

KEYNOTE

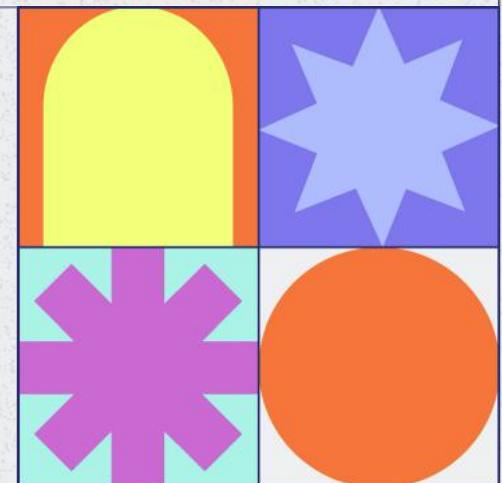
Energizing Your Events, Your Marketing, and Your Life?



Jay Schwedelson

Founder

**GURU MEDIA
HUB**



NOBODY CARES....

LAST 12 MONTHS:

157 IN-PERSON EVENTS

**GENERATED: 142,552 NET-NEW
PAID REGISTRATIONS**

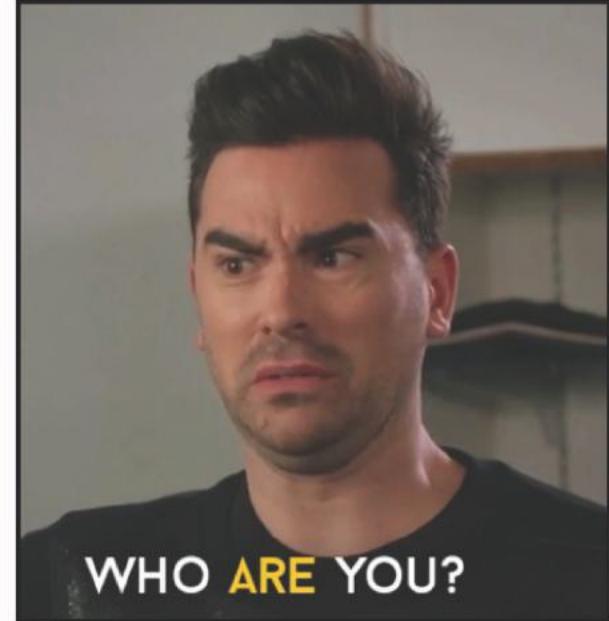
AND...2,041 WEBINARS

MY EVENTS...

GURU CONFERENCE - 26,120 MARKETERS

EVENTASTIC.COM - 13,041 [FIRST YEAR]

www.GuruMediaHub.com



WHO ARE YOU?

**GURU MEDIA
HUB**

SubjectLine.com

EVENTASTIC 
BY GURU MEDIA HUB

**AI IS COMING FOR
YOUR EVENT...**

“AI IS GOING TO TAKE MY JOB”

**“I’M NOT TECHNICAL.
I AM NOT AN AI EXPERT”**

**“WHEN I SEARCH CHATGPT OUR EVENT
SHOWS UP”**

“AI IS GOING TO TAKE MY JOB”

“
I AM **WRONG!!!!**”

“WHEN I SEARCH CHATGPT OUR EVENT SHOWS UP”

BUT I AM NOT AN AI EXPERT



Based on all available public information:

- Estimated LinkedIn profiles claiming to be an “Expert” → ~15 million
- Estimated LinkedIn profiles calling themselves a “Visionary” → ~750,000

Here's how I arrived at those figures:

Estimating the Numbers

Total LinkedIn User Base

LinkedIn currently hosts 1.1 to 1.2 billion members globally. linkedin-makeover.com Cognism +1

Based on all available public information:

- Estimated LinkedIn profiles claiming to be an “Expert” → ~15 million
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“Visionary” Usage

- “Visionary” is recognized as trendy but far less common than “expert.” While we lack precise usage stats, considering its less frequent appearance—even 0.05–0.1% of profiles—suggests 500,000 to 1 million users adopt it. This supports an estimate of around 750,000.

**BUT WHY DOES
THIS MATTER TO
ME?**

I CAN'T READ THAT!

ChatGPT 5

What percentage of industry event websites are optimized so that ChatGPT will include specific events in results provided when someone is looking for information about their industry and events to attend? And do people come to chatgpt for that information?

Here's the clearest way to answer both parts:

What percentage of industry event websites are optimized for AI / AEO?

Best current estimates suggest:

Fewer than 10% of industry-event websites are meaningfully optimized for AEO (Answer Engine Optimization) — meaning they are unlikely to appear directly in AI-generated answers about "what events to attend."

Why so low?

- Most event sites still focus only on SEO, not structured entity-based content that AI systems cite
- They lack FAQ schema, rich metadata, time-stamped updates, and AI-friendly Q&A pages
- Many don't structure content for direct question-response retrieval (e.g., "top marketing conferences in 2026")

So while the events may rank in Google, AI systems often skip them in favor of sources that better match answer formats.

Do people ask ChatGPT for industry-event recommendations?

Yes — and it's exploding.

Searches/questions on ChatGPT for industry event information are up over 500% in the last 12 months.

Why?

- People trust AI to summarize options instantly
- They want dates, costs, locations without clicking 20 sites
- They use ChatGPT to filter events by role, industry, region
- Conference discovery has become answer-engine driven, not search-engine driven

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LESS THAN
10%!

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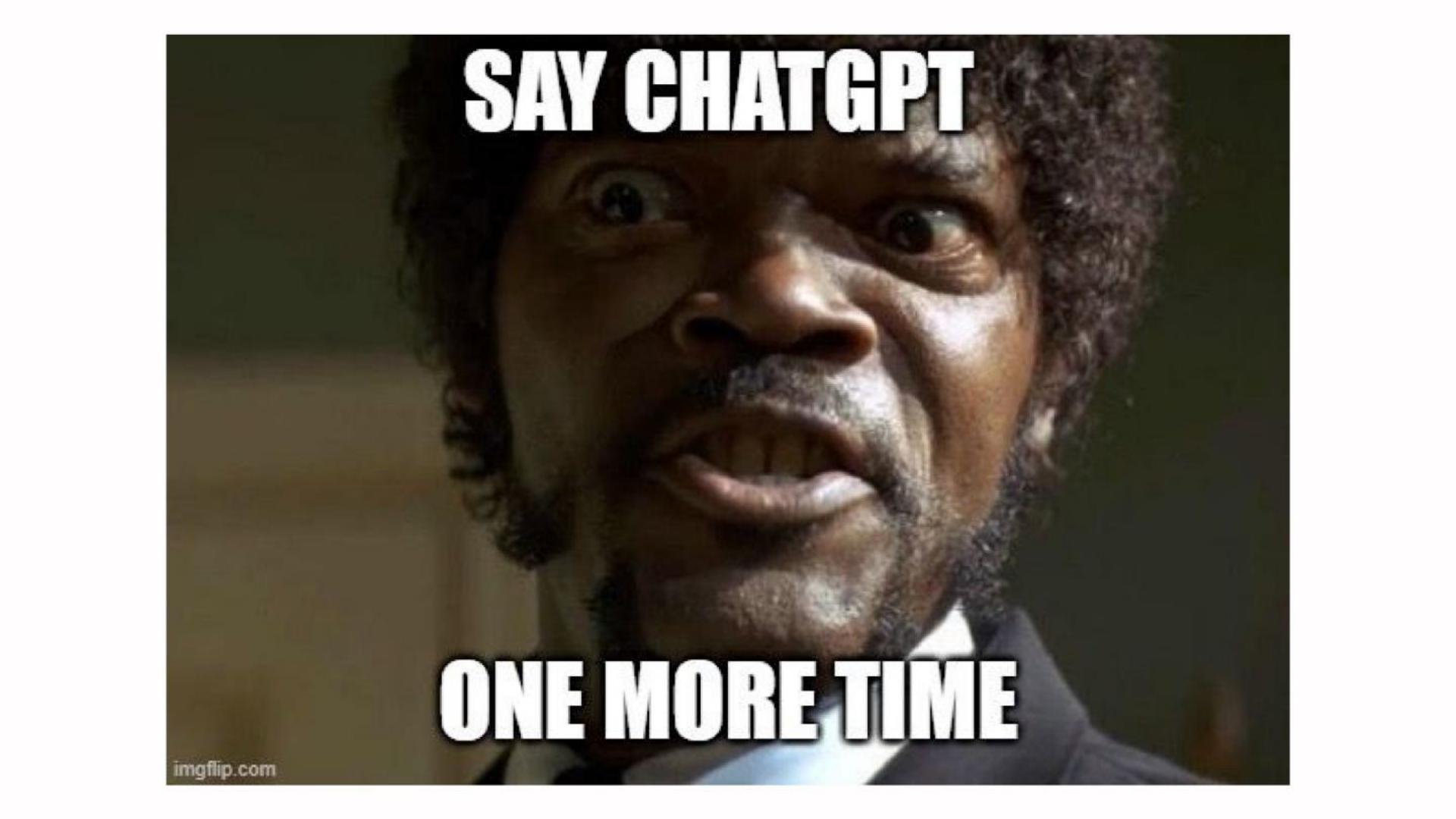
So while the events ~~may~~ rank in Google, AI systems often skip them in favor of sources that better match

UP 500%+

ASK 'AI' THIS!

