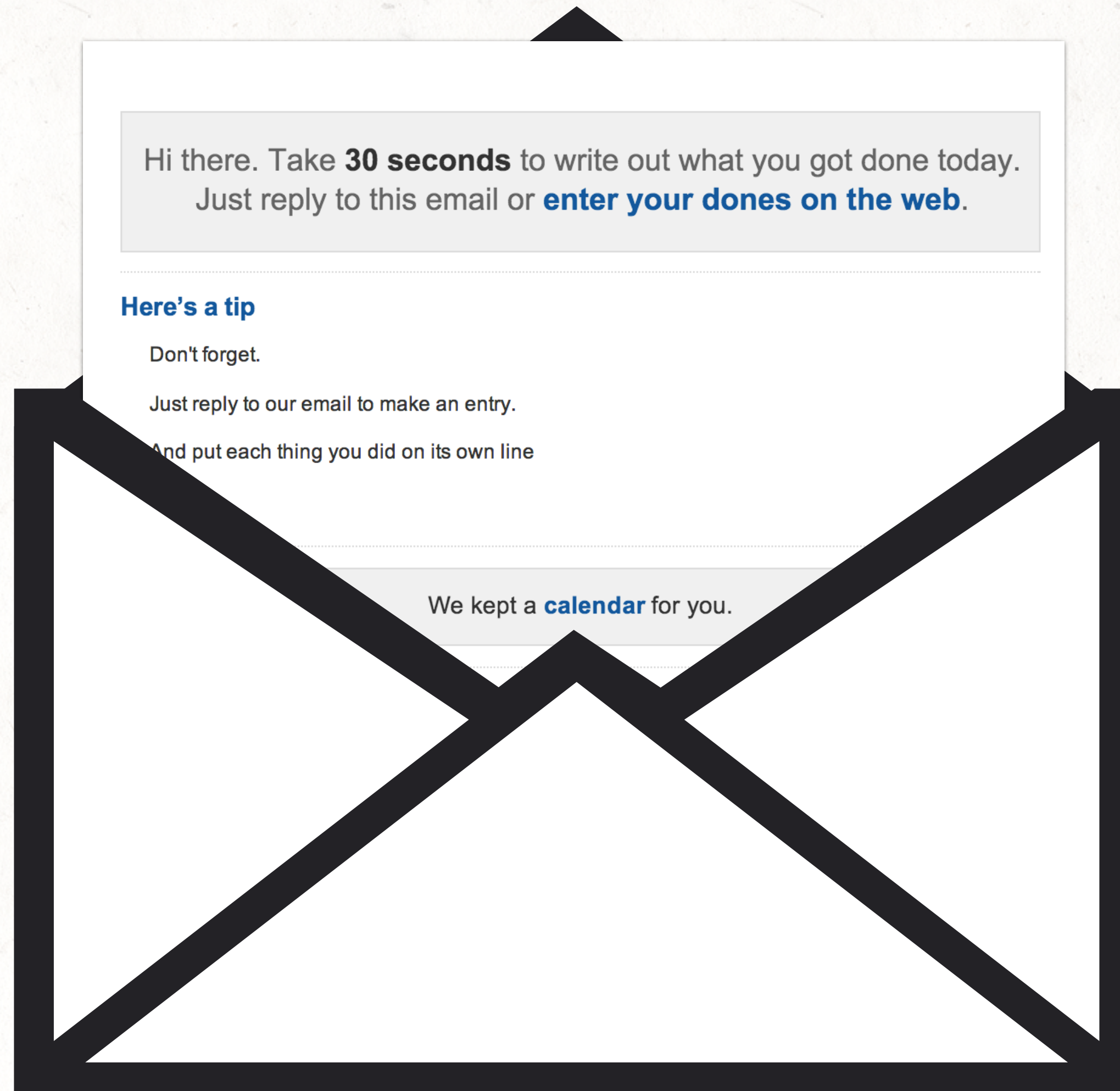
iDoneThis



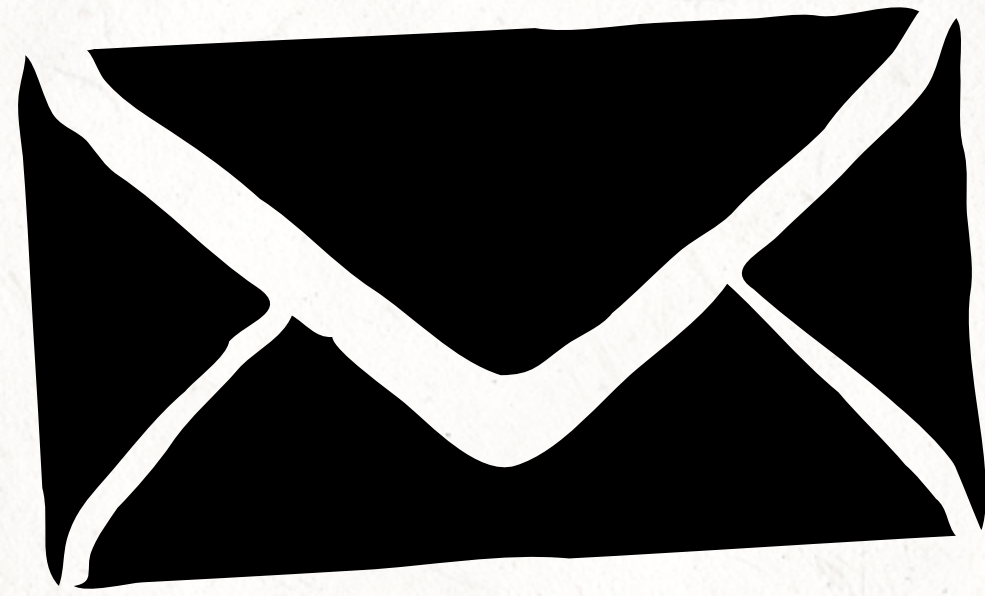
CASE STUDY: IDONETHIS

iDoneThis

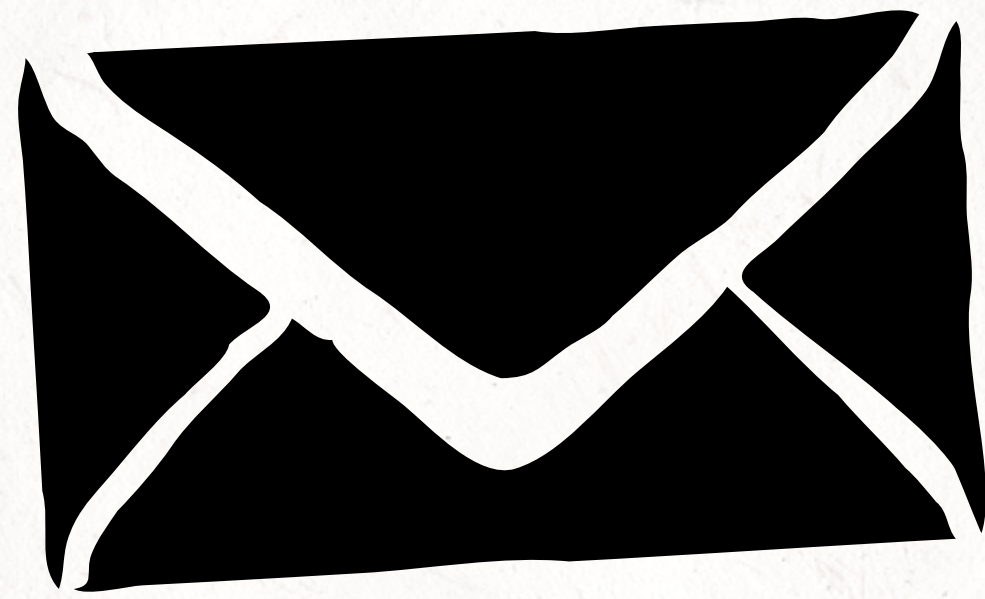
▸ 25% Daily Active Users



HOW TO INTEGRATE EMAIL

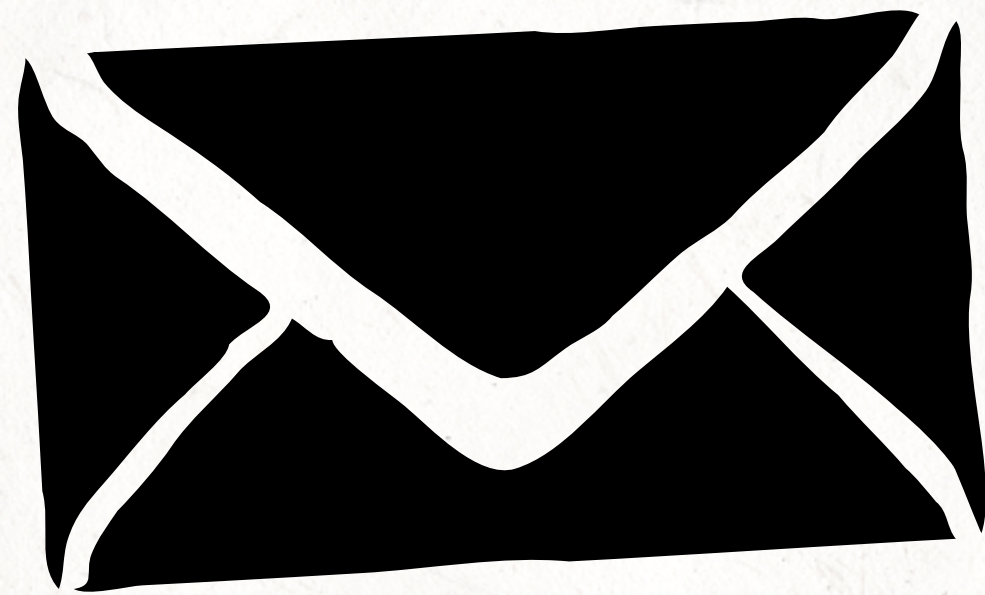


HOW TO INTEGRATE EMAIL



