

DO THIS, NOT THAT!

SPEAKER: JAY SCHWEDELSON

FOUNDER: SUBJECTLINE.COM

FOUNDER: GURU MEDIA HUB [GURUMEDIAHUB.COM]

CEO: OUTCOME MEDIA [OUTCOMEMEDIA.COM]

**NOBODY CARES....
BUT HERE YOU GO**

LAST 12 MONTHS:

**2,041 WEBINARS
157 IN-PERSON EVENTS**

2 COMPANIES...



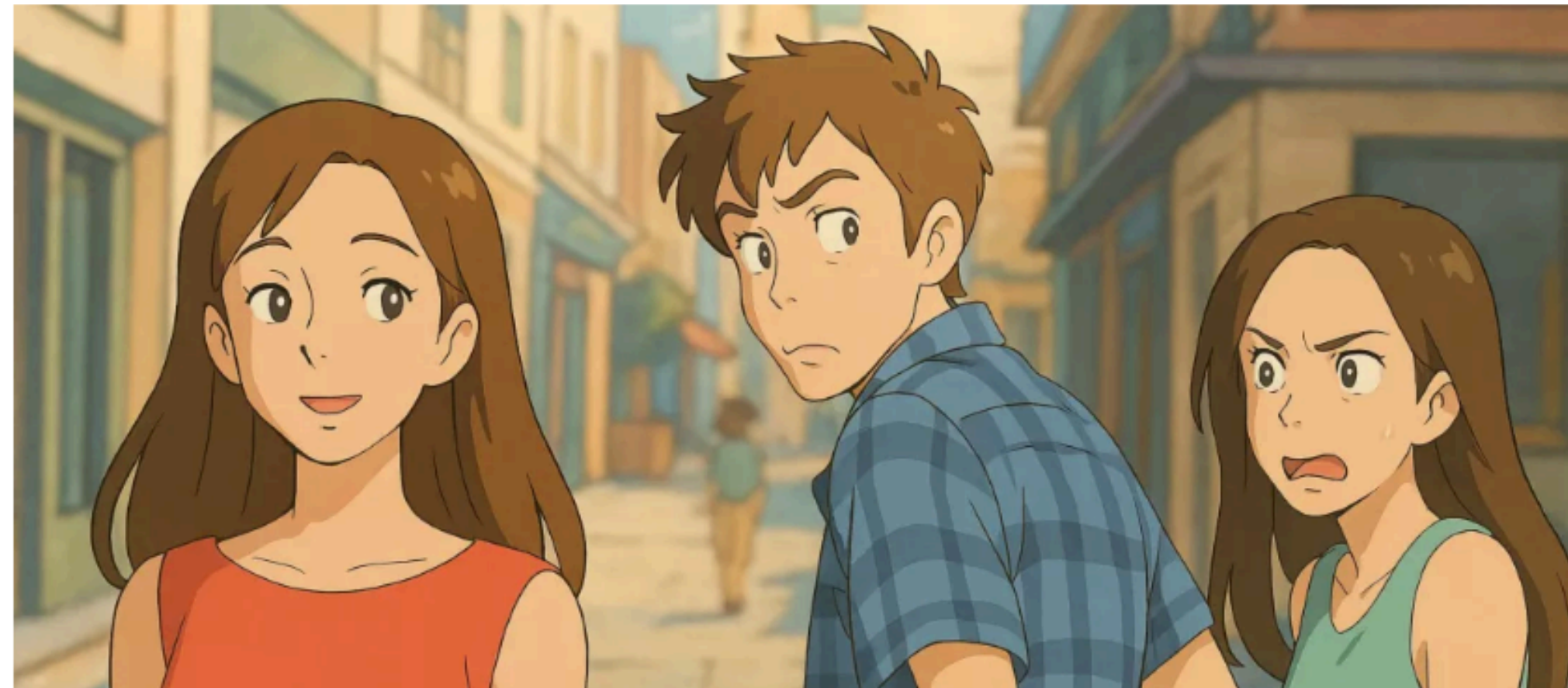
**ONE PAGE WEBSITE:
BOOK CALL OUTCOMEMEDIA.COM**

UMMM...CHATGPT IS POPULAR

ChatGPT nears one billion users as Ghibli-style AI images double weekly actives

ChatGPT was the world's most downloaded app in March

By Rob Thubron April 13, 2025 at 8:04 AM | [9 comments](#)



JAY SCHWEDELSON TIRED MARKETER



AEO IS EVERYTHING!