"CAN YOU REVIEW MY WEBSITE
[INSERT URL] AND TELL ME WHAT TO
FIX SO IT'S AEO-OPTIMIZED AND
SHOWS UP MORE OFTEN IN AI
ANSWERS?"

OH NO...
MORE AI GARBAGE?



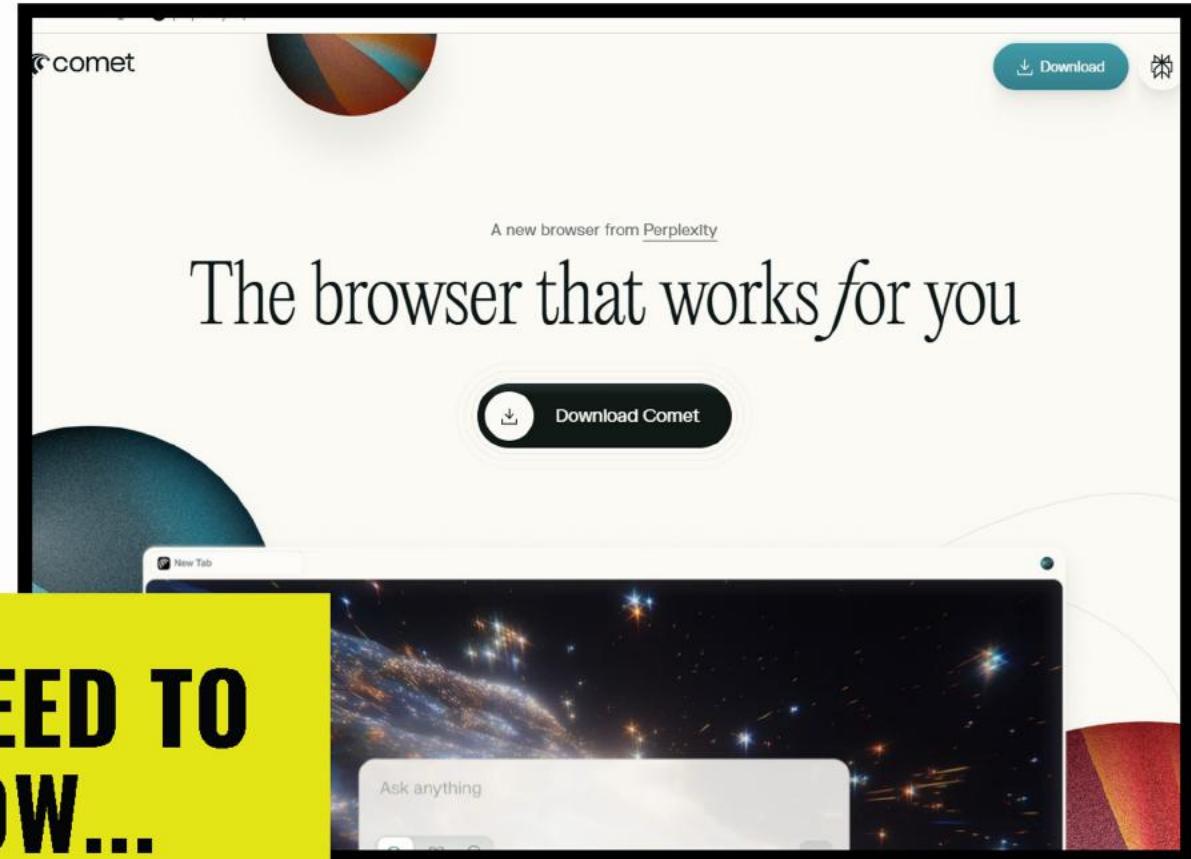
SAY CHATGPT

ONE MORE TIME

**WHAT IS THE #1 THING
EVENT PEEPS NEED TO MESS
AROUND WITH RIGHT NOW?**

**'AI BROWSERS' WILL
CHANGE EVERYTHING
FOR EVENTS!**

**WHAT YOU NEED TO
DO RIGHT NOW...**

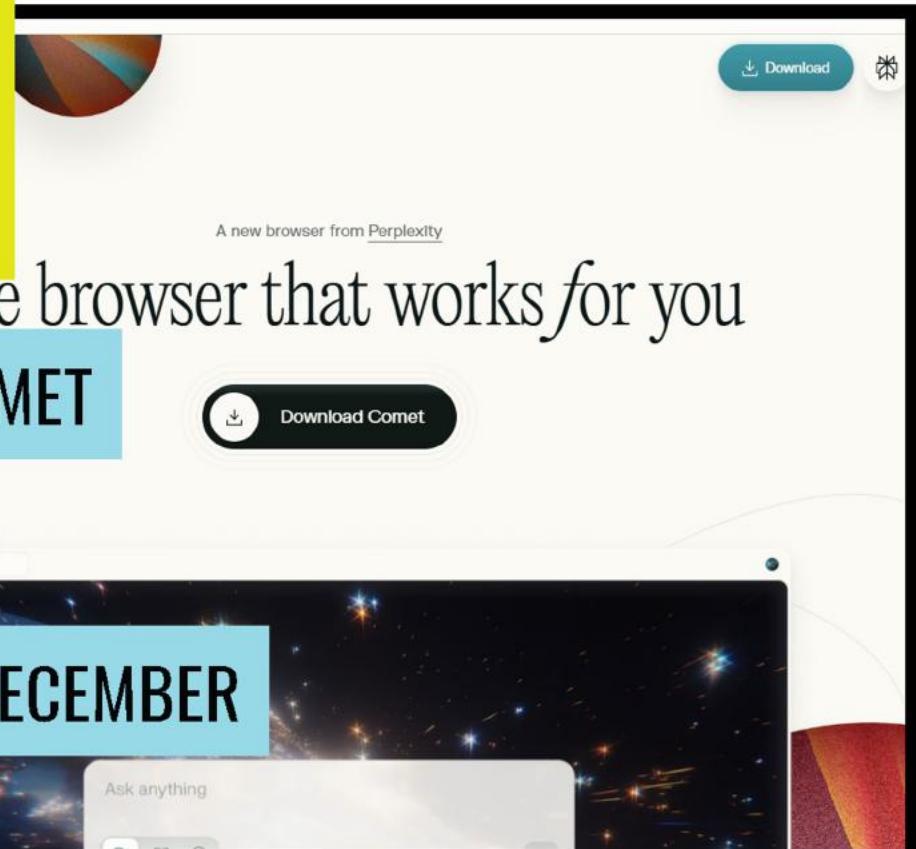


WHAT YOU NEED TO DO RIGHT NOW...