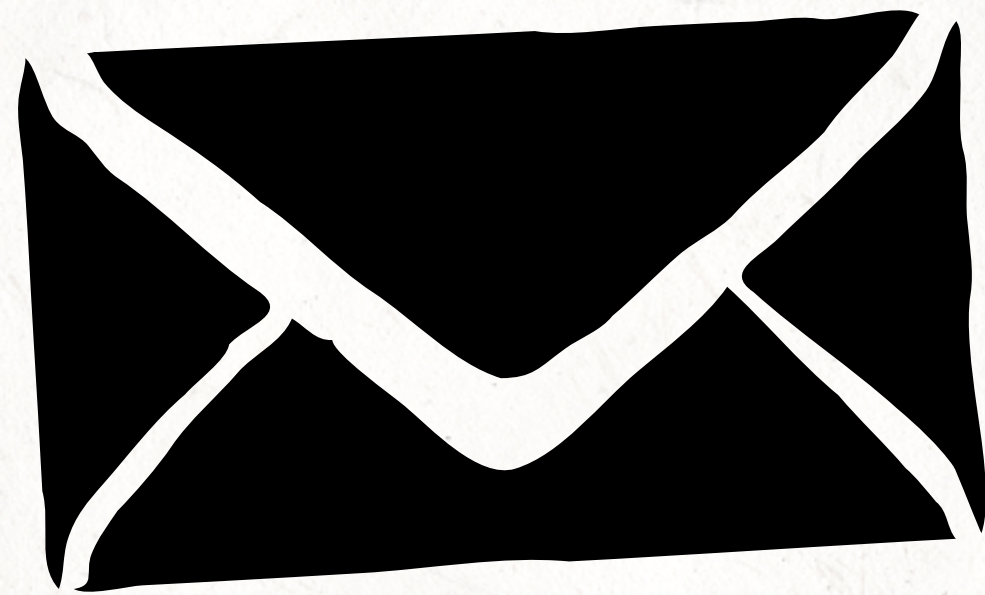
▸ Outbound Email

HOW TO INTEGRATE EMAIL

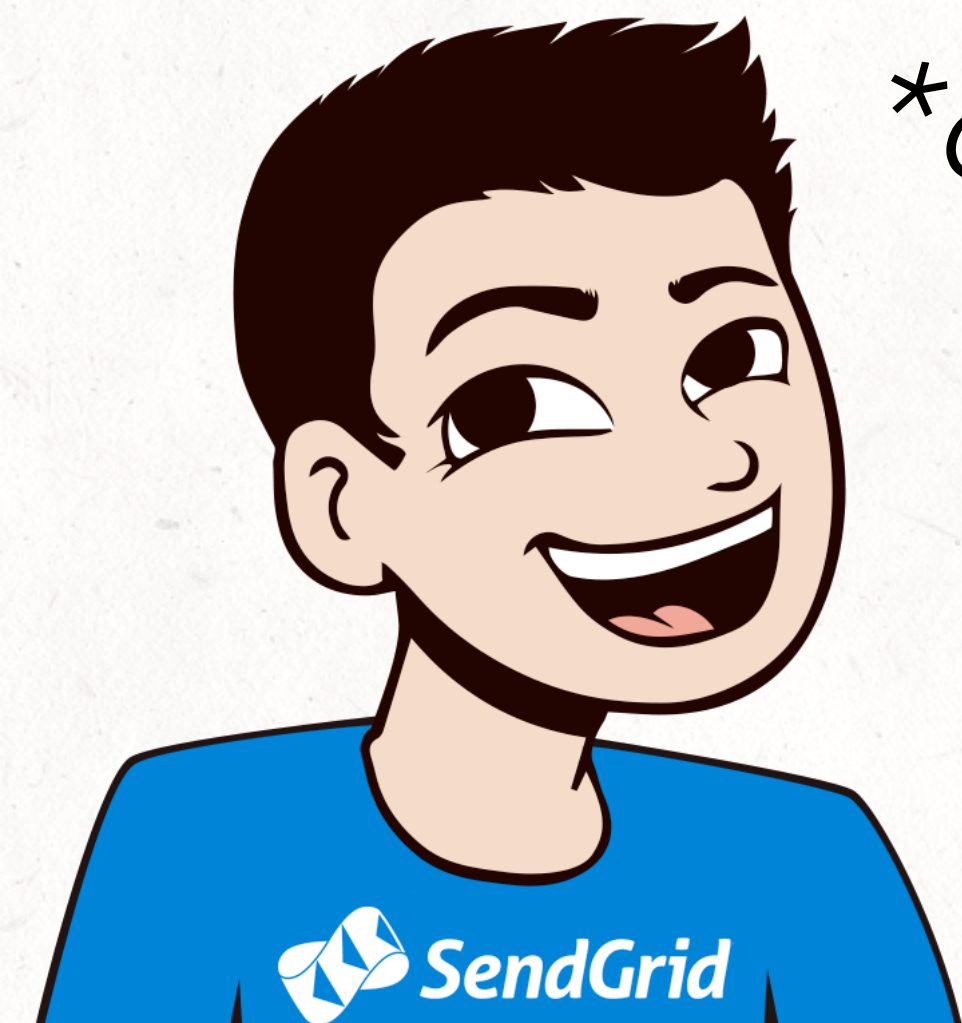


- Outbound Email
- Inbound Email

HOW TO INTEGRATE EMAIL



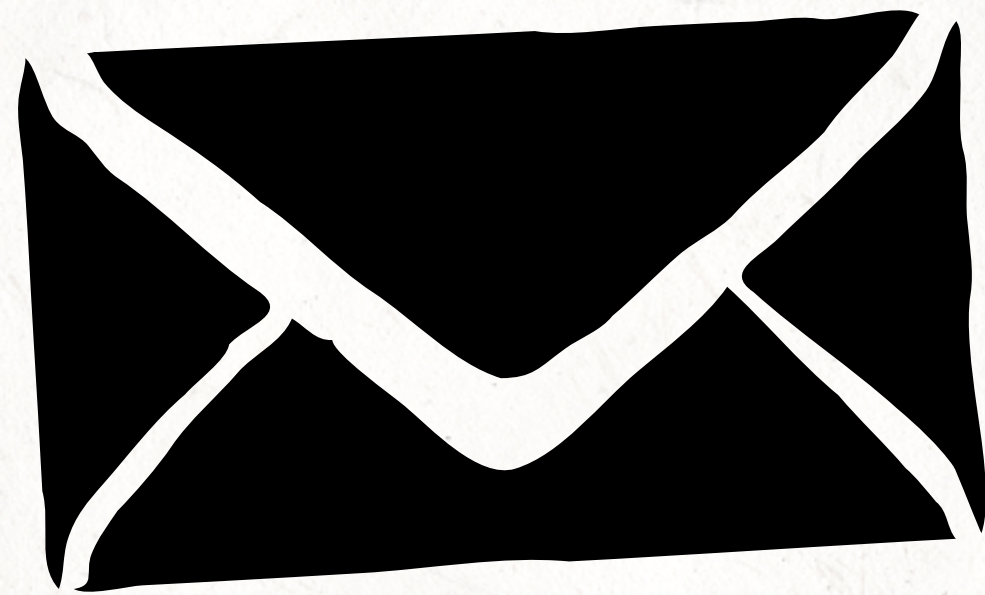
- Outbound Email
- Inbound Email



cough

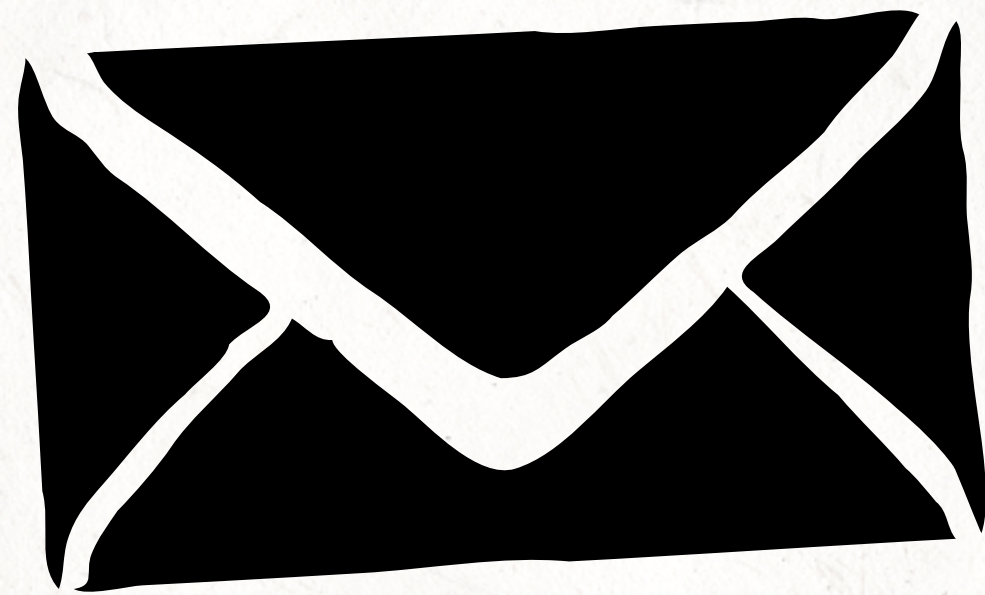