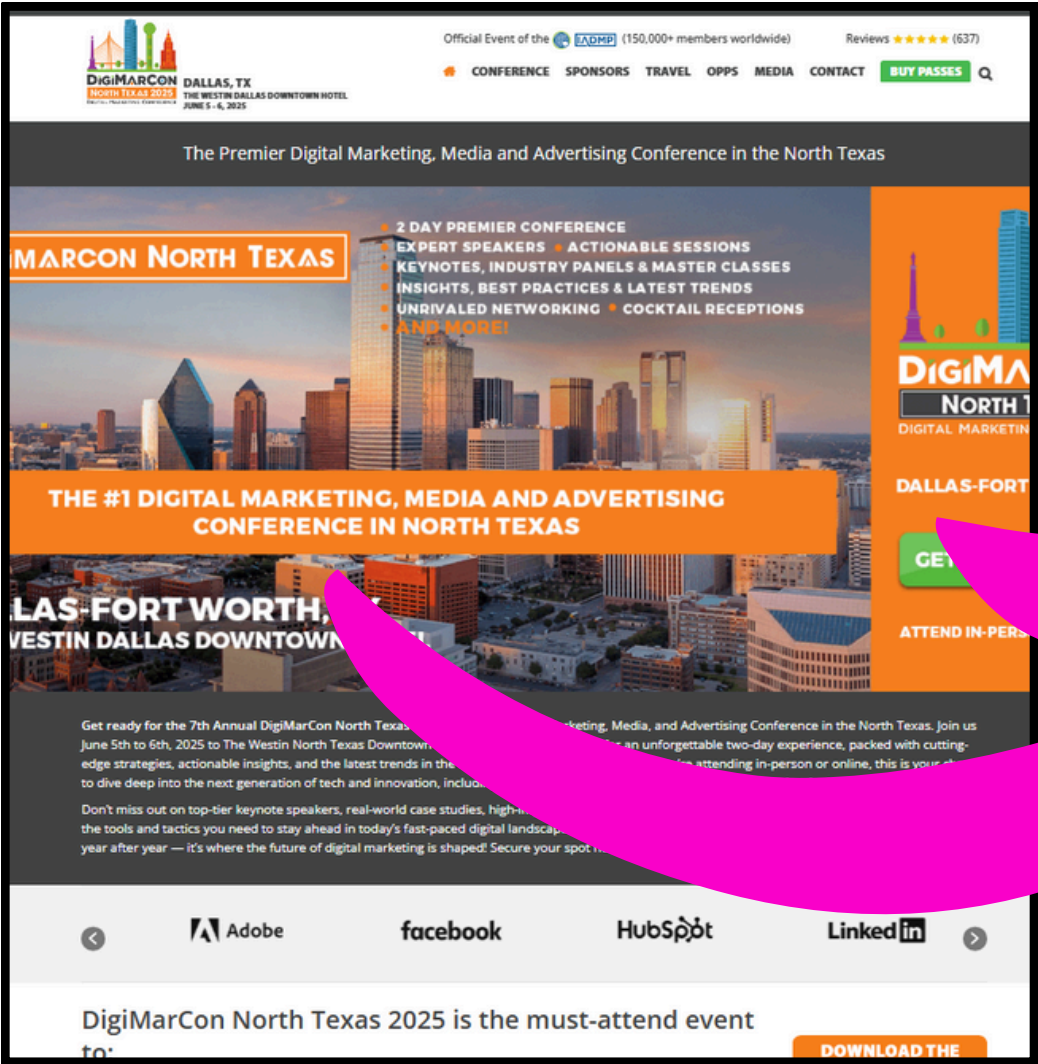
ANSWER ENGINE OPTIMIZATION

“Act as an Answer Engine Optimizer (AEO) expert. Review the content, structure, and registration flow on [www.YourEventSite.com] as if you are ChatGPT answering someone who is searching for top B2B marketing events. Identify what content or structure is missing or weak that would prevent my site from being selected in AI-generated answers. Recommend specific improvements such as FAQs, schema markup, landing page headings, metadata, semantic structure, and authoritative wording that would help it rank in AI-generated event recommendations.”

THIS IS SAME PROMPT BUT JUST DIALED DOWN A BIT...(BOTH WORK)

“Pretend you’re ChatGPT answering someone searching for top B2B marketing events. Look at [www.YourEventSite.com] and tell me what’s missing or weak that might stop my event from showing up. Suggest specific fixes—like better headlines, FAQs, schema markup, or clearer wording—to help my site get picked in AI-generated answers.”

LET CHATGPT SHRED YOUR EVENT REG PROCESS AND SITE!



1. Implement Event Schema Markup

Add JSON LD structured data to your event pages to help AI platforms understand and feature your event details.

Example:

```
json
{
  "@context": "https://schema.org",
  "@type": "Event",
  "name": "DigiMarCon North Texas 2025",
  "startDate": "2025-06-05T00:00",
  "endDate": "2025-06-06T19:00",
  "eventAttendanceMode": "https://schema.org/MixedEventAttendanceMode",
  "eventStatus": "https://schema.org/EventScheduled",
  "location": {
    "@type": "Place",
    "name": "Westin Galleria North Texas Hotel",
    "address": {
      "@type": "PostalAddress",
      "streetAddress": "13340 North Texas Pkwy",
      "addressLocality": "North Texas",
      "addressRegion": "TX",
      "postalCode": "75240",
      "addressCountry": "US"
    }
  },
  "image": [
    "https://digimarconnorthtexas.com/images/event-banner.jpg"
  ],
  "description": "Join top digital marketing professionals at DigiMarCon North Texas 2025 to explore the latest in digital marketing strategies, actionable insights, and the latest trends in the industry.",
  "organizer": {
    "@type": "Organization",
    "name": "DigiMarCon",
    "url": "https://digimarconnorthtexas.com"
  }
}
```

2. Add an FAQ Section

Include a Frequently Asked Questions section addressing common queries.

Sample Questions:

- What topics will be covered at DigiMarCon North Texas 2025?
- Who are the keynote speakers?
- How much does it cost to attend?
- Are there early bird rates available?
- What are the ticketing and registration options?
- Can I attend virtually or is it in-person only?
- Are there any networking opportunities available?
- Can I bring my team? Are there group discounts available?
- Are there any sponsorship opportunities available?
- Can I bring my dog? Are there any pet-friendly areas?
- Are there any parking options available?
- Can I bring my laptop? Are there any restrictions on what I can bring?
- Are there any food and beverage options available?
- Can I bring my camera? Are there any restrictions on what I can bring?
- Are there any accessibility options available?
- Can I bring my car? Are there any restrictions on what I can bring?
- Are there any security measures in place?
- Can I bring my bag? Are there any restrictions on what I can bring?
- Are there any lost and found services available?
- Can I bring my pet? Are there any restrictions on what I can bring?
- Are there any medical services available?
- Can I bring my child? Are there any restrictions on what I can bring?
- Are there any childcare services available?
- Can I bring my wheelchair? Are there any restrictions on what I can bring?
- Are there any sign language interpreters available?
- Can I bring my service animal? Are there any restrictions on what I can bring?
- Are there any other services available?

3. Optimize for Semantic Search

Use semantic search to help AI platforms understand the context of your content. Incorporate relevant keywords naturally into your content.

Example:

- "Join over 820 marketers at DigiMarCon North Texas 2025."
- "Experience the latest in digital marketing strategies at our Texas-based conference."

4. Incorporate Testimonials

Add a section featuring testimonials from past attendees to build trust and credibility.

Example:

How I Feel When I Use ChatGPT



BTW...

PROMPT JACKING

HERE'S HOW THE TOP CREATORS REALLY DO IT:

STEP 1: SCREENSHOT A VIRAL AI POST

STEP 2: UPLOAD IT TO CHATGPT.COM
(FREE VERSION) WITH THIS:

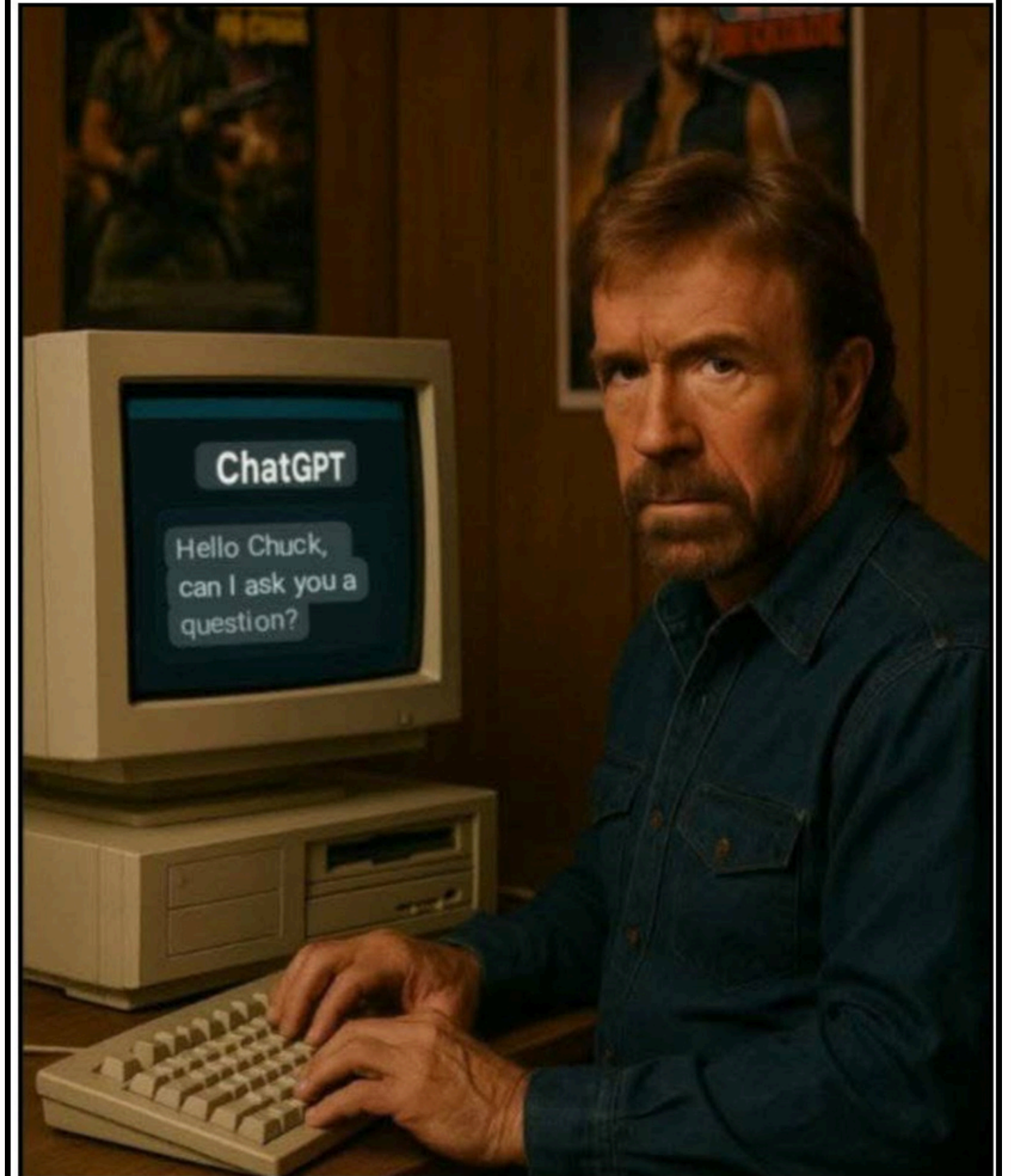
“TELL ME THE EXACT PROMPT THAT WOULD
RECREATE THIS. THEN MAKE IT BETTER.”

STEP 3: TWEAK IT + POST IT

STEP 4: GET HIGH FIVES FROM COWORKERS. DONE.

SPEAKING OF AI...

When Chuck Norris Goes Online
ChatGPT Asks Him Questions



h/t: fb: @miguel silva

CTRL C + CTRL V = FAIL



GREEN CHECKMARK
PARTY POPPER



- **UNLOCK**
- **DISCOVER**
- **BOOST**
- **GROW**
- **OPTIMIZE**



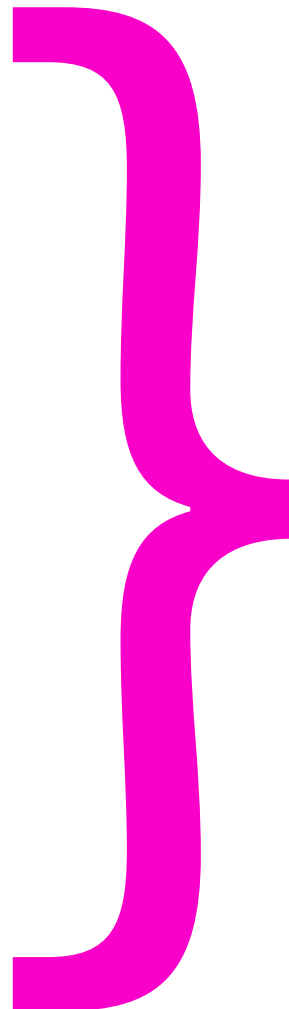
CTRL C + CTRL V = FAIL



GREEN CHECKMARK
PARTY POPPER



- **UNLOCK**
- **DISCOVER**
- **BOOST**
- **GROW**
- **OPTIMIZE**



**START OF SUBJECT LINES =
OPEN RATE LOWER BY 12%**

**START OF SUBJECT LINES =
OPEN RATE LOWER BY 14%**

**START OF SOCIAL POSTS =
ENGAGEMENT LOWER BY 17%**

SHHH...

DON'T TELL ANYBODY

WHY **INSTAGRAM REELS** ADS IS SECRET SAUCE STUFF FOR **EVENTS!**

5:02



JANE STECYK JUSTIN MOORE LAYLA POMPER TOPHER RAVADILLA

The Creator Summit
BUILD A BUSINESS YOU LOVE

JUNE 24-26, 2025

- ✓ 12 Expert Speakers
- ✓ 3 Magic-Packed Days
- ✓ 1 Unforgettable Experience

It's free. It's live. And it's going to change the... more

[SIGN UP](#)


Swipe up to view mightynetworks.com

5:00

Kit

Creating tomorrow's email strategy today

See how Pat built an email strategy that thrives through every algorithm change and platform shift.



Pat Flynn
June 18, 2025 at 2PM EDT

Register now:
kit.com/summit

[LEARN MORE](#)

Swipe up to view kit.com

5:04

spotifyads

Spotify Sessions

New Ways to Buy, Create and Measure



Meena Neti Amin
Senior Marketing Manager, Spotify Advertising



Jenny Haggard
Global Thought Leadership Lead, Spotify Advertising



Sarah Isle
Business Marketing Manager, Spotify Advertising

Watch the virtual event recording on demand [VIEW ON DEMAND](#)

Marketers, join our on demand virtual event to discover our latest tools and... more