[HTTPS://WWW.PERPLEXITY.AI/COMET](https://www.perplexity.ai/comet)

[HTTPS://CHATGPT.COM/ATLAS](https://chatgpt.com/atlas)

CHROME BIG CHANGES COMING DECEMBER



New Tab Google Experiential Marketing Summit Content Marketing World | Ti DigiMarCon North America 2023 We Suggest The Following M Page not found - DigitalMark... +

google.com

About Store Gmail Images 🔬 ⚙️ 🚧 Assistant

Google

can you open 5 tabs for the best marketing conferences to go in 2026

Assistant steps >

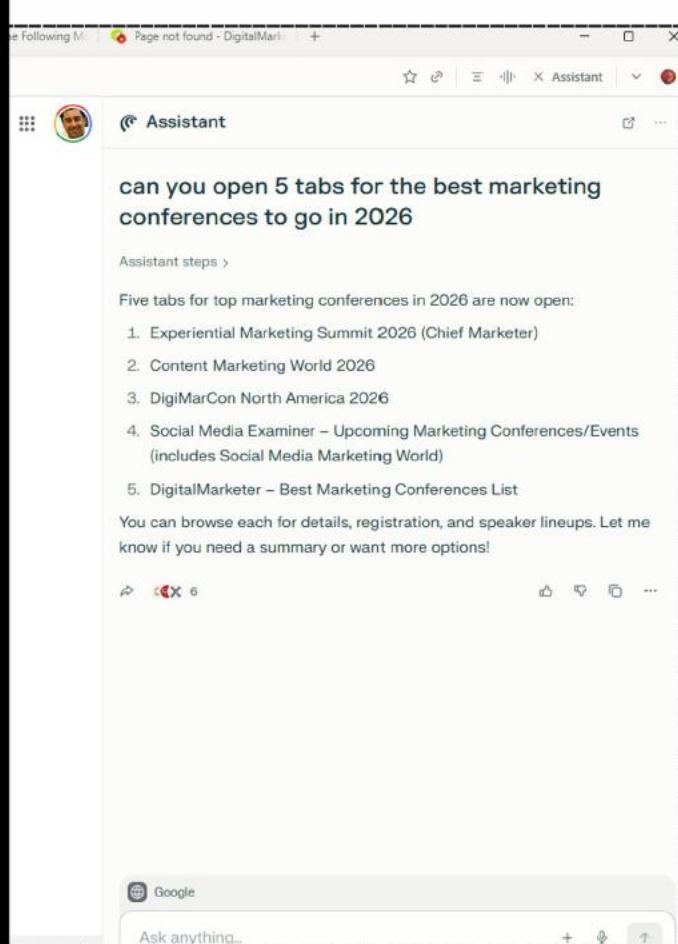
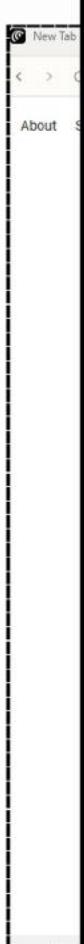
Five tabs for top marketing conferences in 2026 are now open:

1. Experiential Marketing Summit 2026 (Chief Marketer)
2. Content Marketing World 2026
3. DigiMarCon North America 2026
4. Social Media Examiner – Upcoming Marketing Conferences/Events (includes Social Media Marketing World)
5. DigitalMarketer – Best Marketing Conferences List

You can browse each for details, registration, and speaker lineups. Let me know if you need a summary or want more options!

Google Search I'm Feeling Lucky

Ask anything...



THIS IS THE PROMPT:

PROMPT:

"MAKE MY EVENT WEBSITE READY FOR THE ATLAS BROWSER, COMET BROWSER AND OTHER AI BROWSERS"

LOOK AT THIS WEBSITE: [PASTE YOUR URL]

GIVE ME:

5 QUICK FIXES (EASY CHANGES THAT HELP AI BROWSER USERS UNDERSTAND AND USE MY SITE BETTER)

WHAT CONTENT I SHOULD MAKE EASIER TO READ OR COPY (LIKE TURNING PDFS OR IMAGES INTO REAL TEXT)

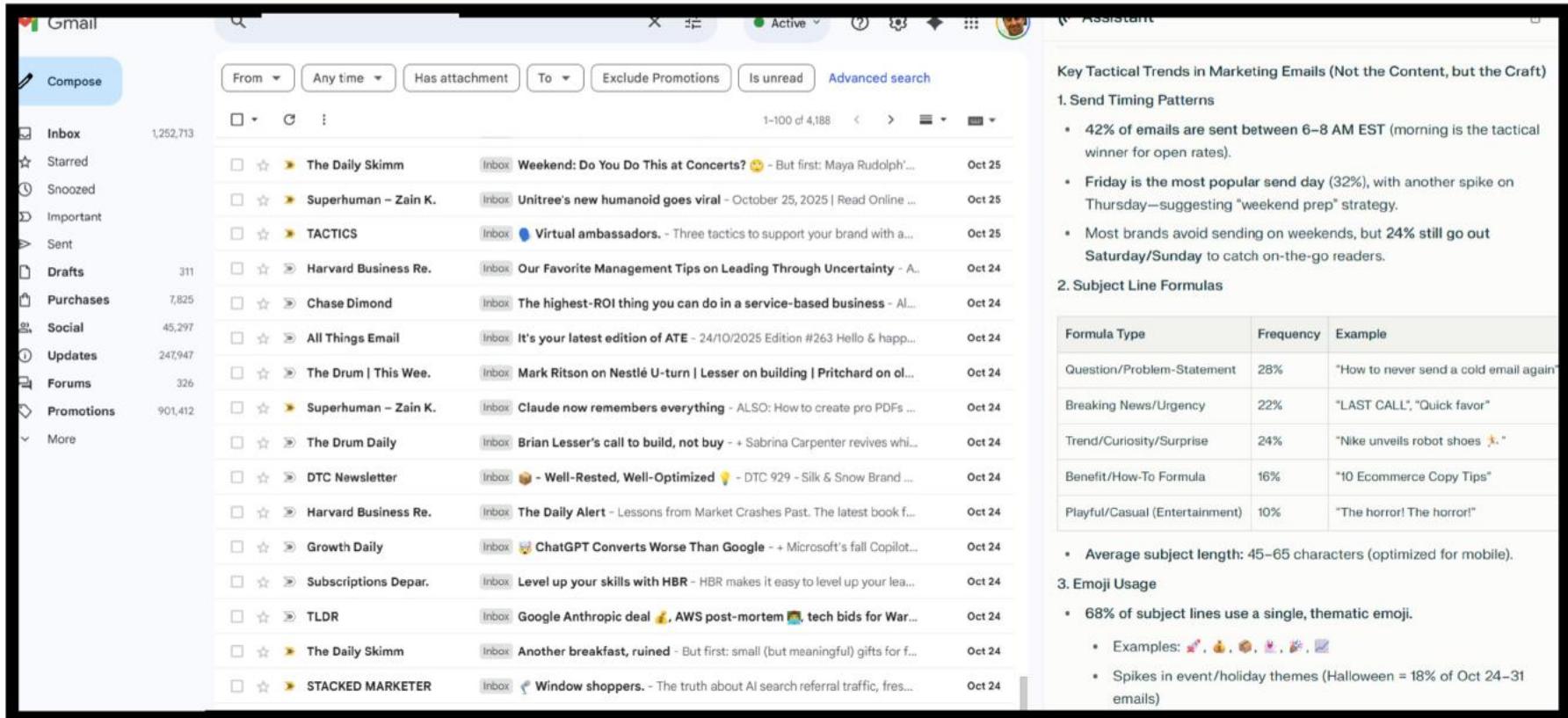
SIMPLE IMPROVEMENTS TO MY HEADLINES, DATES, AND LINKS SO MY CONTENT IS MORE VISIBLE AND

HELPFUL WHEN PEOPLE BROWSE WITH AI TOOLS LIKE ATLAS.

AND FOCUS SPECIFICALLY ON THE FACT THAT THIS IS AN EVENT WEBSITE TRYING TO ENCOURAGE REGISTRATION AND EXHIBITING.

KEEP EVERYTHING BEGINNER-FRIENDLY AND TELL ME EXACTLY WHAT TO DO NEXT.

WHAT ELSE CAN THESE BROWSERS DO?