cough

HOW TO INTEGRATE EMAIL



- Outbound Email
- Inbound Email
- In the Inbox

HOW TO INTEGRATE EMAIL

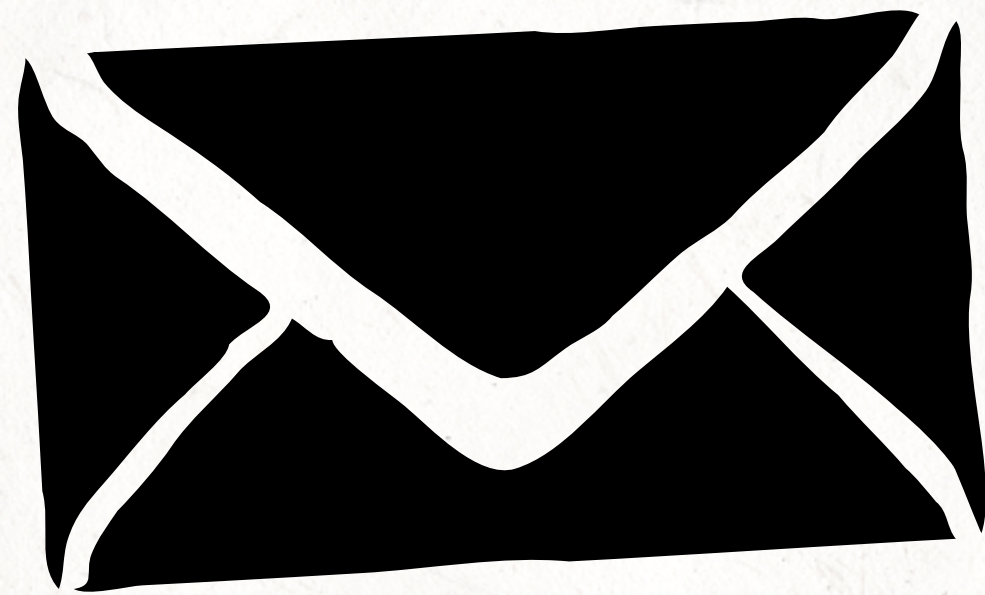


- Outbound Email
- Inbound Email
- In the Inbox



context.io

HOW TO INTEGRATE EMAIL



- Outbound Email
- Inbound Email
- In the Inbox

