

# Sticky Content

*The Sell, Sell, Fun Approach to Email Marketing*

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SVP Worldwide Creative  
Yes Lifecycle Marketing

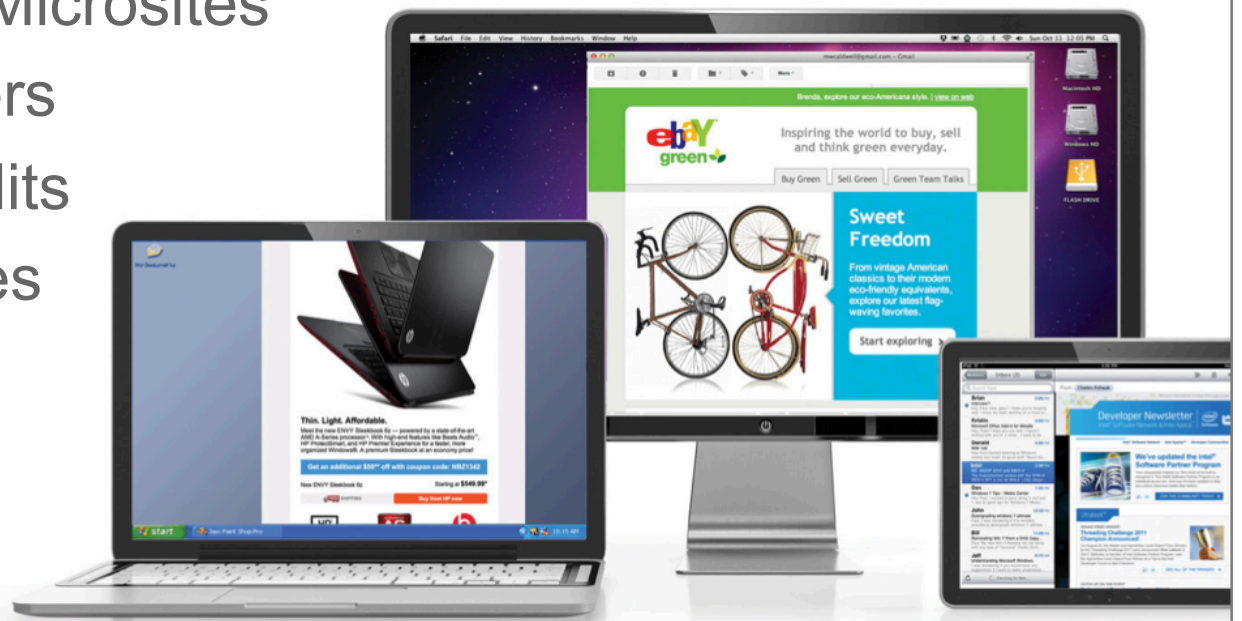
A large, stylized white logo of the word "yes" in a lowercase, rounded, cursive font. The letters are thick and have a slight shadow effect, giving them a three-dimensional appearance. The logo is positioned in the bottom right corner of the green background.



# Yes Creative Services

## The Longest-Running Email Design Agency, Since 2000

- Template Systems
- Email Campaigns
- Landing Pages / Microsites
- Preference Centers
- Email Design Audits
- Email Style Guides
- Content Creation
- Video in Email



# What we'll cover today...

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## Sticky Content

1. What is it?
2. Why use it?
3. How to create it? (and not go insane)

Sticky Content

**What is it?**

*yes*




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## **Sticky Content :**

Interesting, editorial, non-product info  
that adds value to your email  
and trains your audience to open.

# Sticky Content

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Word of the Day 

*Monday September 11, 2006*

[Today's Word](#) | [Yesterday's Word](#) | [Previous Words](#) | [Mailing List](#) | [Word of the Day Help](#)

**pejorative** \pih-JOR-uh-tiv\, *adjective*:

1. Tending to make or become worse.
2. Tending to disparage or belittle.

*noun*:

1. A belittling or disparaging word or expression.

---

Comics

Did You know?

Photo of the Day

Apps we love

Word of the Day

By the Numbers

We Love this:

Buzz Watch

On this day in...

Trivia

Recipe

WTF?

Cocktail

Hot/Not

Fail

Guess the city

Tip of the day

---

yes


# Sell, Sell, Fun Technique

**HermanMiller Store**

Chairs | Desks & Tables | Sofas | Storage | Accessories | By Designer


**Small Business Program**  
Exclusive benefits to help you create an inspiring office

[Learn More](#)




**Award-Winning Aeron**  
"Honestly, the best chair I've ever owned." ★★★★★

[Shop Now](#)




**Mirra Chair**  
Most models ship in 5 days

[Shop Now](#)



**HermanMiller Store**

Chairs | Desks & Tables | Sofas | Storage | Accessories | By Designer




**Eames Molded Wood Chair**  
Timeless design, beautiful new expression

[Learn More](#)

**Keeping the Form True**  
Achieving authenticity with technology


[Shop Now](#)



**Lifework** Where Life and Work Meet


Herman Miller | May 29, 2013

Chairs | Desks & Tables | Sofas | Storage | Accessories | By Designer




**Bikes in the Office**  
See how workspaces accommodate bicycles into their design (something we know a bit about at Herman Miller).

[Read More](#)




**The Filmmaker's Workspace**  
Check out the streamlined space of Gavin Froomer, the co-director of "Coast Modern," a documentary on modernist architecture.

[Read More](#)




**6 Ways to Daydream**  
Discover little ways to help overcome mental blocks during the workday with these creative picks.

[Read More](#)



**Home Office Tour: Christy & Kyle Meyer**  
Get a look at the charming blend of vintage and modern style in this shared workspace in Portland, OR.


[Read More](#)



**In the Studio with Colorcubic**  
Step inside Christy Lai and Michael John's interactive studio specializing in 3D modeling, animation, motion graphics, and more.