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INBOUND

SEPTEMBER 3-5
SAN FRANCISCO, CA



AMY POEHLER



DARIO AMODEI



MARQUES BROWNLEE



SEAN EVANS

DOMINIQUE CRENN, ATELIER CRENN // DWARKESH PATEL, DWARKESH PODCAST
GLENNON DOYLE, TREAT MEDIA // MIKE BENSON, CBS // VICTOR RIPARABELLI, SYNTHESIA
YAMINI RANGAN, HUBSPOT // DHARMESH SHAH, HUBSPOT // ANDY PETRE, HUBSPOT
VARUN ANAND, CLAY // SUZANNE KOUNKEL, DELOITTE // JAY SCHWEDLSON, GURU MEDIA HUB
SYDNEY SLOAN, G2 // STEPHEN CLUSKEY, MOBILITY MOJO // LENA WATERS, NOTION

HubSpot

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5:05

aspiretour

FREE VIRTUAL EVENT

FREE LAST CHANCE: UNLOCK YOUR BUSINESS BREAKTHROUGH



KEVIN COSTNER



DAVID GOGGINS



BETHENNY FRANKEL



EDDIE WILSON



ANDREW CORIOLE

BUSINESS GROWTH '25



JESSE ITZLER



TIM STOREY



GARY VAYNERCHUK



RAYMOND JOHN



LANCE ARMSTRONG

CLAIM YOUR FREE SPOT!
JUNE 20 - 22

[SIGN UP](#)

Followed by carlosgil83 and 55.1K others

COST PER

LAST 90 DAYS: ACROSS 200 WEBINARS AND 40 EVENTS

WEBINAR PAID ADS

COST PER REGISTRATION: INSTAGRAM REELS = \$2 - \$6

COST PER REGISTRATION: LINKEDIN ADS = \$11 - \$24

EVENT PAID ADS

COST PER 'MORE INFO': INSTAGRAM REELS = \$2 - \$4

COST PER 'MORE INFO': LINKEDIN ADS = \$18 - \$31

THE DETAILS...

INSTAGRAM:
UPLOAD CONTACTS FOR TARGETING?
YES

TIP!:
UPLOAD ZIP FOR BEST MATCH RATE

LINKEDIN:
UPLOAD CONTACTS AND COMPANY
NAMES FOR TARGETING?
YES

TARIFF 'TALK'

**PEOPLE ARE REACTING TO EVENT
MARKETING DIFFERENTLY RIGHT NOW...**

(HOW TO DRIVE BIG ENGAGEMENT WITHOUT GETTING POLITICAL)

**“THERE IS NO QUESTION THAT Q2 IS
SEEING A DECLINE AFTER AN
EXCELLENT Q1”**

**VINCENT POLITO
CEO,
SOCIETY OF INDEPENDENT SHOW
ORGANISERS**

**“TARIFFS IMPOSED ON TRADE SHOW
PRODUCTS HAVE BECOME
INCREASINGLY COMPLEX, AFFECTING
NEARLY EVERY CRITICAL MATERIAL
NEEDED FOR PRODUCTION AND
CUSTOM FABRICATION”**

**SAID NICHOLAS CORDARO,
PRESIDENT OF LAS VEGAS EXPO**

**IT DOESN'T MATTER IF TARIFFS DIRECTLY
AFFECT YOUR EVENT BECAUSE THEY DIRECTLY
AFFECT THE MINDSET OF YOUR ATTENDEES
AND PROSPECTS.**

**EVEN IF PRICING DOESN'T CHANGE YOU
SHOULD TELL EVERYONE THAT.**

**THEY DON'T KNOW WHAT YOU KNOW ABOUT
YOUR EVENTS AND BUSINESS.**

'BUDGET AWARE' PHRASES

EVENT PROMOTIONS:

**EMAIL CLICK-THROUGHS
UP 27% [LAST 60 DAYS]**

- **ZERO WASTE AGENDA**
- **WORTH THE SPEND**
- **NO-FLUFF, ALL-VALUE**
- **COST JUSTIFIED**
- **TIGHT BUDGET TESTED**
- **HIGH-RETURN CONTENT**
- **SMART-SPEND CHOICE**
- **ROI BACKED**
- **SPEND WORTHY**
- **SCRAPPY STRATEGY FOCUSED**
- **BUILT FOR REAL WORLD BUDGETS**
- **TIME AND MONEY WELL SPENT**

DIRECT SPEAK...

**OPEN RATE INCREASE WHEN USED IN SUBJECT LINE:
[LAST 30 DAYS]**

TARIFF UP 28%
UNCERTAINTY UP 22%

[Webinar] Tariffs and Supply Chain Dynamics: Assessing Customer and Supplier Risk ... Wednesday, May 07, 2025 @10:08 am

S&P Global Market Intelligence Left Photo Tariffs and Supply Chain Dynamics

S&P Global
Market Intelligence



Tariffs and Supply Chain Dynamics: Assessing Customer and Supplier Risk in a Global Market

Thursday, May 22, 2025 | 02:00 pm - 03:00 pm BST

This webinar explores the complex relationship between tariffs, supply chain dynamics, and risk management strategies in today's volatile global environment. As organizations face significant instability and disruptions, the session will examine how evolving trade policies and tariffs impact

5 Proven Marketing Plays to Win During Economic Uncertainty

The Marketing Survival Guide for Economic Uncertainty While many brands

Tuesday, April 22, 2025

@11:36 am



While many brands pull back during uncertainty, the most successful teams lean in, adapt, and find new ways to drive growth. [That's why we created the Marketing Survival Guide: 5 Proven Media Plays for Economic Uncertainty](#)—a practical, actionable checklist designed for marketers navigating 2025's economic headwinds.

What's inside?

Get the Resilience ToolKit: 6 Strategies to Lead Through Uncertainty

UPCOMING WEBINAR The Resilience Toolkit: 6 Practical Strategies for Uncerta

Tuesday, April 15, 2025

@8:01 am



April 24th 9:00 AM PST / 12:00 PM EST

Changes in government policies, funding priorities, and national focus can create uncertainty, stress, and difficult emotions—especially for those whose work, communities, or

Last chance to register | Tariff Response: What You Need to Know webinar

Bain. View in browser Webinar Tariff Response: What You Need to Know Tariff

Monday, April 28, 2025

@1:47 pm

BAIN & COMPANY

View in browser



Tariff Response: What You Need to Know

Tariffs have moved from disruption to permanence—and their ripple effects are redefining global trade. This session will separate signal from noise, providing a clear view of what's unfolding and what it means for your business. We'll share how leading companies are adapting in real time, and the strategic moves positioning them to lead in this new environment.

WOULD YOU OPEN THIS?

‘ARE TARIFFS OVER FOR EVENT PROFESSIONALS?’