The image shows a Gmail inbox with 4,188 messages. The sidebar on the left lists categories like Inbox, Starred, Snoozed, etc. The main area shows a list of emails from various sources, including The Daily Skimm, Superhuman, TACTICS, Harvard Business Re., Chase Dimond, All Things Email, The Drum, DTC Newsletter, Harvard Business Re., Growth Daily, Subscriptions Depar., TLDR, The Daily Skimm, and STACKED MARKETER. The emails are dated from Oct 24 to Oct 25. The right side of the image contains a sidebar with analytical data:

Key Tactical Trends in Marketing Emails (Not the Content, but the Craft)

- 1. Send Timing Patterns**
 - 42% of emails are sent between 6–8 AM EST (morning is the tactical winner for open rates).
 - Friday is the most popular send day (32%), with another spike on Thursday—suggesting “weekend prep” strategy.
 - Most brands avoid sending on weekends, but 24% still go out Saturday/Sunday to catch on-the-go readers.
- 2. Subject Line Formulas**

Formula Type	Frequency	Example
Question/Problem-Statement	28%	“How to never send a cold email again”
Breaking News/Urgency	22%	“LAST CALL”, “Quick favor”
Trend/Curiosity/Surprise	24%	“Nike unveils robot shoes 🤖.”
Benefit/How-To Formula	16%	“10 Ecommerce Copy Tips”
Playful/Casual (Entertainment)	10%	“The horror! The horror!”
- 3. Emoji Usage**
 - 68% of subject lines use a single, thematic emoji.
 - Examples: 🎃, 🎉, 🎃, 🎃, 🎃, 🎃
 - Spikes in event/holiday themes (Halloween = 18% of Oct 24–31 emails)

DON'T FEEL BAD...

ChatGPT 4.0

Share

what percentage of SaaS websites are AEO optimized would you estimate?

Based on available industry insights and audits of SaaS websites:

 **Estimated % of SaaS Sites That Are AEO-Optimized:**

Less than 8–12% of SaaS websites are meaningfully optimized for Answer Engine Optimization (AEO).

ChatGPT 4.0

Share

what percentage of DTC websites are AEO optimized would you estimate?

 **Estimated % of DTC Websites That Are AEO-Optimized:**

Roughly 3–6% of Direct-to-Consumer (DTC) websites are meaningfully optimized for Answer Engine Optimization (AEO).

SAAS SITES AEO OPTIMIZED: 8%-12%

DTC SITES AEO OPTIMIZED: 3%-6%

**“WE ARE SENDING TOO
MUCH”**

-SAID EVERY EVENT MARKETER EVER

**YOU ARE NOT
SENDING THAT
MUCH!**

ME: LET'S SEND THE EMAIL AGAIN.

MY LIST:



Why are you...

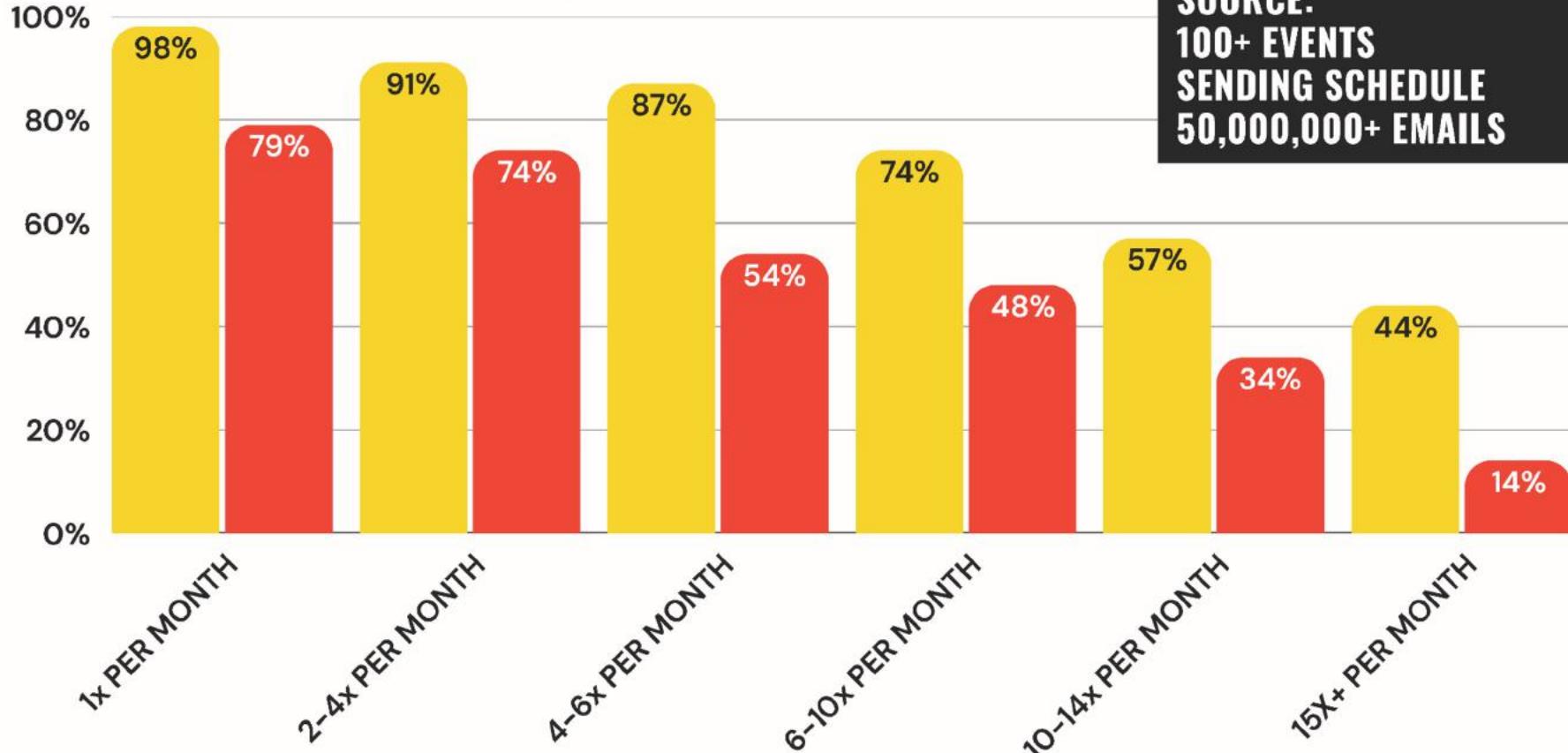


Obsessed with me?

120 DAYS OUT

YEAR ROUND

HOW MANY TIMES DO YOU SEND TO YOUR LIST EACH MONTH?