[Read More](#)

**Top 10: Best of the Web This Week**




Read inspiring posts from:

1. The Los Angeles Times
2. CBS
3. The Atlantic Cities
4. Plastolux
5. Daxigner
6. The Drucker Exchange
7. Wired
8. Domaine
9. DesignTAXI
10. Gizmodo

[Read More](#)

**HermanMiller Store**

**SALE**

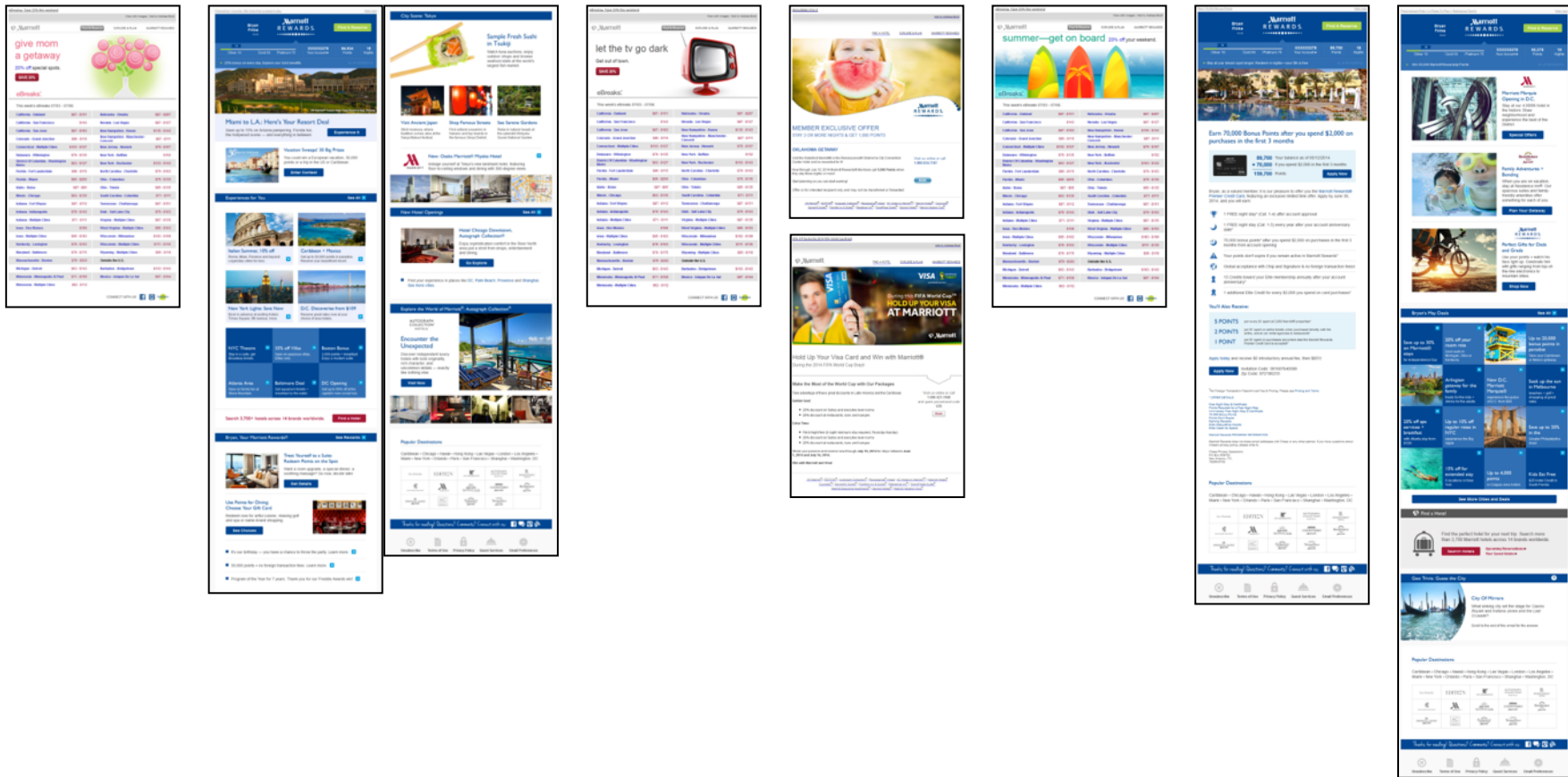


**Summer Sale**  
15% off May 31 to June 10

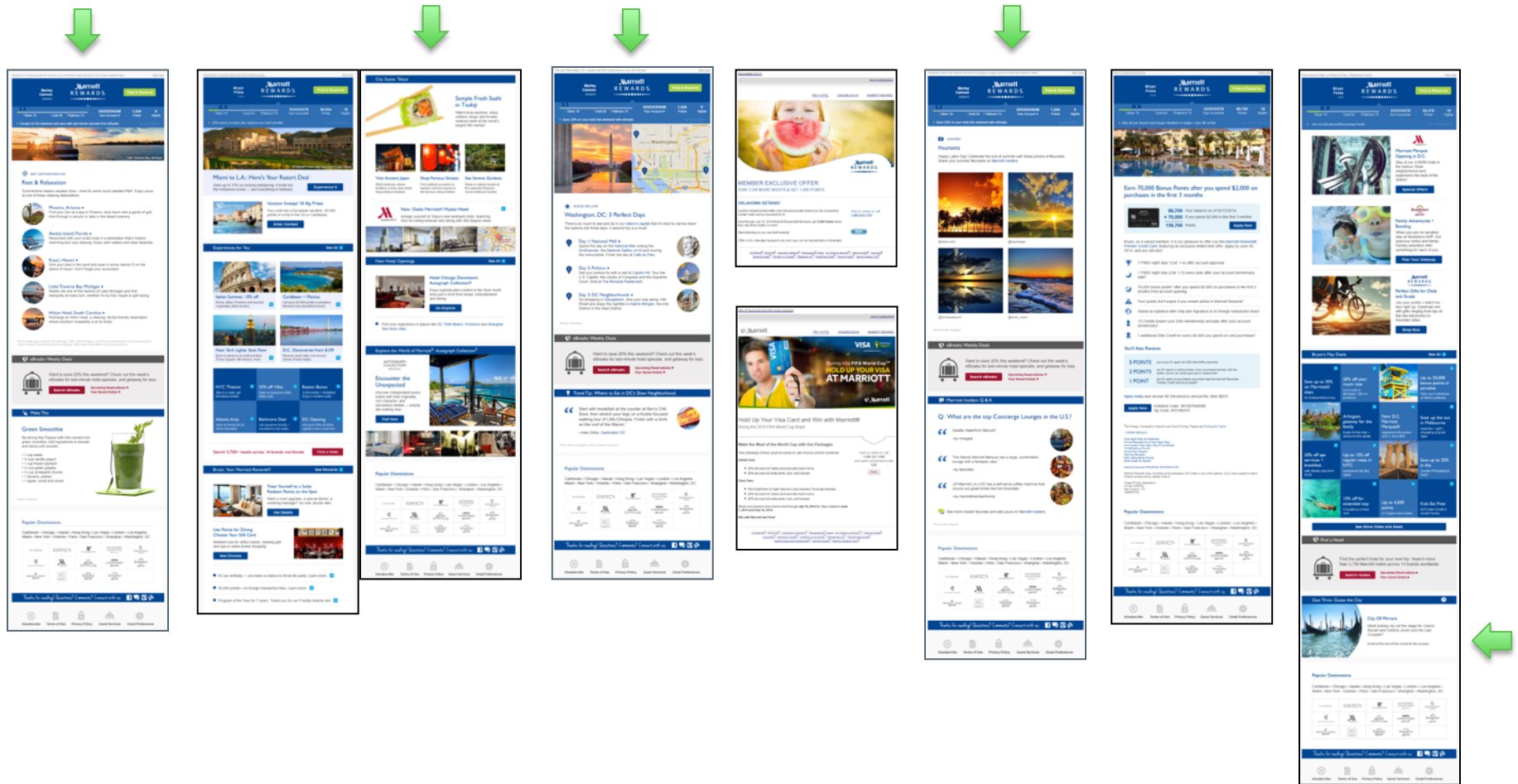
[Shop Now](#)



# Marriott Rewards before



# After – now with entertaining content...



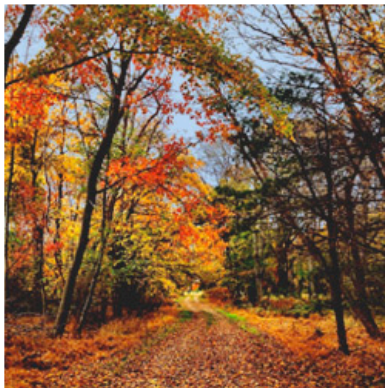


# Sticky Content Examples

 HASHTAG

## #fallfoliage

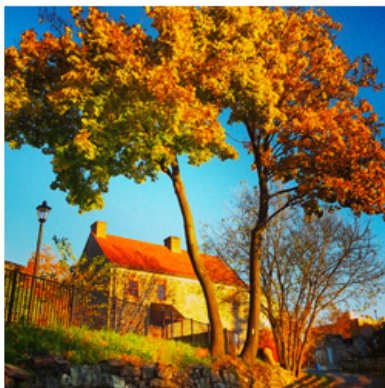
Happy Fall! We hope you'll enjoy these photos of #fallfoliage from Instagram and share your own pics of autumn with us on [Marriott Insiders](#).



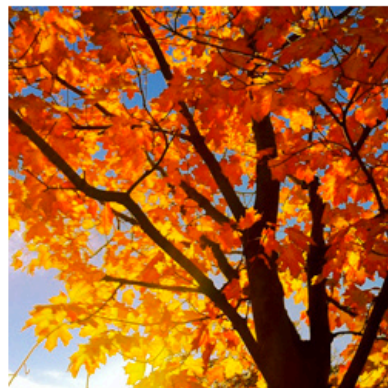
@klemma921



@vtphotographer




@the\_wolff\_



@ryhanks



**First Name**  
**Last Name**  
Member Status