**PHRASES LIFTING EMAIL OPEN RATES
OVER 15%**

LAST 60 DAYS:

(AT START OF SUBJECT LINE)

EVENT PROMOTIONAL EMAILS

- **RATE DEADLINE**
- **MEMBER RATES**
- **LOCKED PRICING**
- **EARLY SAVER**
- **SECURE RATES**
- **NO FLUCTUATIONS**
- **LOW RATE ALERT**
- **HELD PRICING**
- **DISCOUNT WINDOW**
- **TIME-SENSITIVE PRICING**

- **RATE DEADLINE: WHY WAITING COSTS YOU**
- **EARLY SAVER: BEAT RISING COSTS**
- **NO FLUCTUATIONS: LOCK DOWN YOUR COSTS**
- **DISCOUNT WINDOW: HOW TO MAXIMIZE RIGHT NOW**

**IN-PERSON EVENT
TEST IDEAS...**

IN-PERSON EVENT REGISTRATION

60 DAYS PRIOR TO EVENT:

**EMAIL OPEN RATE FOR CONTACTS WITHIN 100 MILES OF
EVENT IS 49% HIGHER THAN 'OUT OF RADIUS' CONTACTS.**

INCREASE SENDING FREQUENCY TO THIS AUDIENCE!

PRIOR YEAR 'GROUP FOCUS'

**LETTER FORMAT EMAILS TO PRIOR
ATTENDEES WHO SENT 3+ TEAM MEMBERS
HAVE 160% HIGHER AVERAGE CLICK-
THROUGH THAN STANDARD EMAIL
PROMOTIONS TO SAME CONTACTS**

YOUR EMAIL BOUNCE FILE



ACCOUNT BASED MARKETING FILE

ABM BASED ON BOUNCES

Sent
81,471

Opened
9,330
11.45 % of recipients

Not Opened
71,998
88.37 % of recipients

Clicked
241
0.30 % of recipients

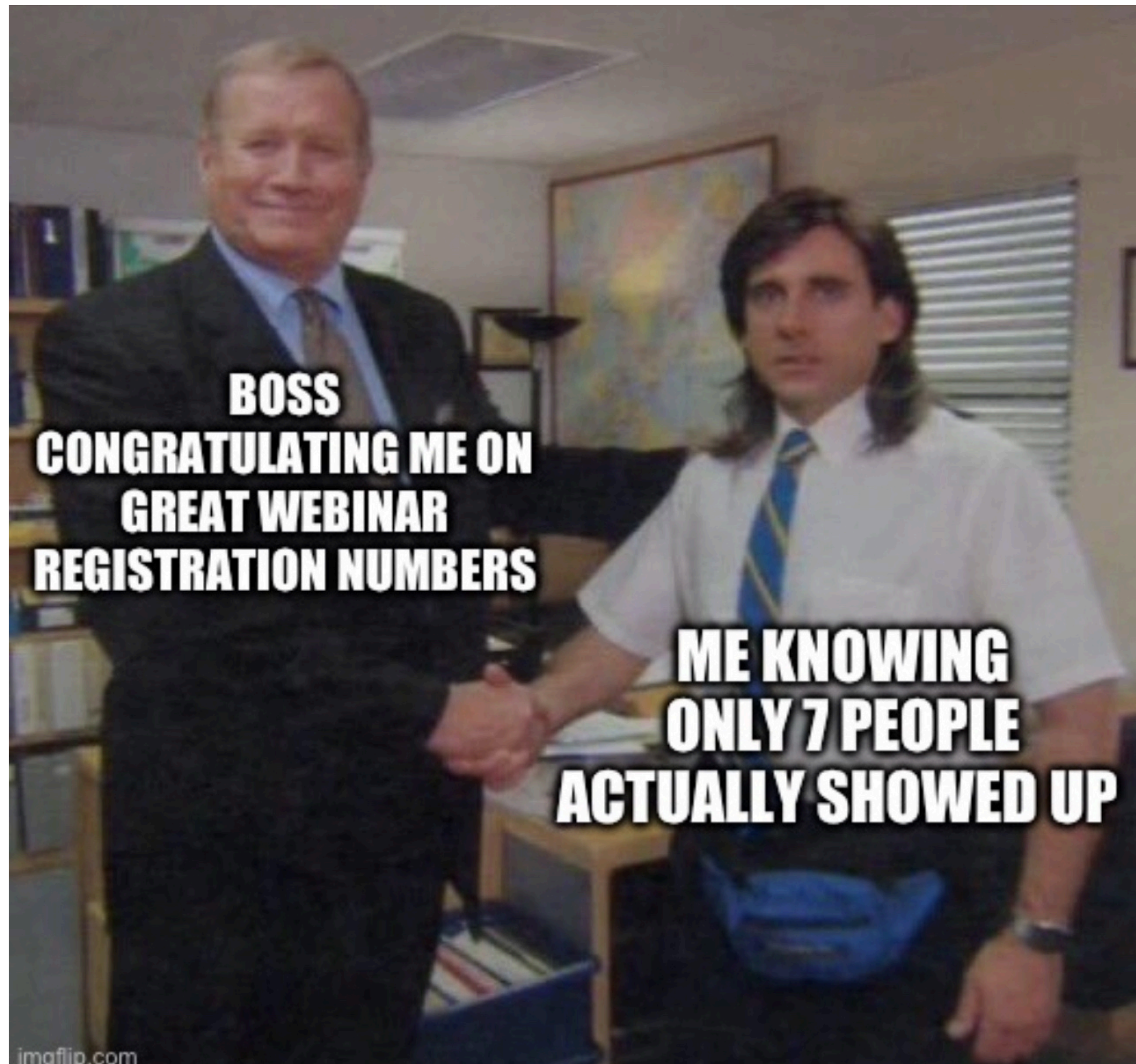
Bounced
143
0.18 % of recipients

WHO TOOK THEIR ROLE?