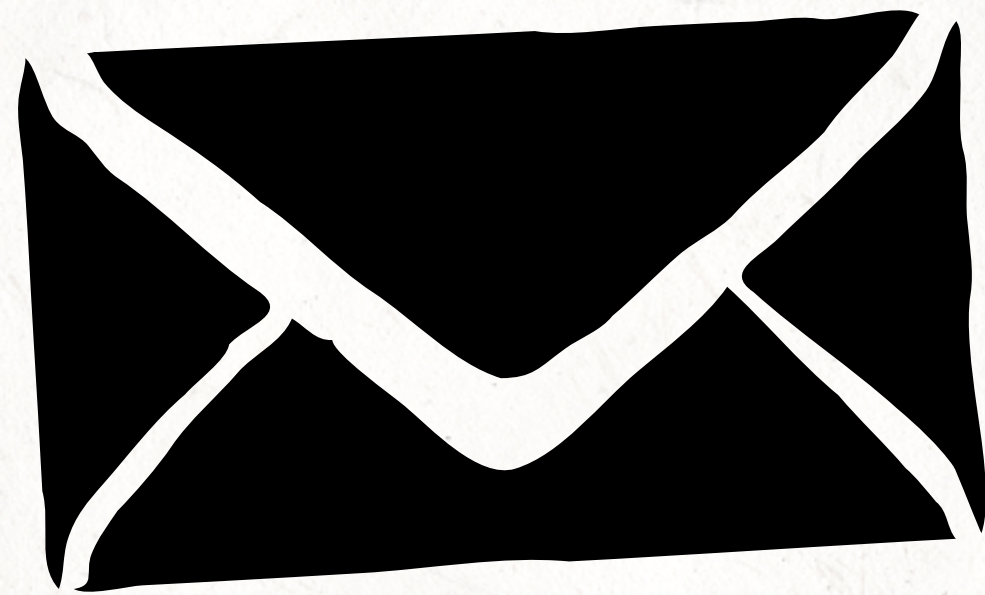


context.io



available in the
chrome web store

HOW TO INTEGRATE EMAIL



- Outbound Email
- Inbound Email
- In the Inbox*

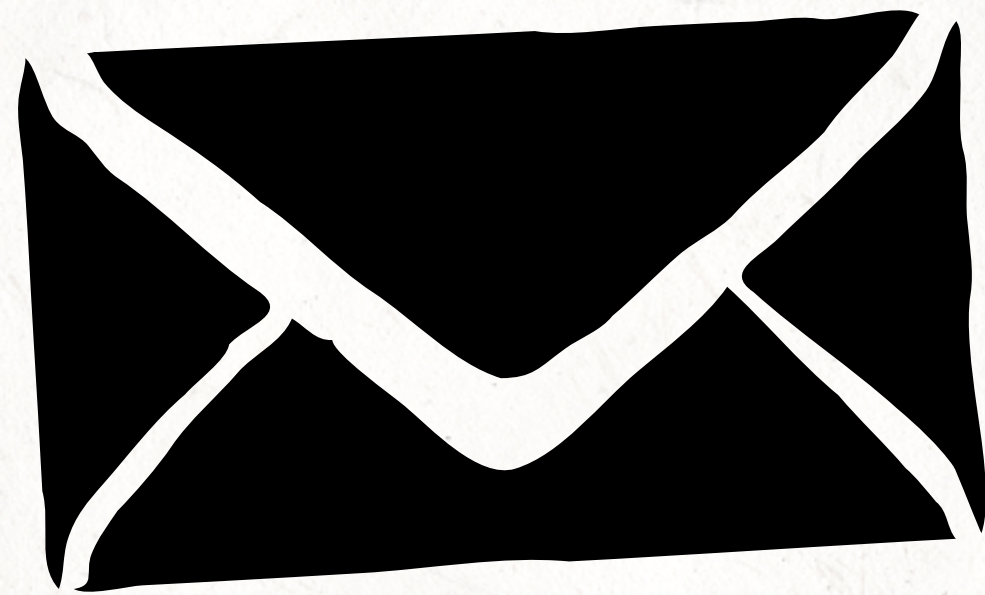


context.io



available in the
chrome web store

HOW TO INTEGRATE EMAIL