**Find & Reserve**

###

Silver 10 | Gold 50 | Platinum 75

###

Your Account »


###

Points


###

Nights

► Enjoy great weekend deals at 20% off with eBreaks. As of 07/20/2013



Steve Monson talks wine, Virginia, and the Blue Ridge Mountains.

 3 QUESTIONS WITH

## Steve Monson: Winemaker, Early Mountain Vineyards, Madison, VA

Winemaker Steve Monson arrived in Virginia by way of Missouri and Oregon. Here he shares what makes Virginia a great destination, especially for wine lovers.

**Q: What makes Virginia a great destination?**

The wine! There are small operations making incredible wine. The consumer has direct access to the wine growers and can really get a sense of the place where the wine was made.

**Q: What are some must-see attractions in Virginia?**

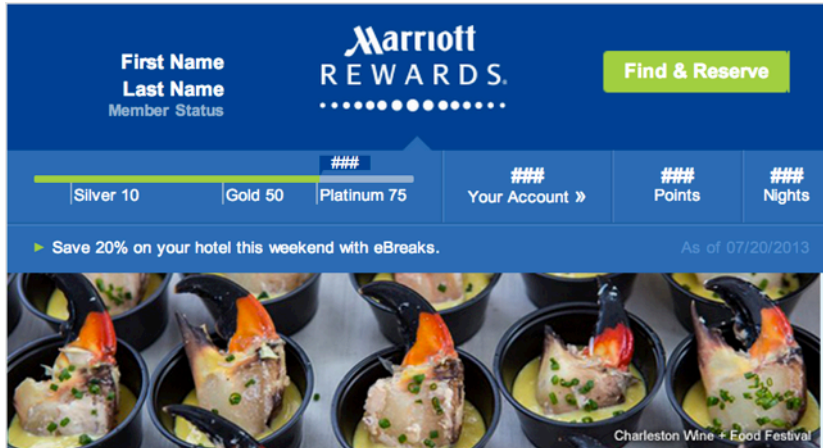
The Blue Ridge Mountains provide endless outdoor activities. Thomas Jefferson's Monticello is a must see as is James Madison's Montpelier.