**'THE COMPANY IS STILL
INTERESTED!**

Bounced
143
0.18 % of recipients

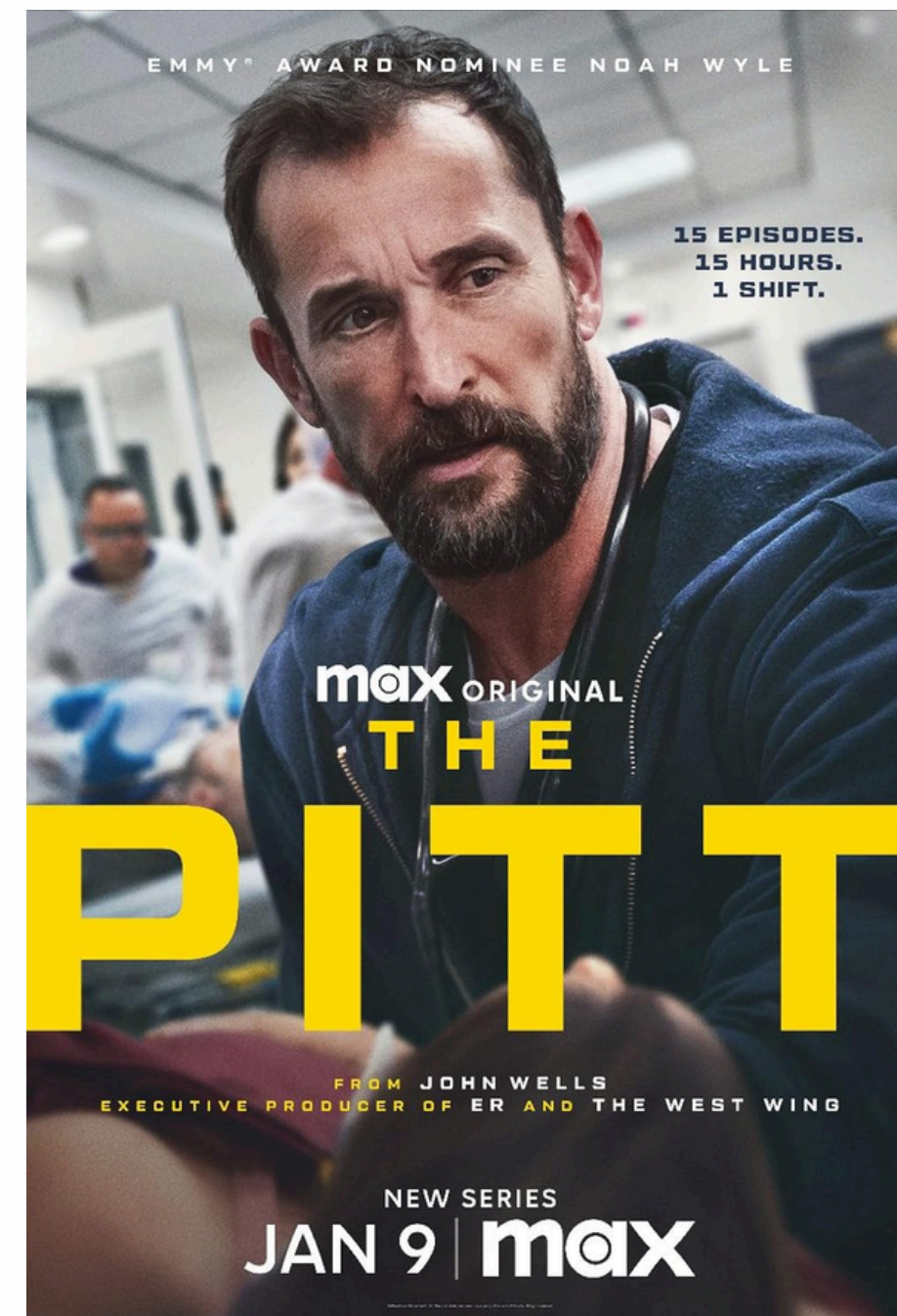
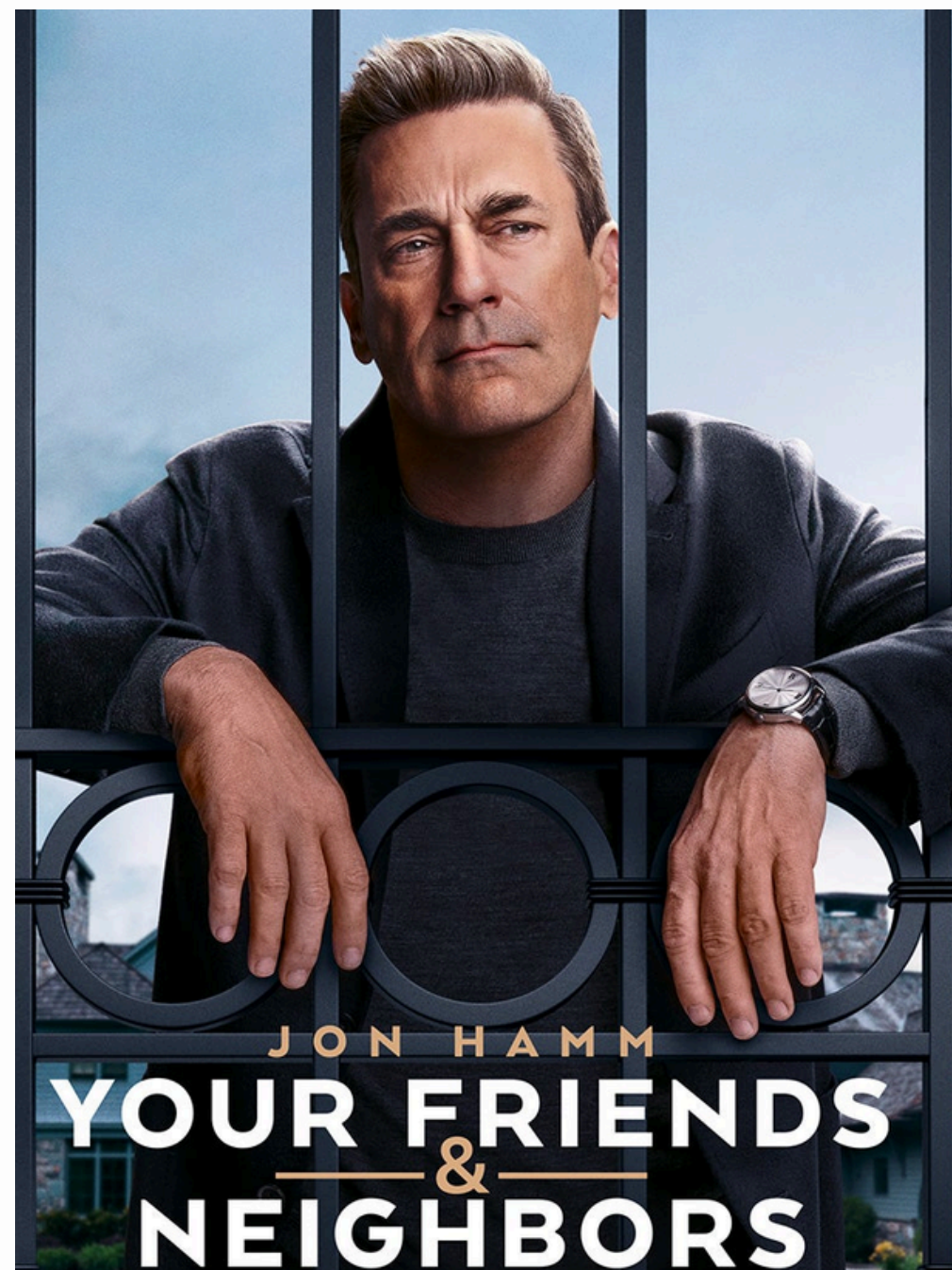
ON-DEMAND
=
NO-DEMAND



**AVAILABILITY OF ON-DEMAND
WEBINARS HAS DECREASED
FROM 80% TO 63%.**

[LAST 12 MONTHS]

THE STREAMERS KNOW IT TOO!