- Outbound Email
- Inbound Email
- In the Inbox*



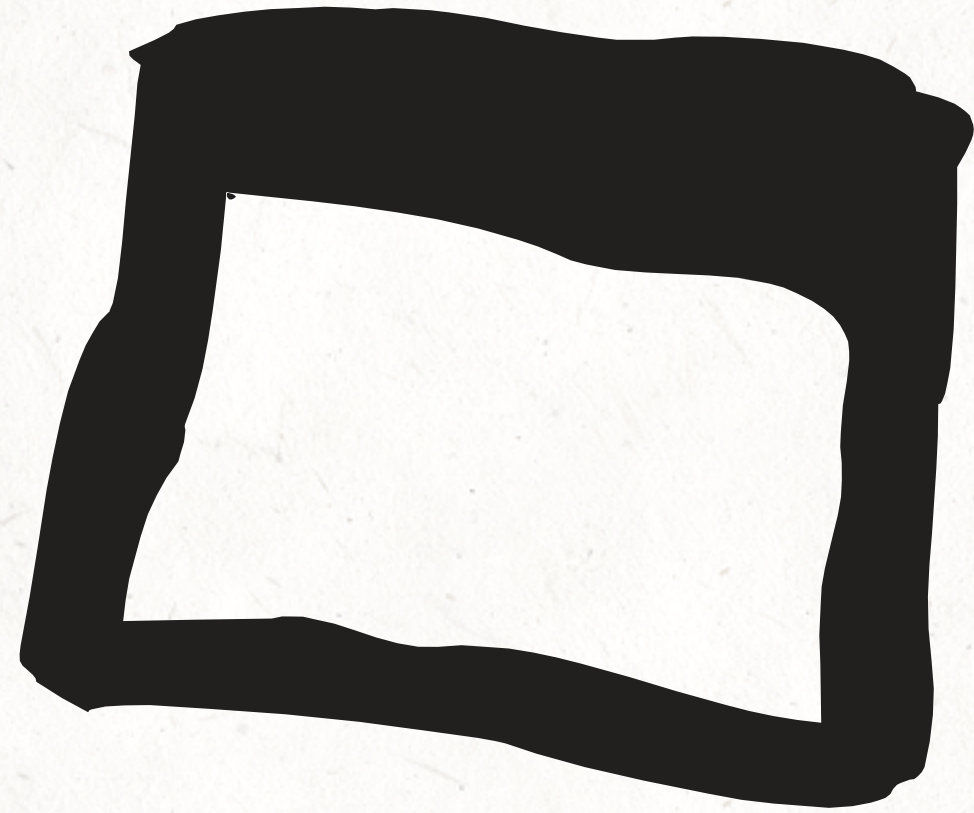
context.io



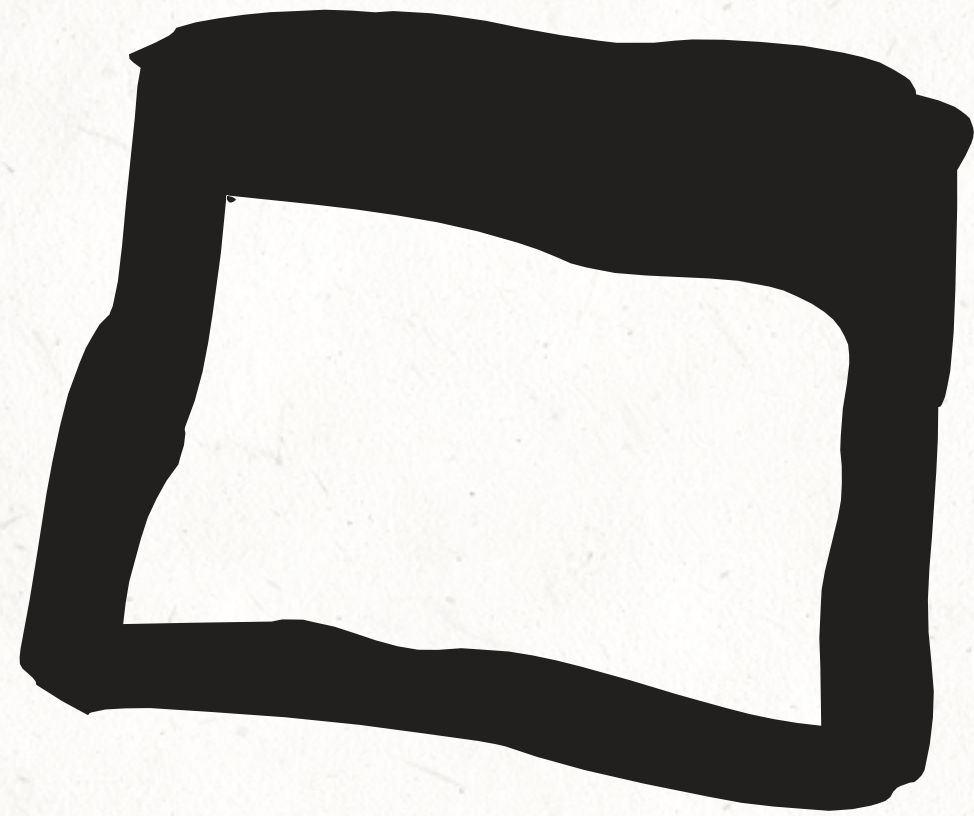
available in the
chrome web store

* Install Required

HOW TO INTEGRATE **CALENDAR**

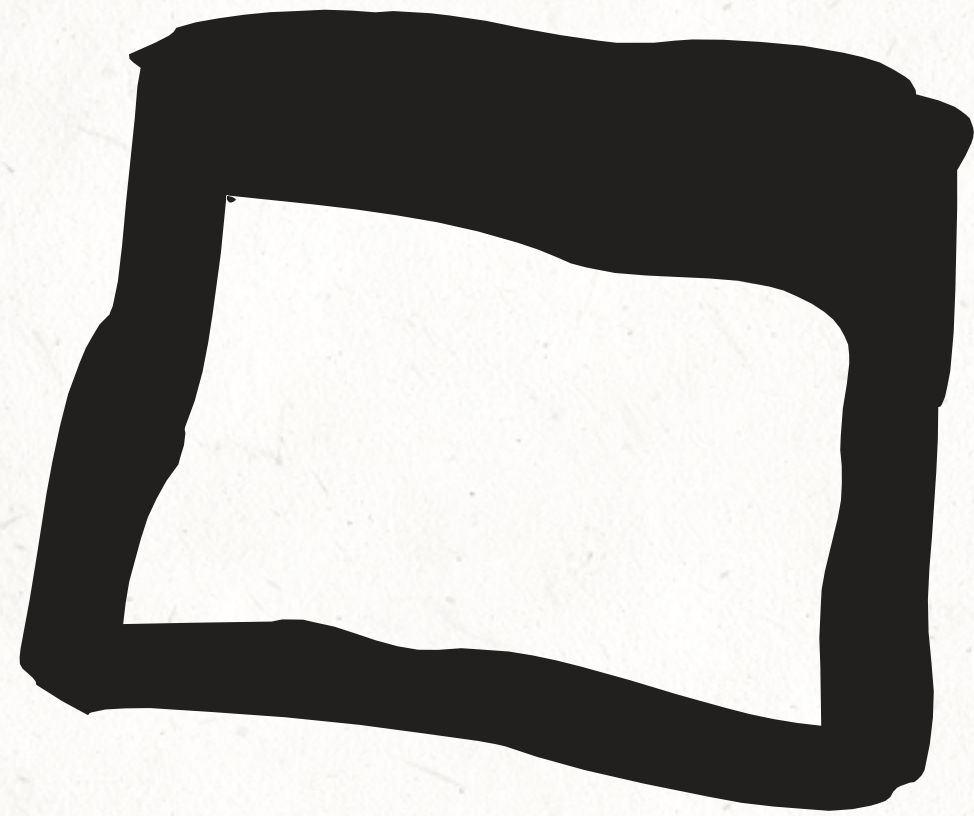


HOW TO INTEGRATE CALENDAR