**Q: What's your favorite wine?**

My favorite wine depends on the situation. I enjoy the diversity of Sauvignon Blanc, especially in hot weather. For reds, Washington is a great wine region with its variety of micro climates.

Photo Source: Steve Voss for Early Mountain Vineyards

# Examples



First Name  
Last Name  
Member Status

**Marriott REWARDS.**

Find & Reserve


###  
Silver 10 | Gold 50 | Platinum 75

### Your Account »

### Points

### Nights

► Save 20% on your hotel this weekend with eBreaks. As of 07/20/2013



Charleston Wine + Food Festival

 BEST DESTINATIONS FOR

## Foodies

Sometimes travel is all about the food. Here are five cities where you can treat yourself to some good eats while enjoying a great destination.



### Charleston, SC ►

Charleston offers five-star fare with a side of southern charm. Plan your visit around [the Charleston Wine + Food Festival](#) to get a taste of this historic city.



### Las Vegas, NV ►

Explore the food side of Vegas. Enjoy innovative cuisine from celebrity chefs and toast to your trip with a vintage recommended by a master sommelier.



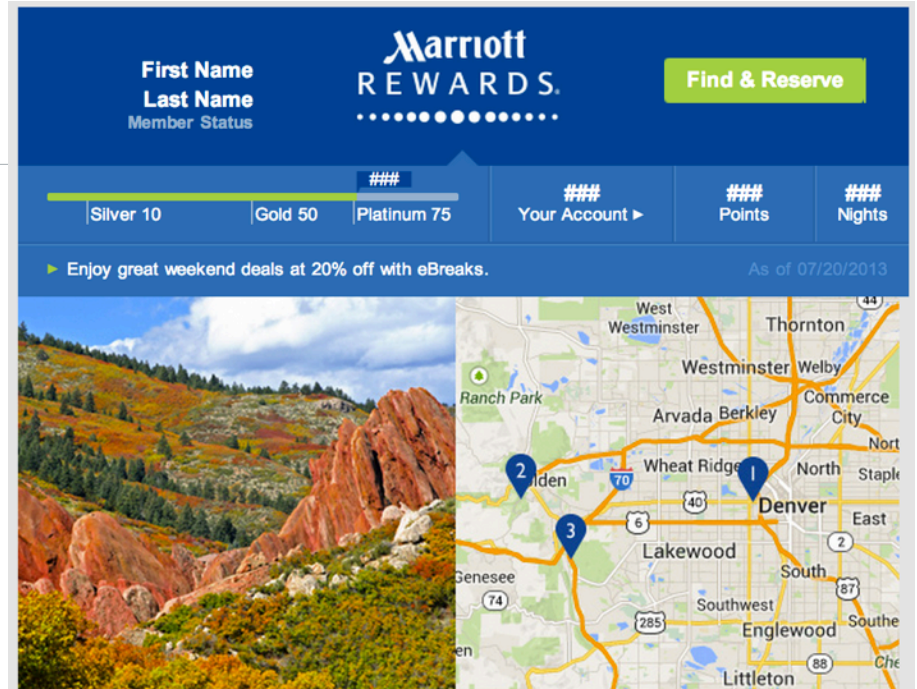
### Los Angeles, CA ►

Downtown LA is becoming a great foodie destination with venues like [Grand Central Market](#), a nearly 100-year-old market, and new restaurants like [Alma](#).



### San Francisco, CA ►

The city by the bay is food paradise. From sourdough to burritos to locally-sourced cuisine, many palate and budget pleasing meals are served here.



First Name  
Last Name  
Member Status

**Marriott REWARDS.**

Find & Reserve

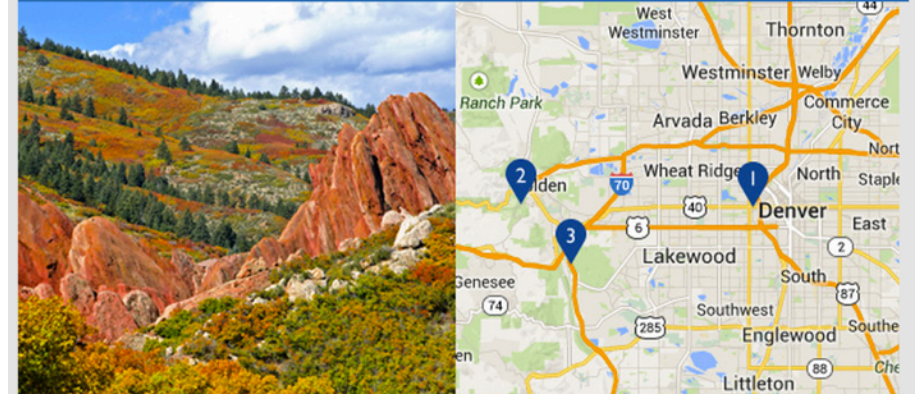
###  
Silver 10 | Gold 50 | Platinum 75

### Your Account ►

### Points

### Nights

► Enjoy great weekend deals at 20% off with eBreaks. As of 07/20/2013



 PLACES WE LOVE

## Denver, Colorado: The Mile High City

From sports and suds to gunslingers and dinosaurs, [Denver](#) has a lot to offer. Let this three-day itinerary be your guide on your escape to the mile-high city.



### Day 1: Get Your Game On ►

Denver is home to seven professional teams. Take in a game and tour the [Colorado Sports Hall of Fame](#).



### Day 2: Experience the Old West ►

Step back in time at the [Buffalo Bill Museum](#) and the [Clear Creek History Park](#) in nearby Golden.



### Day 3: See the Dinos ►

Get your prehistoric fix at [Dinosaur Ridge](#), an outdoor museum, and the [Denver Museum of Nature & Science](#).





# Examples

## ♥ Three Things We Love: Classic Cocktails



### Hurricane

Drinking a Hurricane is a must in New Orleans. Enjoy this rum drink at Pat O'Brien's in the French Quarter.



### The Sazerac

Known as America's First Cocktail, this drink was born in the Big Easy. Sip it at the Sazerac Bar.



### Ramos Gin Fizz

A mix of gin, egg whites, milk, sugar, lemon, lime and orange flower water, this drink is a NOLA original.