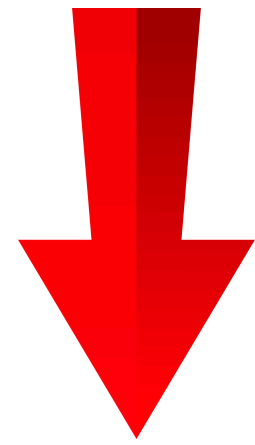


LIVE IS LIVE

STAT:

**PEOPLE WHO SHOW UP 'LIVE' TO
WEBINARS CONVERT TO PIPELINE
400% MORE THAN THOSE THAT
WATCH ON-DEMAND VERSION**

WEBINAR SHOW UP RATES



DOWN 26% YEAR OVER YEAR



APRIL/MAY '24 VS '25

ATTEND TO RECEIVE

**WEBINAR SHOW-UP RATES 35% HIGHER
WHEN EXCLUSIVE CONTENT EXISTS FOR
‘LIVE ONLY’**

ATTEND TO RECEIVE

- **ONLY LIVE ATTENDEES GET Q3 TRENDS REPORT**
- **EXCLUSIVE Q&A SESSION: WON'T BE AVAILABLE ON-DEMAND**
- **EARLY ACCESS TO PRODUCT RELEASE: LIVE ONLY BETA ACCESS!**
- **EXCLUSIVE RESOURCE PACKS TO LIVE ATTENDEES!**
- **LIVE-ONLY DISCOUNTS!**
- **CERTIFICATE OF ATTENDANCE [LIVE ONLY]**



CREATE WEBINAR URGENCY (IN SUBJECT LINE AND OFFER)...

FIRST 100 TO REGISTER GET PITFALL TO AVOID TIP SHEET!

ONLY FIRST 100 TO REGISTER GET ON-DEMAND ACCESS!

**‘SPEED TO REGISTER’ INCREASING
REGISTRATION RATES BY 40%!!!!**



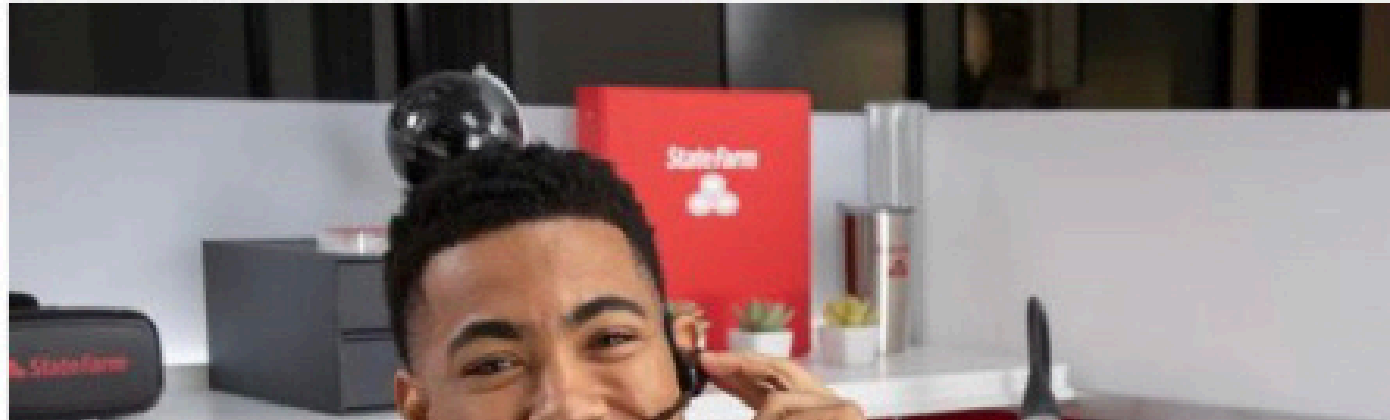
Weekdays



Weekend



Weekdays



Weekend



**WEEKENDS ARE THE NEW
WEEKDAYS**

THERE HAS BEEN A 23% SURGE IN WEEKEND WEB TRAFFIC FROM CEOS, CFOS, CIOS, CMOS AND VPS

SOURCE: DESIGN RUSH B2B WEEKEND STUDY

MediaPost[News](#)[Events](#)[Awards](#)[Members](#)[More](#)



Welcome to
NOVEMBER 17-20, 2024

EmailINSIDER

COMMENTARY

Better On Weekends: B2B Leaders Often Consume Content On Their Days Off

by [Ray Schultz](#), Columnist, September 12, 2024



B2B marketers trying to reach high-level decision-makers should do so when they are available: on weekends.

There has been a 23% surge in weekend web traffic from CEOs, CFOs, CIOS, CMOS, and VPs, according to new data from DesignRush reports.