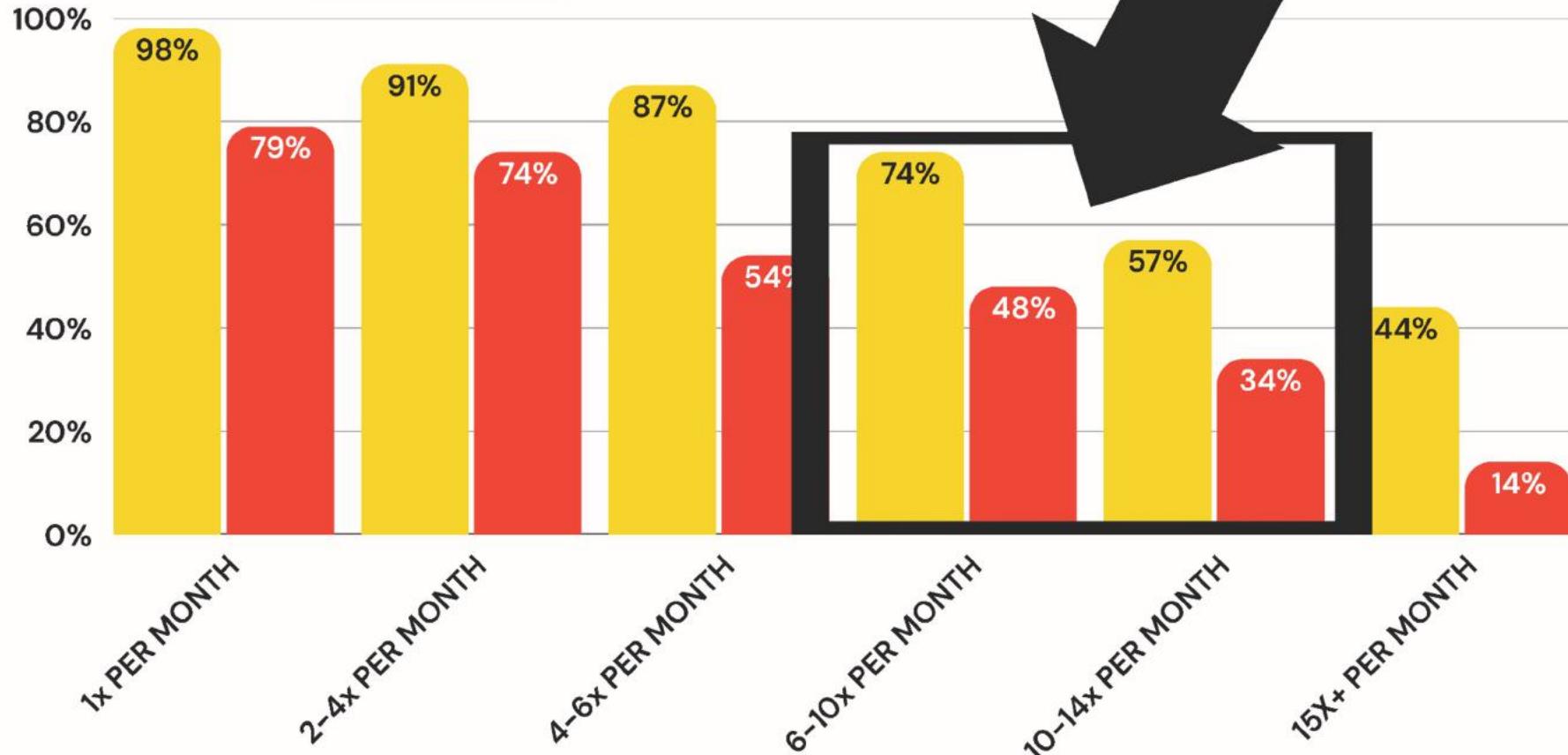


SOURCE:
100+ EVENTS
SENDING SCHEDULE
50,000,000+ EMAILS

120 DAYS OUT

YEAR ROUND

HOW MANY TIMES DO YOU SEND TO YOUR LIST EACH MONTH?



120 DAYS OUT

YEAR ROUND

HOW MANY TIMES DO YOU SEND TO YOUR LIST EACH MONTH?



YOU ARE SPECIAL!

ON-DEMAND SHOULD
BE FOR CERTAIN
PEOPLE...

BUT SOME PEOPLE WON'T BE HAPPY....

**ON-DEMAND
HAS VALUE!**

**TIERED ACCESS
BY TICKET TYPE
IS ONLY THE
START...**

- **MEMBERS-ONLY FULL REPLAY ACCESS - JOIN ON SHOW FLOOR!**
- **FIRST 1,000 REGISTRANTS GET UNLIMITED ACCESS**
- **ON-SITE ACTION BONUS:**
 - **SCAN 10 BOOTHS → UNLOCK 10 EXCLUSIVE ON-DEMAND SESSIONS**
- **ON-DEMAND UNLOCK FOR REVIEWS/SHARING:**
 - **LEAVE FEEDBACK → UNLOCK A SESSION**
 - **SHARE A POST → UNLOCK ANOTHER**
- **SPONSOR-GATED PREMIUM SESSIONS**
 - **HIGH-VALUE REPLAY CONTENT REQUIRES 1 SPONSOR CONNECTION!**

2022

14,011 REGISTERED

FULL ON-DEMAND AVAILABLE

SHOW-UP RATE: 51%

2023

20,024 REGISTERED

NO ON-DEMAND AT ALL

SHOW-UP RATE: 62%

2024

24,118 REGISTERED

**'EARNED ON-DEMAND' YOU MUST
ATTEND 60 MINS TO GET LINK**

SHOW-UP RATE: 71%

 **NO ON-DEMAND? ARE YOU SERIOUS? THIS IS COMPLETELY UNREALISTIC FOR ANYONE WITH A BUSY SCHEDULE.**

 **TRULY THE DUMBEST DECISION IMAGINABLE.**

 **CONGRATS ON MAKING THE MOST INCONVENIENT EVENT EVER CONCEIVED BY HUMANS**

 **THIS IS INCREDIBLY FRUSTRATING. NOT EVERYONE CAN ATTEND LIVE, AND NOW WE JUST MISS OUT? POOR PLANNING.**

 **I'VE NEVER HEARD OF A MAJOR EVENT NOT OFFERING ON-DEMAND. IT'S LIKE YOU DON'T VALUE YOUR ATTENDEES' TIME.**



Jay Schwedelson  + You

Founder SubjectLine.com & President and CEO Outcome Media [Wo...

[Visit my website](#)

4d • 

On-demand is where energy goes to die. Here is why we do not have ON-DEMAND at GURU Conference (unless you do this one thing...) [...more](#)

**26,844
REGISTERED**

NO ON-DEMAND

NOT WHAT YOU SAY...
WHAT YOU SEE

WHITESPACE

- » Social Media Today Inbox Aug. 12 - Meta enhances protection for brand IP | LinkedIn updates announcements - X Makes Gro...
- » Walgreens Photo Inbox Score BIG with 40% off Everything Photo + 6 FREE Same Day Premium Photo Cards - The possibili...
- » marlins.com Inbox Marlins Women Empowerment Night: Jersey + Panel + Happy Hour Specials - Aug 12, 2025 View O...
- » QSR and FSR Webinars Inbox How Cheesecake Factory Tackles Labor & Efficiency Challenges - Learn their strategies for faster...
- » The Tulane New Stud. Inbox Tulane New Student Book Pick-up in the LBC today 10-4 - THE 2025 NEW STUDENT BOOK View this...
- » GURU Insider Inbox JUST Announced... -
- » Sun Sentinel Inbox South Florida senior living home sanctioned over evictions - When a state inspector asked the adm...
- » Williams Sonoma Inbox Meet the future of cookware: All-Clad G5™ Graphite Core - Plus, more great deals on kitchen must-h...
- » Andy Crestodina via. Inbox Is Your Website AI-Friendly? This 8-Point Checklist Keeps Your AI Visitors Happy -  Your site isn't...
- » The NonProfit Times Inbox [2025 Salary Report] Nonprofit Positions Paying Over \$100K (details inside) - Get over 700 pages...
- » MarTech Inbox Is Your Marketing Ops Team Ready for AI 2.0? - AI is evolving fast. Your team needs to evolve faster. S...
- » Men's Journal Gear . Inbox Best Machetes of 2025 are Surprisingly Underrated Outdoor Tools - Plus: These Handsome Timex C...
- » Atlantis Paradise I. Inbox Your Spring Adventure Awaits  Atlantis Newsletter - Get ready for fun in the sun! View in B...
- » BrandYourself Inbox Your next step this week to improve your reputation (5-15 min) - FREE VERSION Improve Your Reput...

» OpenAI	Inbox	[Task Update] Weekend heat and storms forecast - Task update from ChatGPT Weekend heat and storms forecast ...	7:04 AM
» EMARKETER	Inbox	Chart of the Day: The ChatGPTea - ChatGPT's web traffic nearly tripled in a year ...	7:03 AM
» myCME	Inbox	Chronic Spontaneous Urticaria: Diagnosis and Treatment - CSU Diagnosis and Management: Learn Through Interac...	7:03 AM
» STACKED MARKETER	Inbox	💡 Thought leader.	7:01 AM
» The Medium Newslett.	Inbox	How to stop 'digital sleepwalking' and build a life you love - A GPT-5 review + The Great Gatsby on its 100th annive...	7:00 AM
» Digiday Daily	Inbox	Google AI Overviews linked to 25% drop in publisher referral traffic, new data shows - Organic search referral tra...	6:05 AM
» MarTech	Inbox	💡 A 3-step copywriting formula that makes buyers take action - Scaling AI starts with people, not technology Vie...	6:03 AM
» TYR Sport	Inbox	FLASH SALE: 30% Off Markdown Footwear & FW25 New Footwear Colorways Are Here! - Stand out from the crow...	6:01 AM
» Sun Sentinel Mornin.	Inbox	Insurer rate decrease; artificial turf; restaurant inspections - Header Logo Morning Update Friday, August 15, 2025 ...	6:01 AM

**THE COMBO! =
25%+ HIGHER OPEN RATES**

**3 WORD OR LESS
SUBJECT LINE**

+

NO PRE-HEADER

THE CHATGPT PROMPT

→ **PROMPT:**

I USE [INSERT YOUR EMAIL SENDING PLATFORM].
I WANT TO SEND AN EMAIL CAMPAIGN AND HAVE NO PRE-HEADER
SHOW UP.
PLEASE GIVE ME THE EXACT CODE SNIPPET AND STEP-BY-STEP
INSTRUCTIONS TO SUPPRESS OR NEUTRALIZE THE PRE-HEADER
TEXT IN THE SIMPLEST TERMS POSSIBLE SO NOTHING FROM THE
BODY COPY GETS PULLED IN.