Photo Source: Thinkstock; Ramos Gin Fizz via @visitneworleans Instagram

## 👩🏻 Make This

### Easy Homemade Cranberry Sauce

Skip the can and make your own cranberry sauce. Cook cranberries in water with bagged spices on medium heat for 10 minutes. Add sugar, reduce heat, cook 5 minutes. Remove bag and cool overnight.

- 4 cups fresh cranberries
- 1 ½ cup water
- 3 cinnamon sticks
- 5 whole cloves
- 5 whole allspice berries
- 2 cups white sugar



Photo Source: Thinkstock

## 💡 Travel Tip

“Alleviate the stress of holiday travel with your family by creating a home away from home in your hotel room. Bring small and meaningful holiday items. Play holiday music.”

—Dr. Jessie Voigts, Editor, Wandering Educators




Photo Source: Thinkstock



# Examples

**LET'S GET BUBBLY**

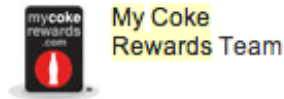


Kip: Arrgh! Look at all me booty!  
Dad: Your booty better start studying soon or it'll be walking the plank.

My Coke Rewards Comic

Here's to kicking your fall off to a fantastic start. Check back next month for even more fall favorites. Thanks for reading!

*My Coke Rewards Team*



HP Tech at Work  
Jargon Watch

## Jargon watch

### Word-of-mouth

An opinion and/or gossip that spreads online virally



# Examples


Listing for free means you take home more cash. [List now.](#)  
[View this message in your browser](#)

eBay Seller Protection  
[Learn more](#)



[Start Selling Now](#) | [How to Sell](#) | [What to Sell](#) | [Sell on Mobile](#)


**LIST FREE** AUCTION-STYLE · SEPTEMBER 12-18



### Cash in with free listing

When you list for free, you put more money in your pocket. Plus the eBay mobile app makes selling easier than ever.


[Get started](#)



### Make your mobile listing stand out

Add a **free subtitle** through September 18. [Get the app](#) ▶

## Trending on #ebay

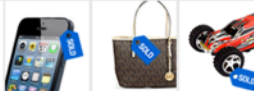


@username 124 ▼ @username 123 ▼ @username 63 ▼



### What to sell?

See popular items millions of shoppers are searching for on eBay. [Get started](#) ▶



### List in 3 simple steps

List it ····· Ship it ····· Get paid



yes

# Examples



## Did You Know?

### Memorial Day was formerly known as Decoration Day.

It originated after the American Civil War to commemorate the Union and Confederate soldiers who died in the Civil War. Thank to all who have served from us at HP!

Home and Home Office Store | 1.800.433.0028 | [webstore](#)

## Memorial Day sale

Savings continue—up to \$420 on PCs\* plus hot offers storewide

[Shop sale now](#) [Free](#)

Check out our coupon offers plus get free shipping storewide

## Office

### Buy Microsoft Office preinstalled and save \$40 on your PC!\*

The new Office is now more powerful than ever. Put your most important documents, applications, and people right up front so you can access what matters from the start. Buy Office today!

[Shop customizable notebooks](#) [Shop customizable desktops](#)

Starting at \$499.99\*

**Save \$10**  
on a \$50 purchase of select HP products.\*\*

[Shop HP now](#)

Use code HONOR13

Starting at \$499.99\*

**High power deals**  
Free hard drive upgrades on performance notebooks.

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HP High Performance Notebook PCs

Save up to \$420\*

**Game on**  
Free memory upgrades on performance desktops.

[Shop HP now](#)

HP High Performance and Gaming Desktop PCs

**Did You Know?**

**Memorial Day was formerly known as Decoration Day.**

It originated after the American Civil War to commemorate the Union and Confederate soldiers who died in the Civil War. Thank to all who have served from us at HP!

<p><b>Notebooks &amp; Touch</b></p> <p>Everyday High Performance Ultrabook Touchscreen Tablets</p>	<p><b>Desktops</b></p> <p>Everyday High Performance All-in-One TouchSmart</p>	<p><b>Printers</b></p> <p>All-in-One LaserJet Wireless Ink &amp; Toner</p>	<p><b>Connect with HP</b></p> <p><a href="#">Facebook</a> <a href="#">Twitter</a> <a href="#">Pinterest</a></p>
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[HP.com](#)   [Privacy Statement](#)   [Unsubscribe](#)   [Change email](#)




# Examples

WEBROOT™ Hi, 'userName'! You have: 'kudos' KUDOS | 'pCount' POSTS

Community Dispatch

DISCUSS | CONTRIBUTE | ASK | SIGN IN


FREE SWAG!




**Get Ready for the Royal Treatment**  
We've just launched the Webroot VIP Program, and want you to be a part of it! Just post your thoughts, feedback and ideas in the Webroot Community forums, and get rewarded with free Webroot swag, apparel, WSA subscriptions and more.

**FIND OUT MORE**

INDUSTRY INSIGHT

 **New Business-focused Community Launches for IT Professionals and Small Business Customers**  
Check it out »

 **ArsTechnica Brings the Top 5 Security Stories of 2012**  
See the list »

IDEA OF THE MONTH


**Build a Way to Search for a Document from Webroot Web Portal** csml976 4 Kudos 11 Posts


✓ Status: In Process

MORE GREAT IDEAS


- 1 Android Washer »
- 2 Webroot Business Endpoint Protection for Mac »
- 3 Details in "PC Attack Summary" emails »

WEBROOT ▼ FROM FABULOUS FANS See more »

 Also, @Webroot's first line business support people are all Tier II and know their stuff. Work with same people throughout year. It's great.  
[@explanoit »](#)

 Your new enterprise solutions are great. Keep up the marvelous work, it isn't going unnoticed. The web UI is beautifully simplistic.  
[f Christopher B. Long »](#)

GRAB BAG




Check out the bebionic "Terminator" arm—the world's most advanced robotic prosthetic.