▸ iCalendar Feed*

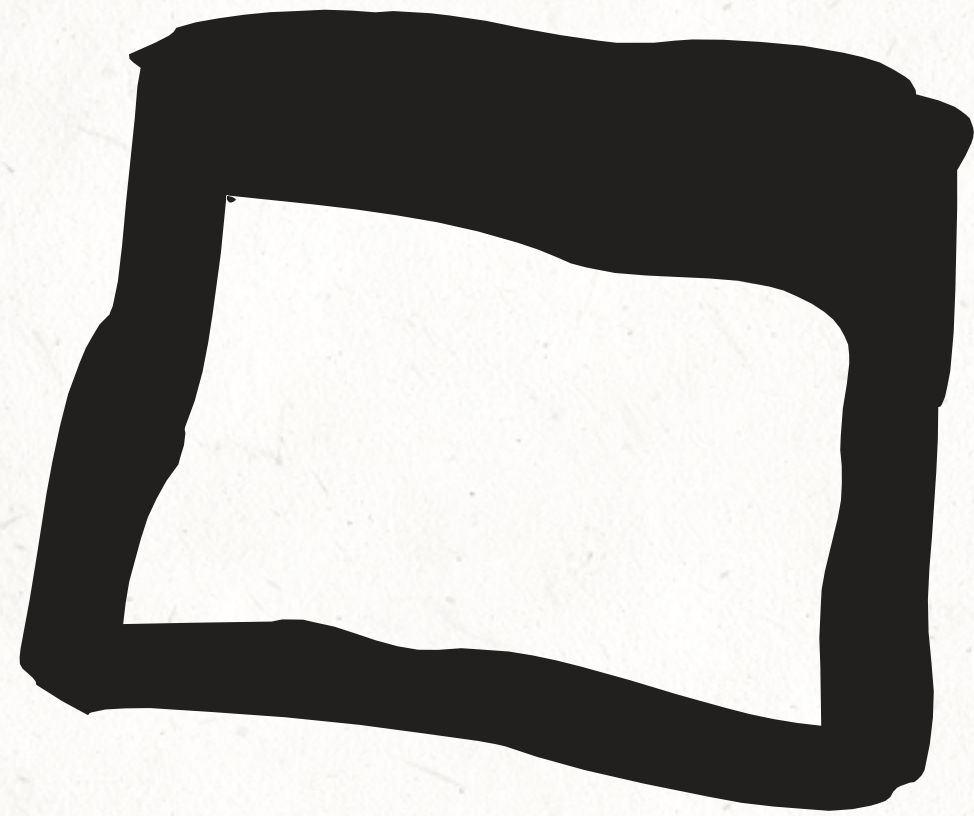
HOW TO INTEGRATE CALENDAR



▸ iCalendar Feed*

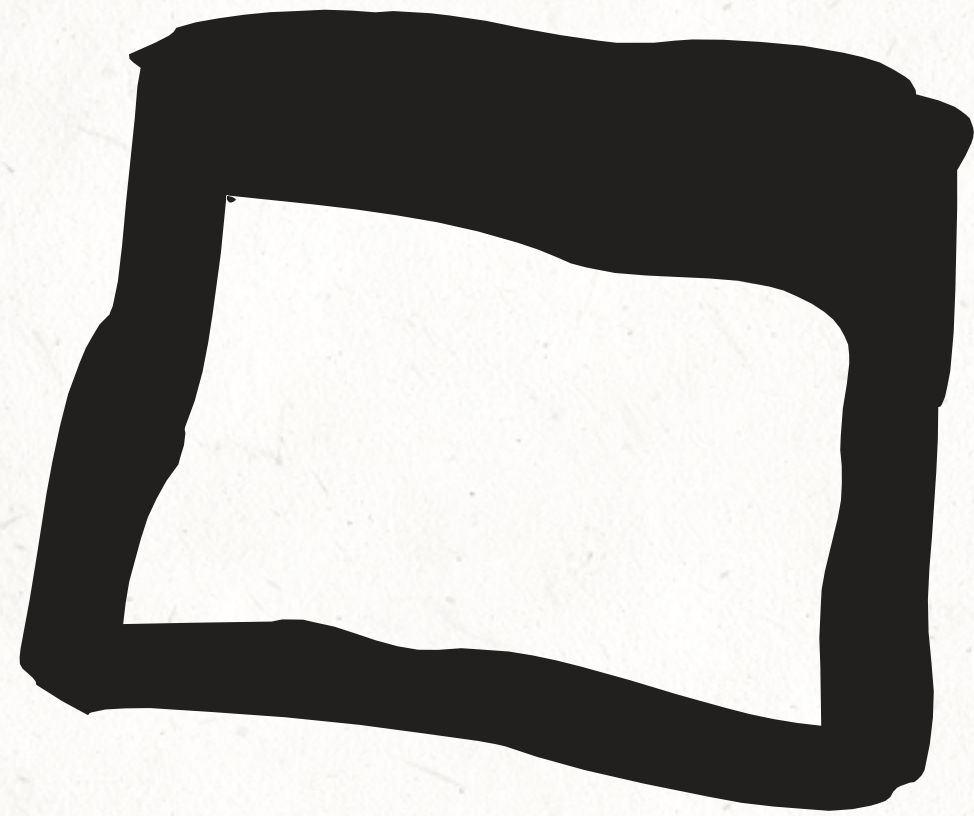
▸ CalDav*

HOW TO INTEGRATE CALENDAR



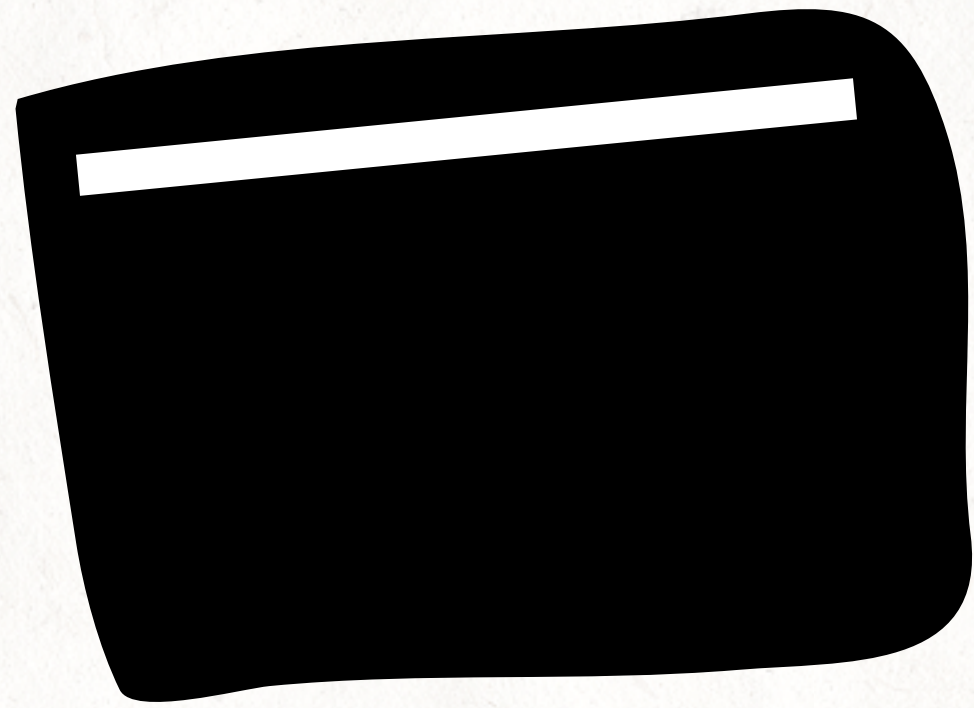
- iCalendar Feed*
- CalDav*
- Google Calendar API*