NOT BAD WITH PRE-HEADER

Marketing Dive: Mob.

NFL Daily

Inbox **Preseason Week 2 Spotlights; Shedeur Potentially Sidelined** - Here is the top news from the NFL for T

LinkedIn Ads

Inbox **Great post Jay! Take it to the next level with a LinkedIn Thought Leader Ad** - Distinguish your brand

NAB SmartBrief

Inbox **House support grows for AM Radio for Every Vehicle Act** - Xperi exec: Embrace video content in conn

MarTech

Inbox **Unlock AI: How Adobe transformed its enterprise content supply chain** - Discover how Adobe's Glob

Masters In Marketing

Inbox  **AI secrets** - Plus: 16 best practices for email design View in browser In this issue: newsletters AI tools

Social Media Today

Inbox **Aug. 12 - Meta enhances protection for brand IP | LinkedIn updates announcements** - X Makes Gro

Walgreens Photo

Inbox **Score BIG with 40% off Everything Photo + 6 FREE Same Day Premium Photo Cards** - The possibili

marlins.com

Inbox **Marlins Women Empowerment Night: Jersey + Panel + Happy Hour Specials** - Miami Marlins Aug 12,

QSR and FSR Webinars

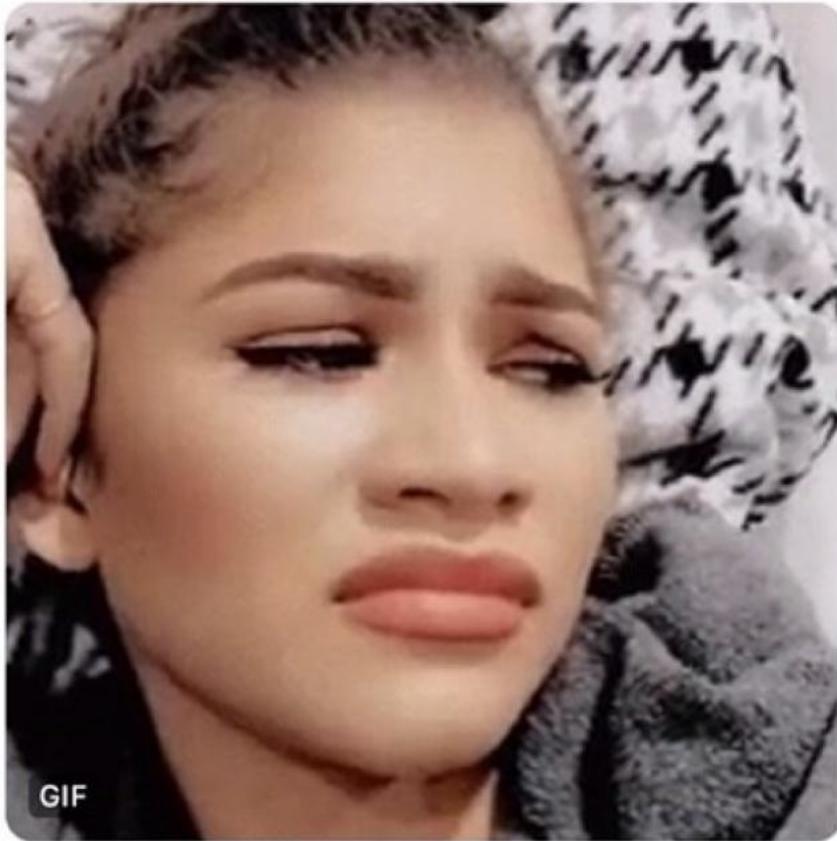
Inbox **How Cheesecake Factory Tackles Labor & Efficiency Challenges** - Learn their strategies for faster cle

The Tulane New Stud.

Inbox **Tulane New Student Book Pick-up in the LBC today 10-4** - THE 2025 NEW STUDENT BOOK View this

UMMM...DON'T DO THIS

»	Papa Johns	Inbox	(no subject) -	...	Aug 14
»	Papa Johns	Inbox	(no subject) -	...	Aug 11



**LEARN!
DISCOVER!
ACT NOW!**

‘UN-AI’ MARKETING

When I Use “In addition” in an Email



Pic: FB @bollygori

Roughly 40–60% of social media posts that ChatGPT creates include at least **one em dash**

(—) — especially when users ask for content that sounds:

what percentage of social media posts that you (chatgpt) creates for people asking for content posts include an em dash?

Roughly 40–60% of social media posts that ChatGPT creates include at least **one em dash**
(—) — especially when users ask for content that sounds:

- Thoughtful or "smart"
- Motivational or dramatic
- LinkedIn-style or storytelling-heavy

For comparison, most human-written casual posts use em dashes in **less than 10% of cases.**

That number can spike even higher when the prompt asks for a "personal," "relatable," or "engaging" tone — because the em dash is a favorite tool for pacing, punchlines, and flair.

For comparison, most human-written casual posts use em dashes in **less than 10% of cases.**

So yeah — the em dash is basically ChatGPT's signature move.

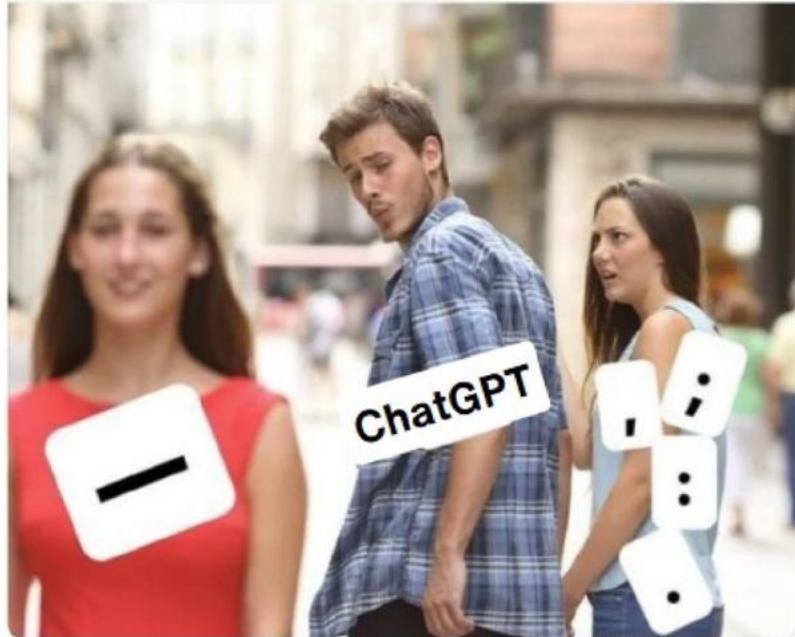


Ask anything

So yeah — the em dash is basically ChatGPT's signature move.

0.1M

SORRY COMMA...
EM DASH GETS ME.



PIC INSPO: @GOLDENGATEBLOND

CTRL C + CTRL V = FAIL

'EM DASH' IN FIRST SENTENCE OF SOCIAL POST
= **17% LOWER ENGAGEMENT**



SO CHATGPT IS A 'BOT'?

ChatGPT 5 ▾

↑ Share ..

The below are the most common words and phrases that ChatGPT and other LLMs give back when asked for copy for email marketing campaigns.