**Join the Conversation »**

Thanks for reading!  
As we start 2013, we're getting ready to celebrate the Webroot Community's First Anniversary! What better way to mark the occasion than by rewarding our fans in the new Webroot VIP Program? More celebrations to come. Happy New Year, everyone!  
*Cat & Jim*  
Webroot Community Managers

GRAB BAG



Check out the bebionic "Terminator" arm—the world's most advanced robotic prosthetic.

**Join the Conversation »**



# Examples



WB Trivia: What is the name of this bold, controversial 1966 Warner Bros. film co-starring Richard Burton and Elizabeth Taylor? (See answer below.)

Warner Bros Trivia  
Question

Callaway  
Funny Golf Quote

## Quote of the Day:

“*Baseball players quit playing and they take up golf. Basketball players quit, take up golf. Football players quit, take up golf. What are we supposed to take up when we quit?*”

GEORGE ARCHER



# Examples



## Adorable and delicious

These reindeer sandwich cookies made with J. Higgs pretzels are not only fun to make, but they're also delicious and kid-friendly.

[Get the recipe](#)



## The perfect way to warm a chilly autumn evening

One of our favorite ways to use fresh fall apples is hot apple cider. Our go-to recipe for this autumn classic is simple and delicious.

[Get the recipe](#)



Let us be your wingman for the holidays. [View online](#)

**Save a lot**  
food stores

Facebook, Instagram, Pinterest icons

Weekly Ad, Specials, Recipes, Products

Plan the perfect Thanksgiving dinner—let us help with the best ingredients, our favorite recipes, and the craftiest holiday decor. [Start planning](#)

**A fresh approach to Thanksgiving: roasted turkey roll**  
Turkey breasts filled with a savory stuffing, then rolled and tied before roasting. During roasting, the stuffing absorbs all those tasty juices.  
[Get the recipe](#)

**Roasted chestnuts**  
With a little preparation and attention, it's easy to roast chestnuts at home!  
[Snack healthy](#)

**pick 5 for \$19.99**  
Stock up and save even more!  
[Check out the deals](#)

**DIY decor: rosemary wreath placecards**  
They're adorable and smell great—grab some supplies and get started!  
[Get crafty](#)

**The perfect way to warm a chilly autumn evening**  
One of our favorite ways to use fresh fall apples is hot apple cider. Our go-to recipe for this autumn classic is simple and delicious.  
[Get the recipe](#)

# Examples

## GREAT MOMENTS IN TECH BLOOPERS


### Newton Bites The Big One

**1993:** Widely mocked for its price tag, challenges with handwriting recognition and size, the Apple® Newton™ Messagepad ranks as one of our biggest bloopers of 1993.

While it died a quiet death, this early Apple admittedly made way for the smartphones we know and love today.



Check out new tools and resources for developers | [view on web](#)

 Intel® Developer Zone Newsletter  
DECEMBER 2013

[Intel® Developer Zone](#) [Developer Communities](#) [Developer Tools](#)

A photograph showing a person's hand interacting with a circular, glowing interface, likely a gesture-based computing device.

### Intel® Perceptual Computing Challenge 2: the Winners!

From the \$100K Grand Prize winner to the Third Place winners of the Intel® Perceptual Computing Challenge, these trailblazers are at the forefront of changing human-computer interaction.

[CHECK THEM OUT! >](#)

---

#### Windows\*

A photograph of a hand pointing at a screen displaying a graph with data points.

#### 2 IN 1 DEVICES

### How to Write a 2 in 1 Aware Application

With 2 in 1 devices, detecting changes and toggling between laptop and tablet modes is becoming critical in Windows® 8 or Windows® 8.1 desktop apps. Learn how and get code examples from a sample app.

[Read about it >](#)

---

A photograph of a soldier in a dark, atmospheric setting, likely from the game Total War: ROME II.

#### ROME II CASE STUDY

### Total War: ROME II Case Study

This case study explains how Total War: ROME II was developed to deliver optimized playability on low-power systems and still scale up to look and run seamlessly on higher-end systems.

[Learn more >](#)





Sticky Content

**Why do it?**

*yes*

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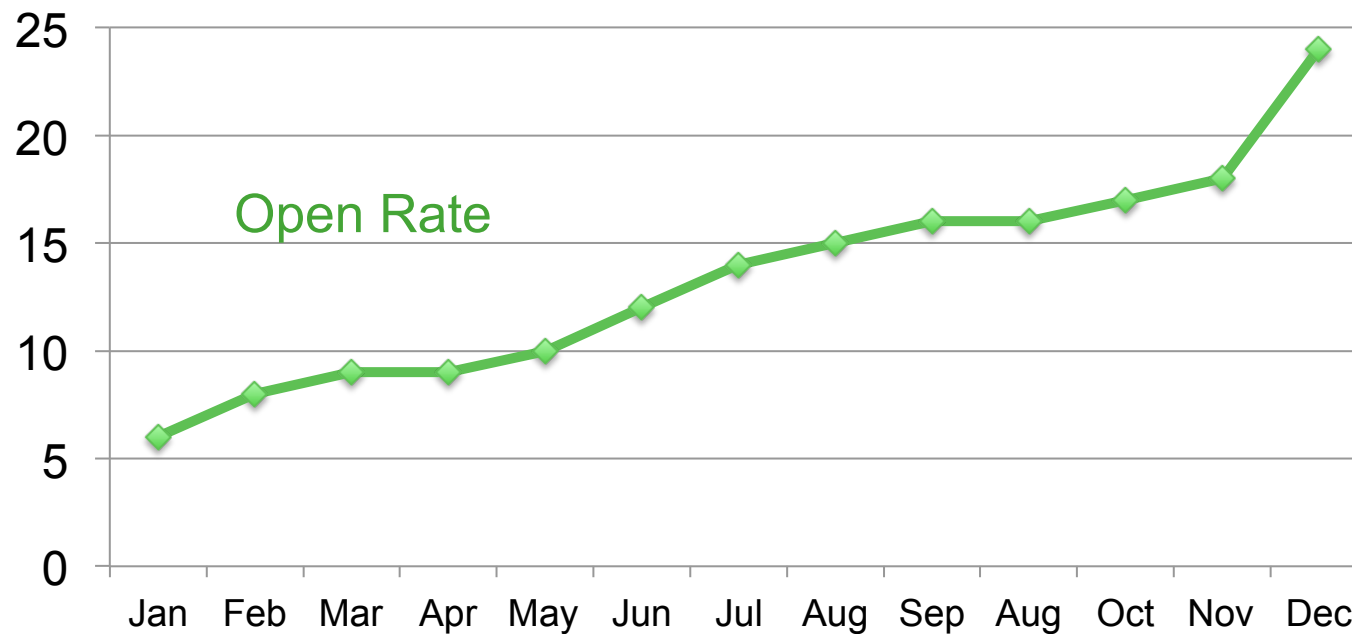
## **Loudmouth:**

A person or business that talks about themselves all the time.