HOW TO INTEGRATE CALENDAR



- iCalendar Feed*
- CalDav*
- Google Calendar API*
- Calendar Invites

HOW TO INTEGRATE **BROWSING**



HOW TO INTEGRATE **BROWSING**



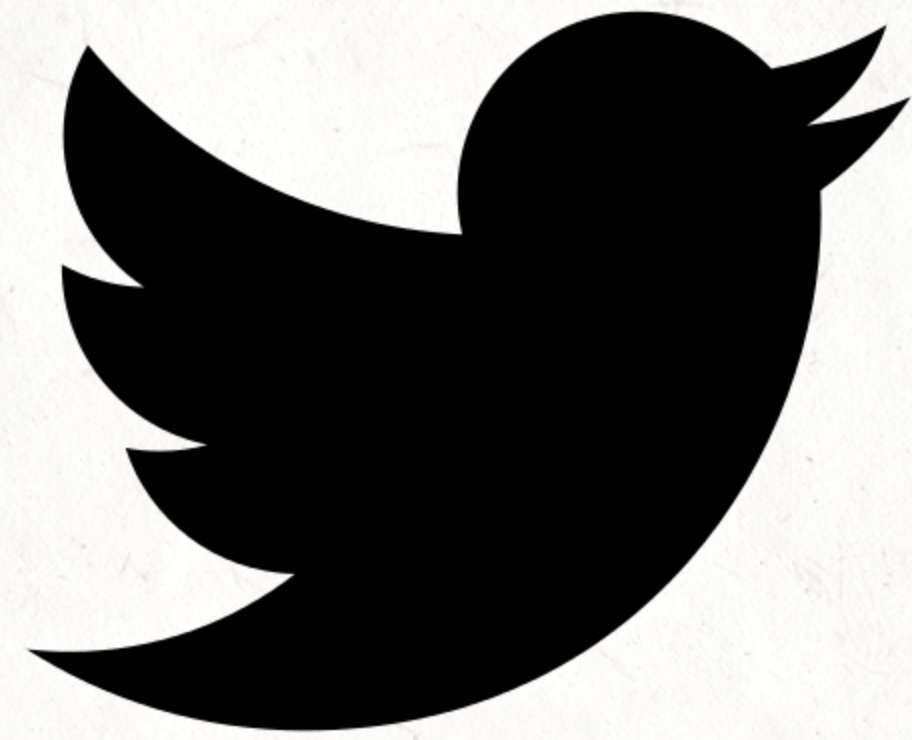
▸ Browser Extension*

HOW TO INTEGRATE BROWSING

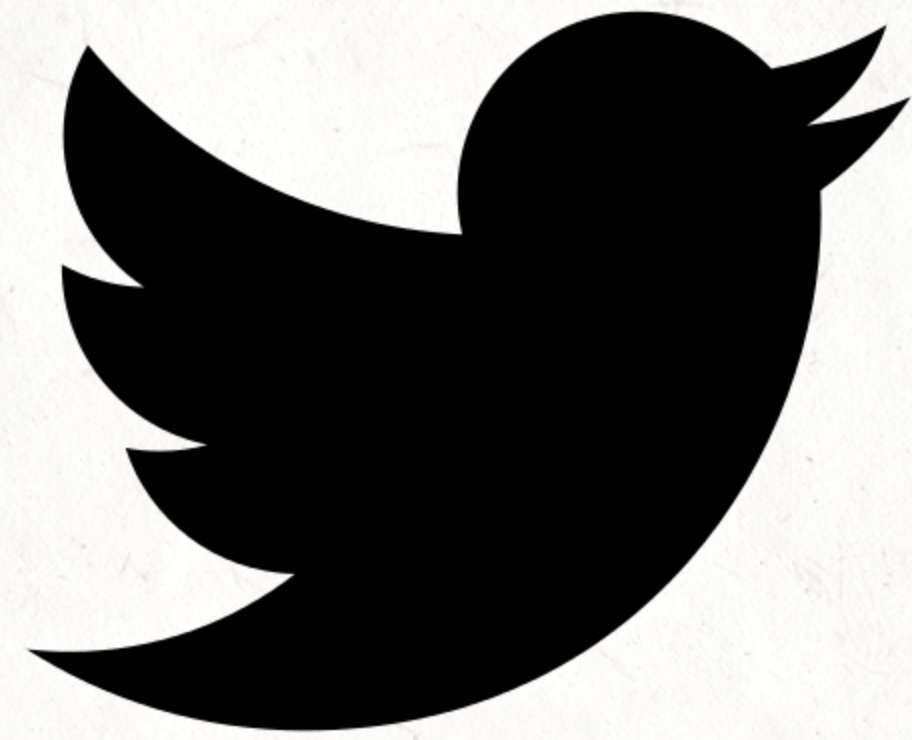


- Browser Extension*
- *Incredibly* Creative Use of Retargeting

HOW TO INTEGRATE SOCIAL

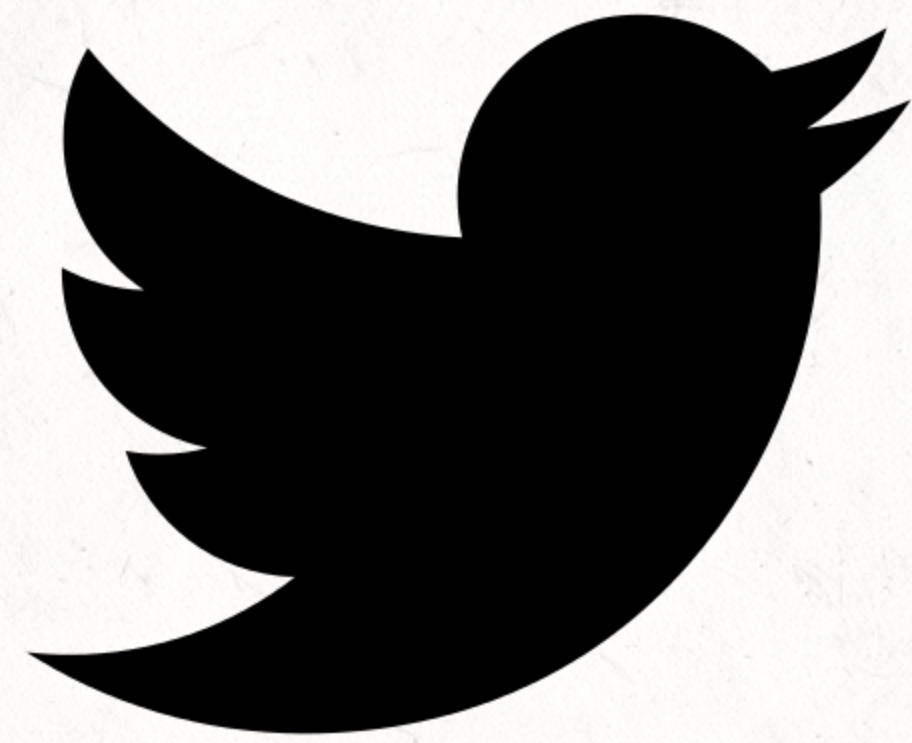


HOW TO INTEGRATE SOCIAL