Overuse of these "AI wallpaper" terms has been shown to *depress performance* in subject lines, CTAs, and headlines:



Subject Line Words That Depress Opens

🚫 WHEN USED AS **FIRST WORD** IN SUBJECT LINE :

UNLOCK → OPEN RATES ↓ 14%

DISCOVER → OPEN RATES ↓ 12%

BOOST → OPEN RATES ↓ 10%

GROW → OPEN RATES ↓ 9%

LEARN → OPEN RATES ↓ 9%

DON'T MISS → OPEN RATES ↓ 11%

FIND OUT → OPEN RATES ↓ 14%

ACT NOW → OPEN RATES ↓ 13%

EXCLUSIVE OFFER → OPEN RATES ↓ 15%

UMMM...NO

Google Cloud	Inbox	Discover what's in store at Next 2025 -
Think with Google U.	Inbox	Learn about the future of AI with Katie
QSR Webinars	Inbox	Discover proven strategies for increasing
Chief Marketer Alert	Inbox	Discover CMO Talks Latest Ad Campaign
Adobe Summit	Inbox	Learn the AI insights you need for the fu
Digital Marketing D.	Inbox	Learn how today's CDPs are leveraging
Franchise Times	Inbox	Find Out Why Franchises Are Embracing

Discover the magic of a Lean Improvement Program

View this Email in Your Browser HDI Support World Level up Your IT Career A

Friday, March 07, 2025

@8:00 pm

View this Email in Your Browser



ARTICLE

How to Level Up Your IT Career With a Lean Improvement Program

Randy Steinberg



Ready to transform your Service Desk? In his newest blog, Randy Steinberg introduces us to the Lean Continual Service Improvement Program. It helps identify waste, implement targeted solutions and deliver measurable results through systematic improvement cycles. By eliminating non-value activities and focusing on what matters, your Service Desk can make a noticeable difference that gets recognized across your organization.

[READ MORE](#)

ARTICLE

3 Ways to Deal With the Disengaged Workforce

Rocky McGuire



Despite AI advancements, people are at the heart of everything we do. Yet Gallup says that U.S. employee engagement has hit a 10-year low, presenting a big challenge for IT support leaders. By connecting

- » The Real Deal Inbox  **Unlock \$100 Off Annual Subscriptions!** - Claim premium access
- » Franchise Times Inbox **Unlocking Profitability** - Get this must-read White Paper. WHITE P
- » EMARKETER FYI Inbox **Unlock AI-driven marketing efficiency** - One product. Full camp
- » Florida Football Inbox **Unlock Early Access to Gator Tickets** - Get Swamp Certified Nov
- » Lands' End Inbox **Unlock your Mystery Savings** - only hours left! - Click to reveal
- » CRM Bulletin Inbox **Unlock AI & KM: Faster Answers, Happier Customers!** - Click he
- » The Automated Inbox **Unlock the Power of Claude Models**  - Plus, create an AI-pow
- » Walgreens Inbox **Unlock 15%-20% Off This Memorial Day Weekend!** - Use code
- » Expedia.com Inbox **Unlock more benefits with One Key** - Easily progress through tie
- » Google Cloud Inbox **Learn How to Unlock AI Innovation for Your Lean Team with Big**
- » AutoNation Inbox **Unlock Exclusive Savings**—Sign Up for Service Reminders & M



CTA BUTTON WORDS THAT DESTROY CLICKS

- **UNLOCK → CLICKS ↓ 11%**
- **SUBMIT → CLICKS ↓ 14%**
- **LEARN MORE → CLICKS ↓ 9%**
- **BUY NOW → CLICKS ↓ 12%**
- **REGISTER HERE → CLICKS ↓ 10%**
- **DOWNLOAD NOW → CLICKS ↓ 8%**
- **TRY FOR FREE → CLICKS ↓ 9%**
- **CONTINUE → CLICKS ↓ 6%**
- **SHOP NOW → CLICKS ↓ 13%**

NO MORE GREEN CHECK?

 **GREEN CHECKMARK**
 **PARTY POPPER**

START OF SUBJECT LINES =
OPEN RATE LOWER BY 12%



\$200 TEST

BLAME ME...

WHY INSTAGRAM ADS IS SECRET SAUCE STUFF FOR EVENT REGISTRATION AND NET NEW INTEREST!



SOURCE: WORLD DATA RESEARCH 2025

COST PER

LAST 90 DAYS: ACROSS 100 EVENTS AND 50 SPONSOR OPP PUSH

EVENT 'MORE INFO' PAID ADS

COST PER 'INFO REQUEST': INSTAGRAM REELS = \$3 - \$5

COST PER 'INFO REQUEST': LINKEDIN ADS = \$14 - \$32

SPONSOR OPPORTUNITY INTEREST:

COST PER 'INFO REQUEST': INSTAGRAM REELS = \$12 - \$18

COST PER 'INFO REQUEST': LINKEDIN ADS = \$41 - \$65

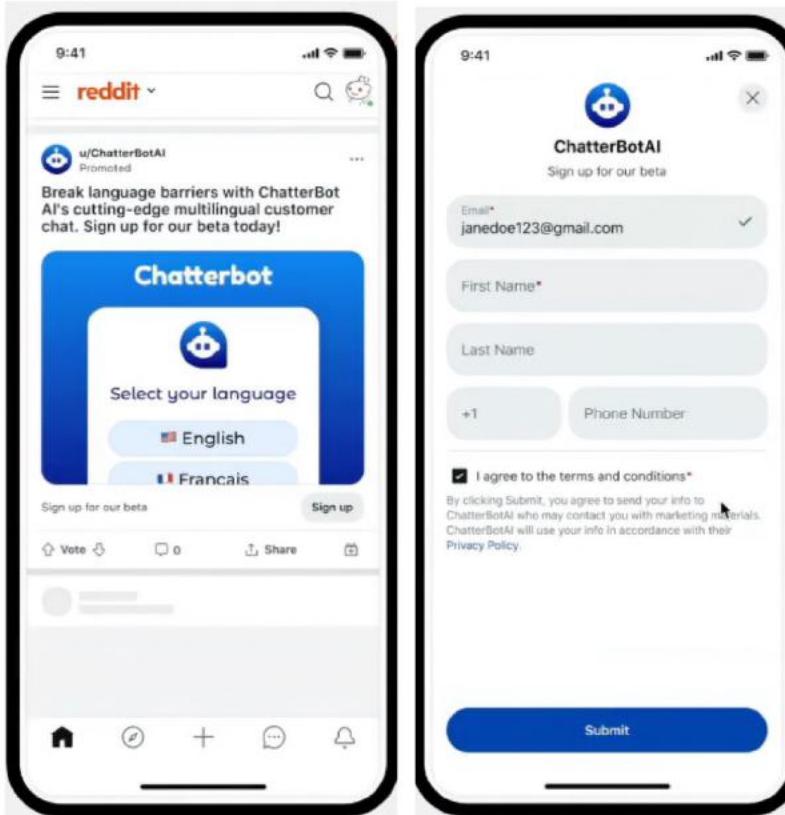
THE DETAILS...

**INSTAGRAM:
UPLOAD CONTACTS FOR TARGETING?
YES**

**TIP!:
UPLOAD ZIP FOR BEST MATCH RATE**

**LINKEDIN:
UPLOAD CONTACTS AND COMPANY
NAMES FOR TARGETING?
YES**

NEW!!!!



**REDDIT:
LEAD GEN ADS
AUGUST 2025:
Now Available**

SOCIAL PROOF IS EVERYTHING!



BAD:
GENERIC SOCIAL PROOF

“GREAT EVENT!”

GOOD:
**QUANTIFIABLE METRICS IN
SOCIAL PROOF**

**I CONNECTED WITH OVER 50 INDUSTRY
PROFESSIONALS IN JUST TWO DAYS!**

**BAD:
GENERIC SOCIAL PROOF**

CONVERSION RATES INCREASE
OVER 15% ON **EVENT OFFER**
DESTINATION PAGES WHEN
'QUANTIFIABLE' TESTIMONIALS USED
VS. GENERIC

**CONNECTED WITH OVER 50 INDUSTRY
PROFESSIONALS IN JUST TWO DAYS!**

“WALKED AWAY WITH 3 TEMPLATES AND A 10-STEP PLAN I STARTED USING IMMEDIATELY TO STREAMLINE MY WORKFLOW.”

“THE BREAKOUT SESSIONS HELPED ME INCREASE MY TEAM’S PRODUCTIVITY BY 25% IN JUST ONE MONTH.”