# Why do it?

---

- Goal: Ascending open rate & audience engagement
- Add value and train your subscribers to open
- “What will they do this time?”



# Why do it?

---

- Engagement - keeping people actively opening
- Add Value – elevate your emails
- Long term subscriber health – More opens. More active.
- Not short term \$\$ focus - don't expect instant changes

Sticky Content

**How to do it?**

...and not go insane

*yes*

---

Before you even think about  
**STICKY CONTENT**  
you must have a solid  
**MASTER TEMPLATE SYSTEM**

# Email Master Template System

- Unified headers and footers
- Large variety of internal stacked sections
- Sections: reordered, deleted or duplicated
- Mobile ready responsive
- Images off optimized

One template for *all* messages



# All Sections MASTER

## Newsletters

## Hybrids

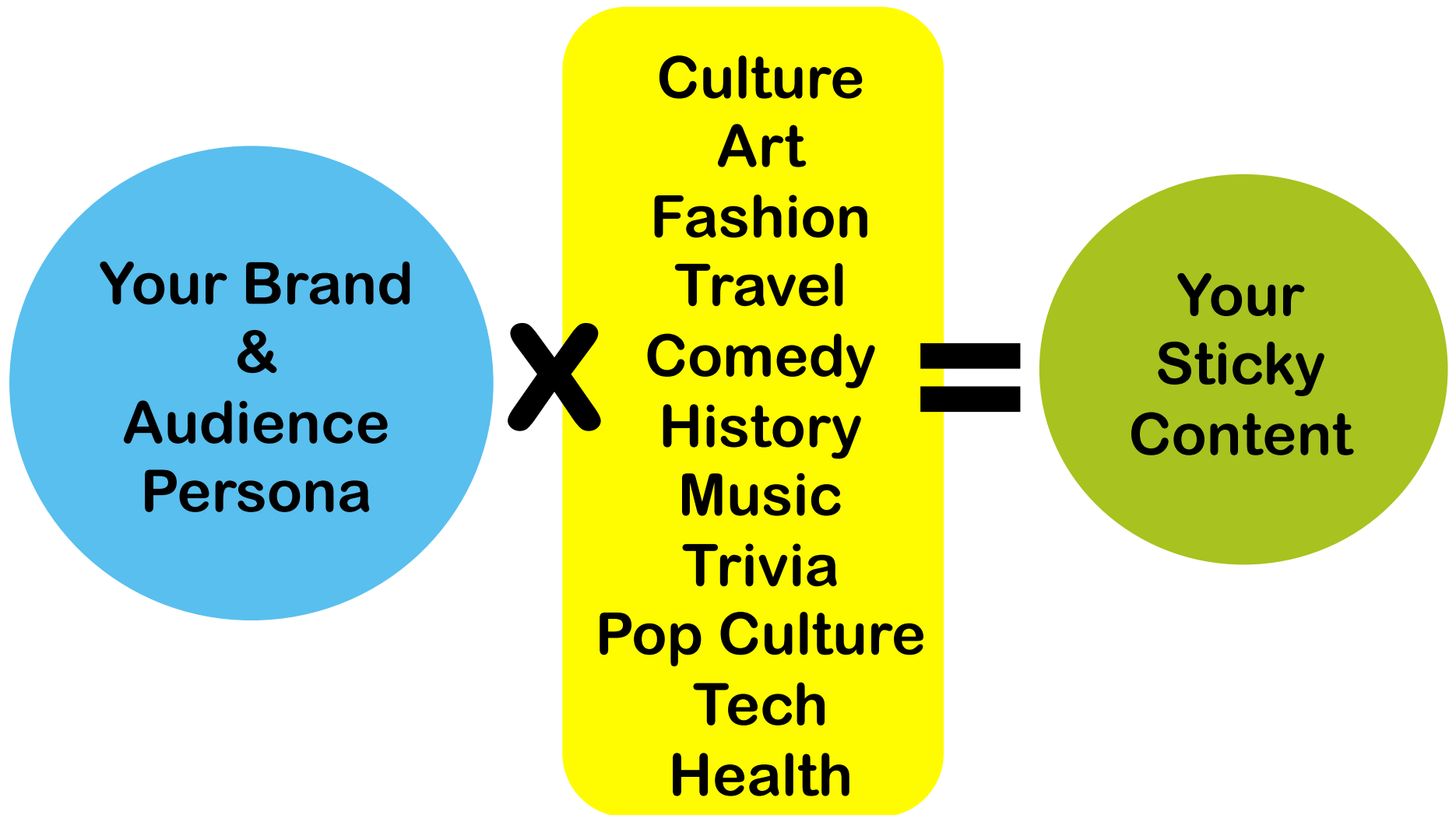
## Postcards

Preheader		Preheader		Preheader		Preheader	
Header		Header		Header		Header	
Navigation		Navigation		Navigation		Navigation	
Feature		Feature		Feature		Feature	
Article		4 grid		2 across		Footer	
2 across		4 grid		Catch-all bottom navigation			
4 grid		Video		Footer			
Video		Catch-all bottom navigation					
Poll		Footer					
Social dispatch							
Sticky content							
Catch-all bottom navigation							
Footer							



# Sticky Content Brainstorming

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**Tip:**

**Freelance Journalists are an  
excellent resource.**

**Smart, affordable & abundant.**

Most attempts at sticky content starts like this...