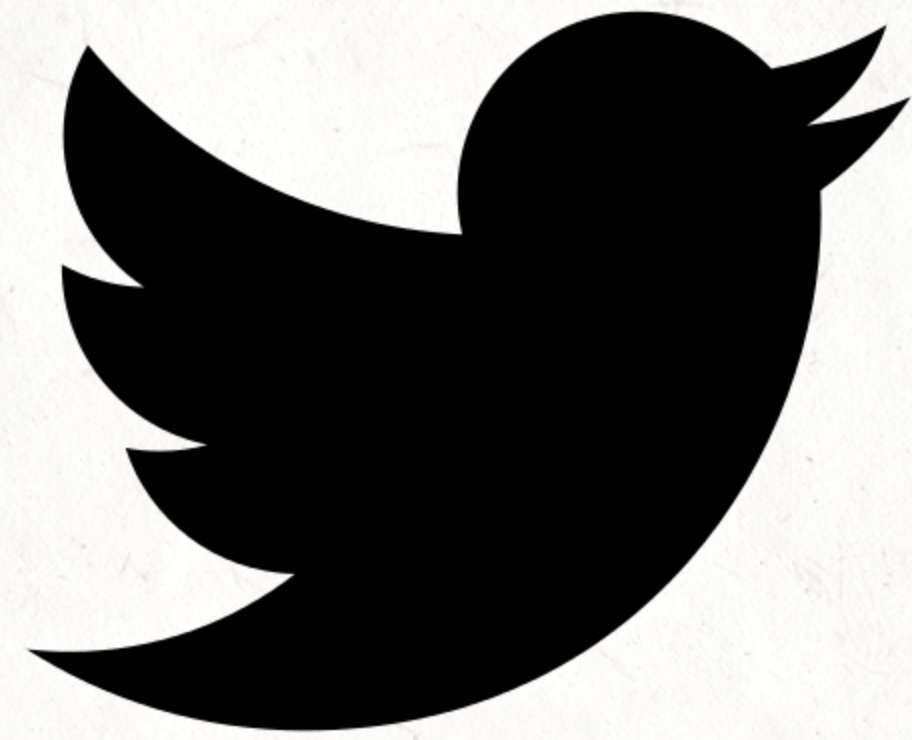
▸ Mentioning

HOW TO INTEGRATE SOCIAL



- Mentioning
- Messaging*

HOW TO INTEGRATE SOCIAL



- Mentioning
- Messaging*
- Following*

HOW TO INTEGRATE **ANYTHING**

HOW TO INTEGRATE ANYTHING

BE CREATIVE

CHANGE IS HARD

CHANGE IS HARD

DON'T

EXPECT

PEOPLE TO

CHANGE

DISRUPT NOTHING

The Importance of Getting Into
Workflows

NICK QUINLAN

SendGrid Developer Evangelist

 nquinlan  @YayNickQ