“BY ATTENDING, I AVOIDED A \$5,000 MISTAKE I WAS ABOUT TO MAKE ON MY NEXT PROJECT.”

“TOOK 20 PAGES OF NOTES AND WALKED AWAY WITH 7 TOOLS I’D NEVER HEARD OF BEFORE BUT NOW CAN’T LIVE WITHOUT.”

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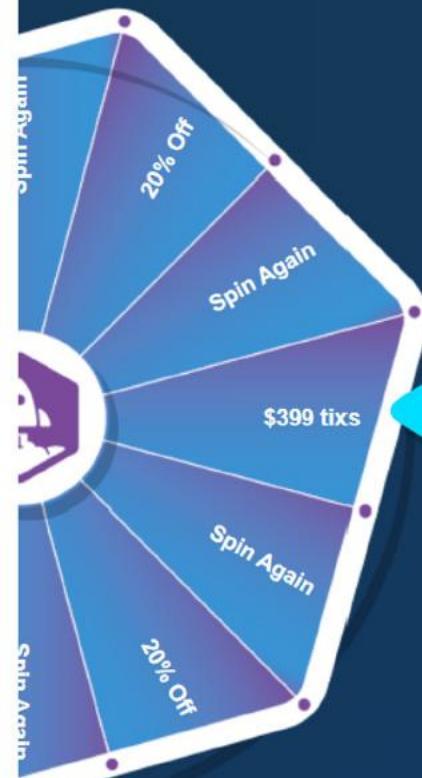
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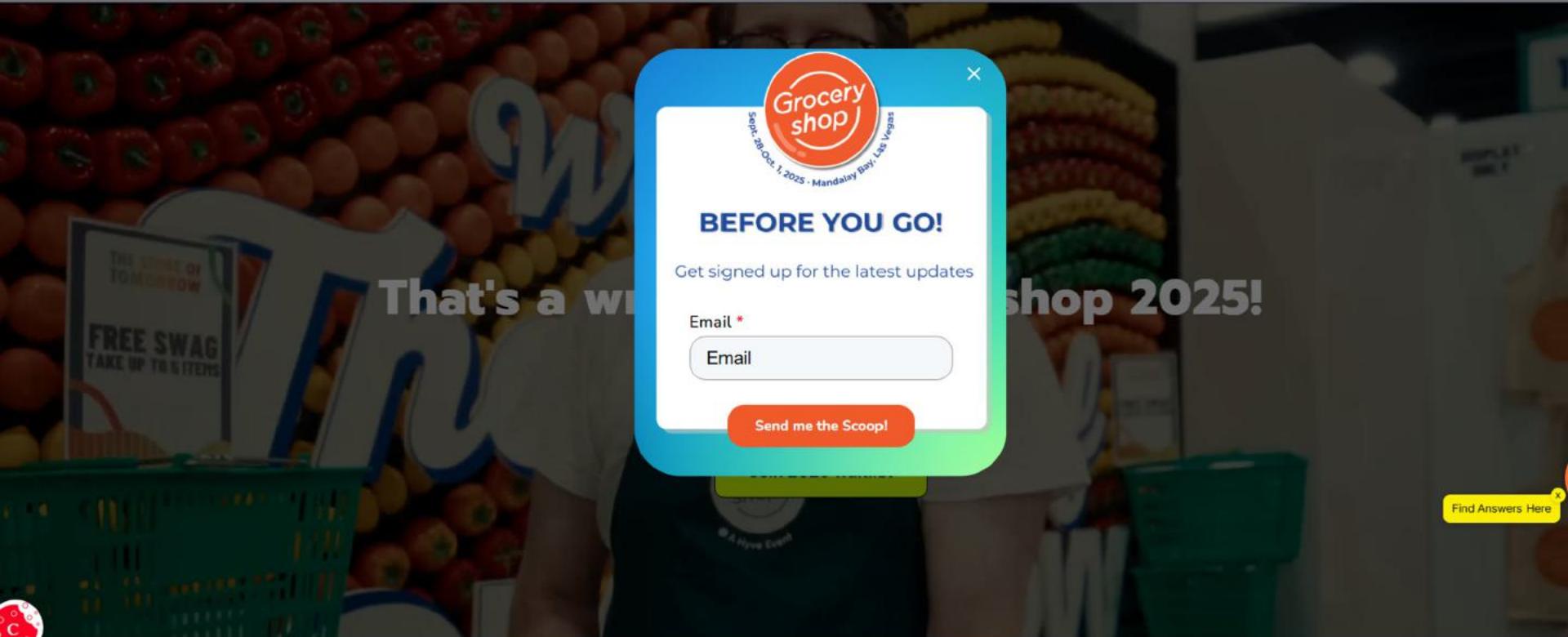


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EVENT REGISTRATION SITES:

**POP-UPS [WITH OFFER] = 7%
OF FIRST TIME VISITORS GIVE
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“BUT IT MAKES ME UNCOMFORTABLE”

**THERE IS NOTHING WRONG WITH BEING
AVERAGE, UNREMARKABLE, GENERIC...**

**I NEED TO MOTIVATE MYSELF
EVERY SINGLE DAY. UGHHHH.**

**WHAT IS STUCK IN MY HEAD
EVERY SINGLE DAY...**

EAT THE FROG.

**I DON'T 'HAVE TO'
I 'GET TO'**

**REGRET IS WORSE
THAN FAILURE**

NOBODY HAS A CLUE.

FIND OUT FOR YOURSELF.

Two years from now, spam will be solved.

Bill Gates 2004

The subscription model of buying music is bankrupt.

Steve Jobs, 2003

There's no chance that the iPhone is going to get any significant market share.

Steve Ballmer, Microsoft CEO, 2007

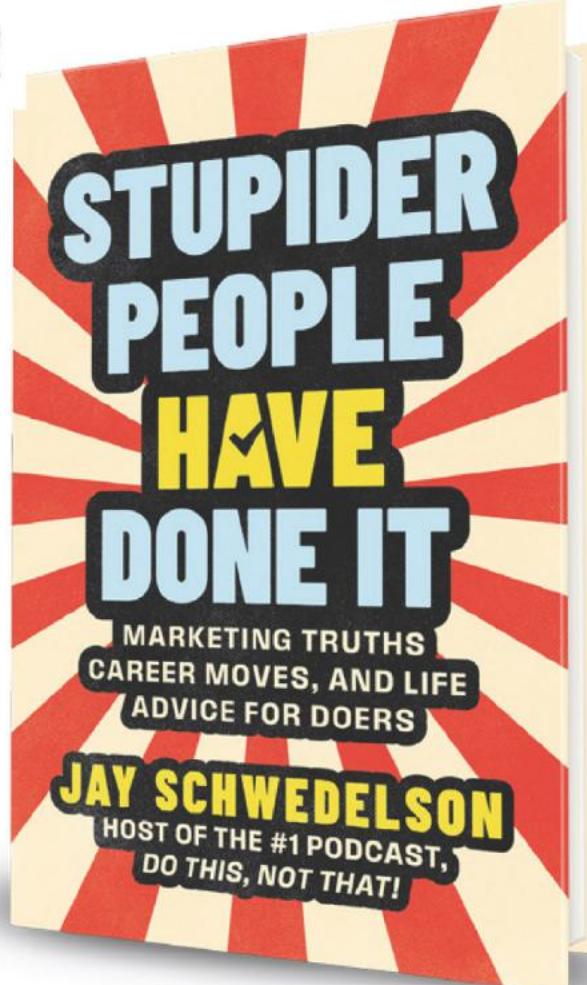
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NOT THAT!

FOR MARKETERS ONLY!

Presented by: MARIGOLD

with Jay Schwedelson

GURU PODCAST NETWORK

The image shows a pink rectangular graphic. In the center, the words "DO THIS, NOT THAT!" are written in large, white, 3D-style letters. Below this, in smaller yellow letters, is the text "FOR MARKETERS ONLY!". At the bottom, it says "Presented by: MARIGOLD" with a small flower logo. Below that is a circular portrait of a man with dark hair, identified as "with Jay Schwedelson". At the very bottom, the text "GURU PODCAST NETWORK" is visible.

www.jayschwedelson.com/podcast

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