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yes

# Build a library / inventory first

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- Library / inventory created in advance
- 3 months, 6 months, a year worth
- Create email by combining marketing and sticky content



# Combine Marketing Content + Sticky Content

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Creating email is like a factory

*Offer content*

*Sticky content*



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**Tip:**

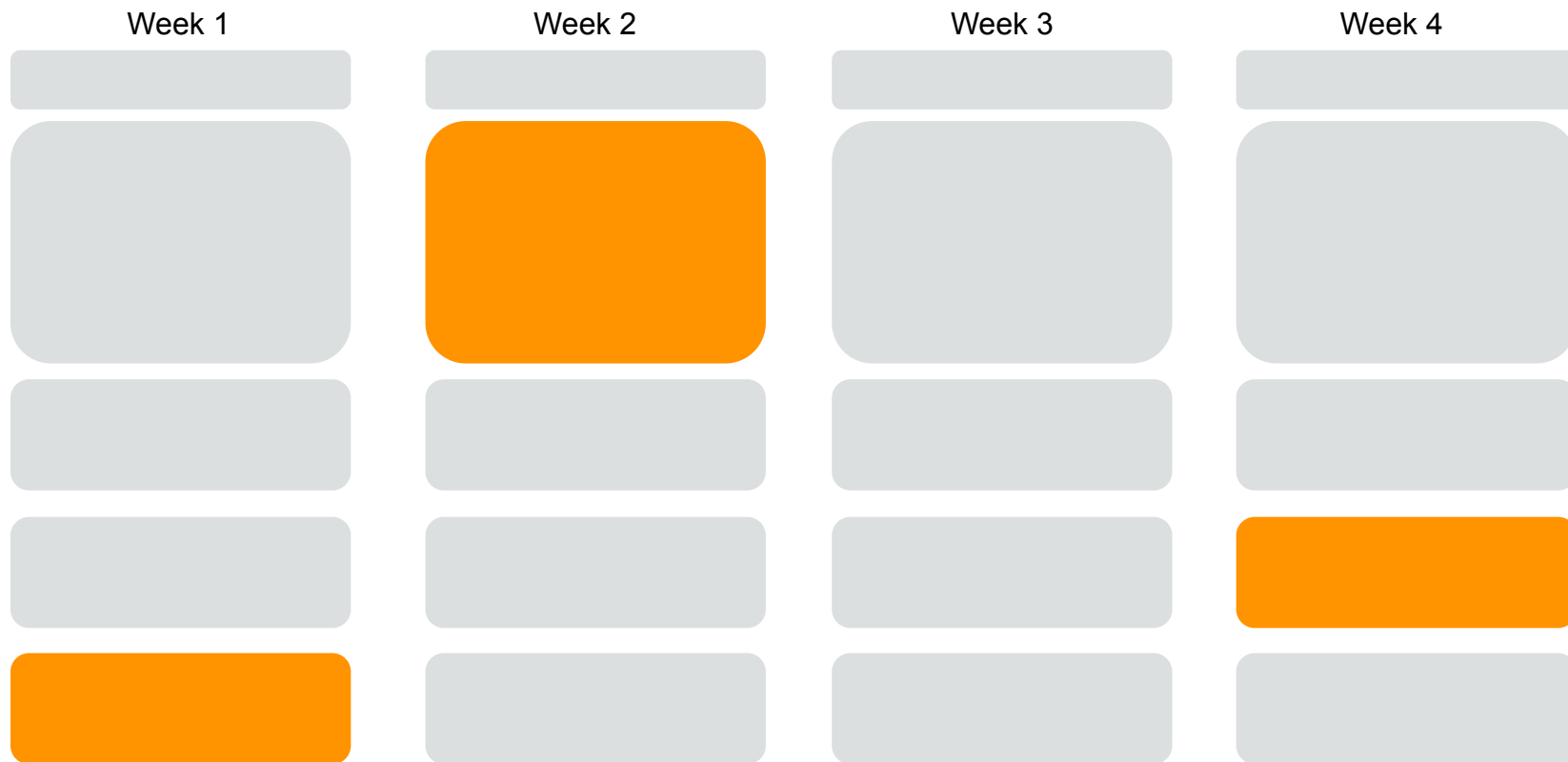
**Sticky Content does not  
have to link out.**

**Landing pages can be time-  
consuming & expensive.**

# Develop a Sticky Content Formula

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- Commit to a formula for inserting sticky content
- Major & Minor insertions



Sticky Content

Does it work?

*yes*



# Case study 1– Software Company

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Before:

- Anti-virus content
- All about them – boring
- Opens 6-10%

After

- Adds humorous, fun content
- Open rate ascends – after 8 months rises to 20-24%



## Case study 2 – Insurance Company

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Before:

- Emails all about plan options
- Opens 12-14%

After

- Adds health & wellness content
- Open rate ascends – after 4 months rises to 18-21%

## Case study 3 – B2B Tech Newsletter

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Before:

- Open rate 20-22%

After

- Adds light-hearted sticky content & responsive
- Open rates increased to 27%

Sticky Content  
**Summary**

*yes*

## 5 Rules of Sticky Content

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1. Interesting, value-added content
2. Not about your company or product
3. Train your audience to open
4. Created as a project – “preloaded”
5. Establish a formula for insertion and stick to it – “Sell, Sell Fun” approach

# Thank you

Matthew Caldwell  
SVP Worldwide Creative

Email: [matt.caldwell@yeslifecyclemarketing.com](mailto:matt.caldwell@yeslifecyclemarketing.com)

Twitter: [mattycaldwell](https://twitter.com/mattycaldwell)

The word "yes" is written in a large, white, stylized, rounded font. The letters are thick and have a slightly irregular, hand-drawn appearance. The 'y' has a long, thin tail that extends downwards. The 'e' is very rounded and overlaps with the 's'. The 's' is also rounded and has a thick stroke. The entire logo is set against a solid green background.