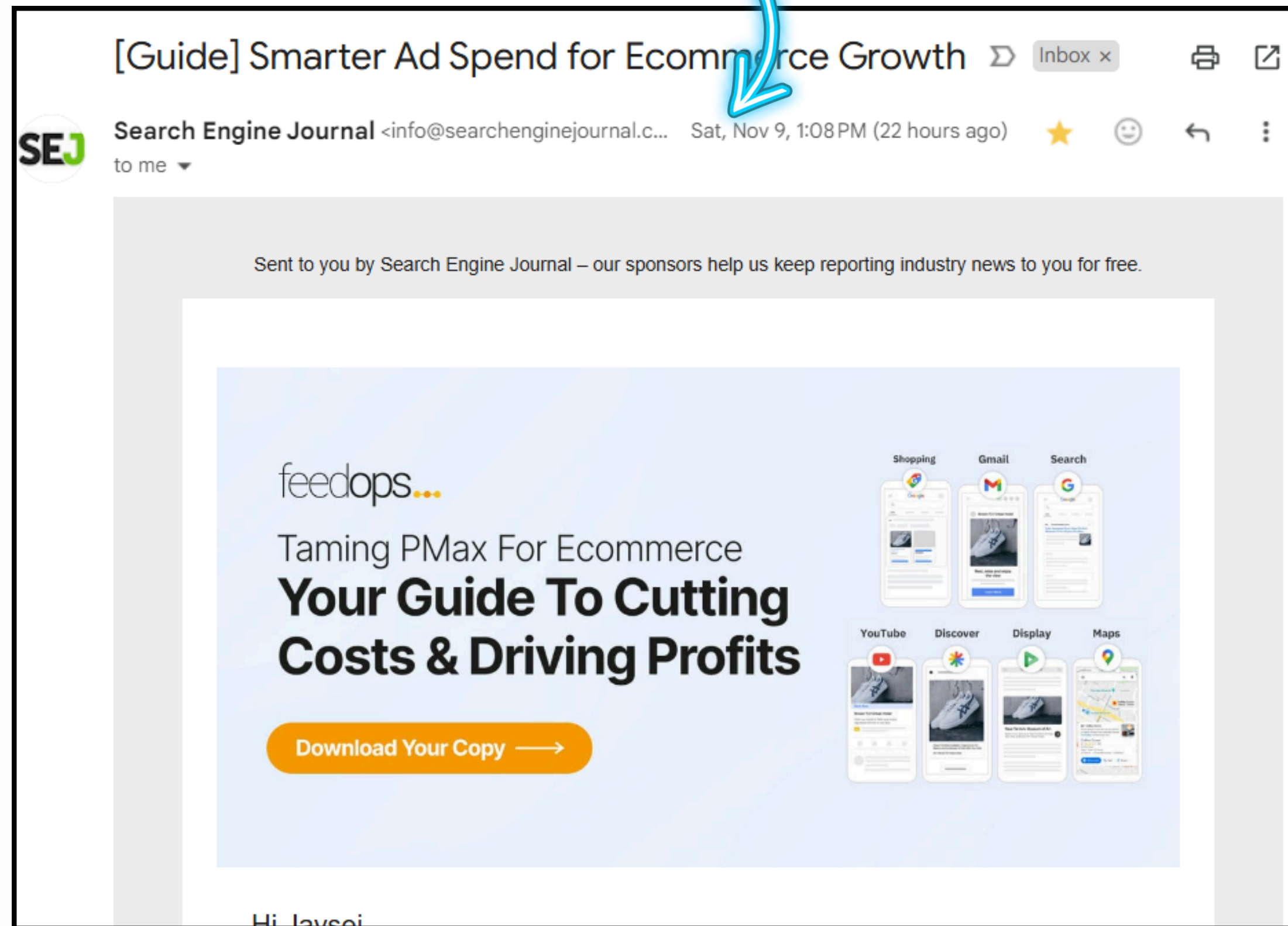


SOURCE: WORLDATA RESEARCH 2024 PERFORMANCE REPORT

**B2B WEEKEND EMAIL
CLICK-THROUGH RATES
HAVE GONE UP 68%
LAST 12 MONTHS**

**B2B WEEKEND EMAIL
SENDING VOLUME IS
88% LOWER ON
WEEKENDS VS. WEEKDAYS**

**DO NOT COMPARE
WEEKEND TO WEEKDAYS!**



Dr. Allison Schwedelson, You're Invited to Attend the 26th Annual
Las Vegas Dermatology Seminar



Inbox x

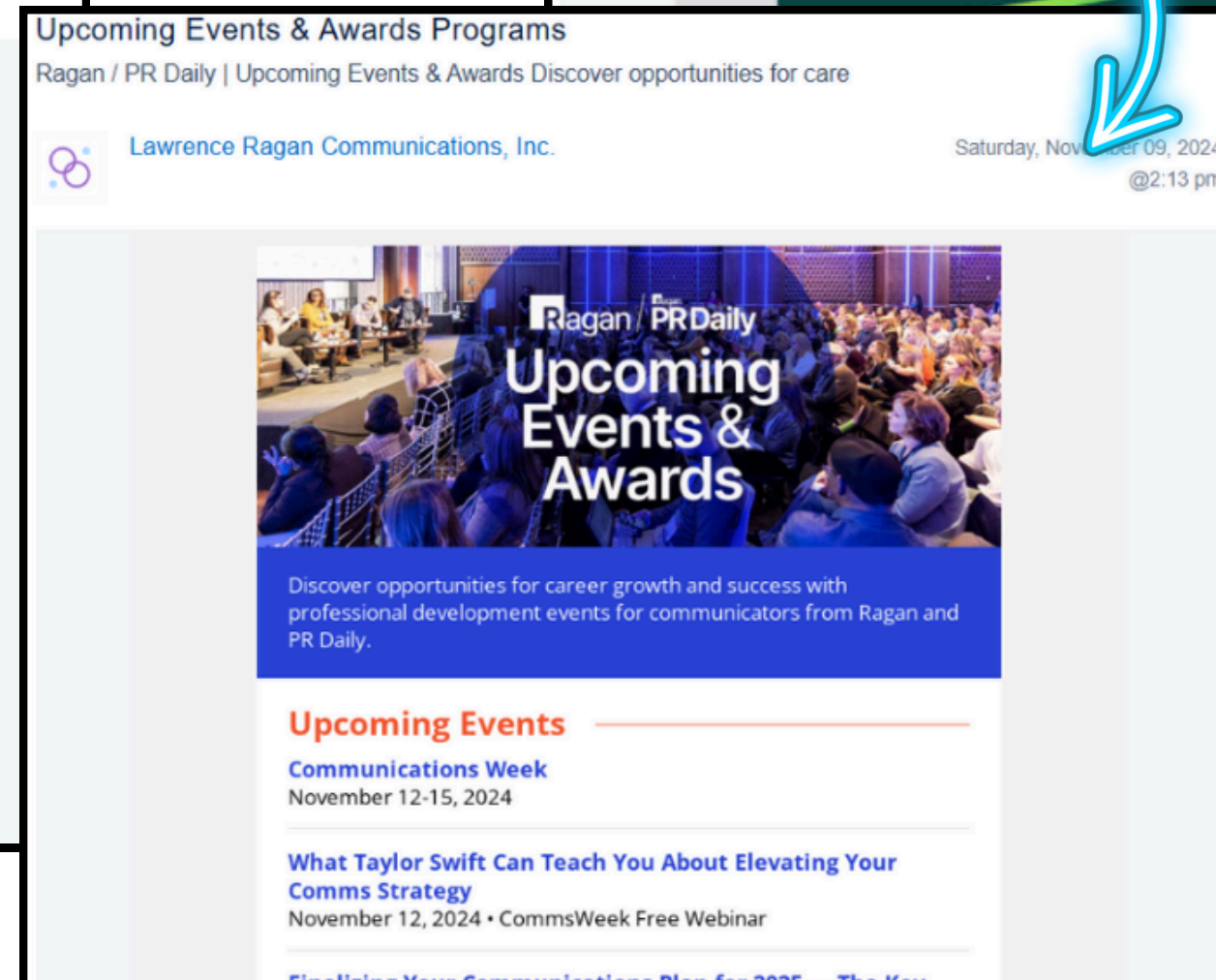
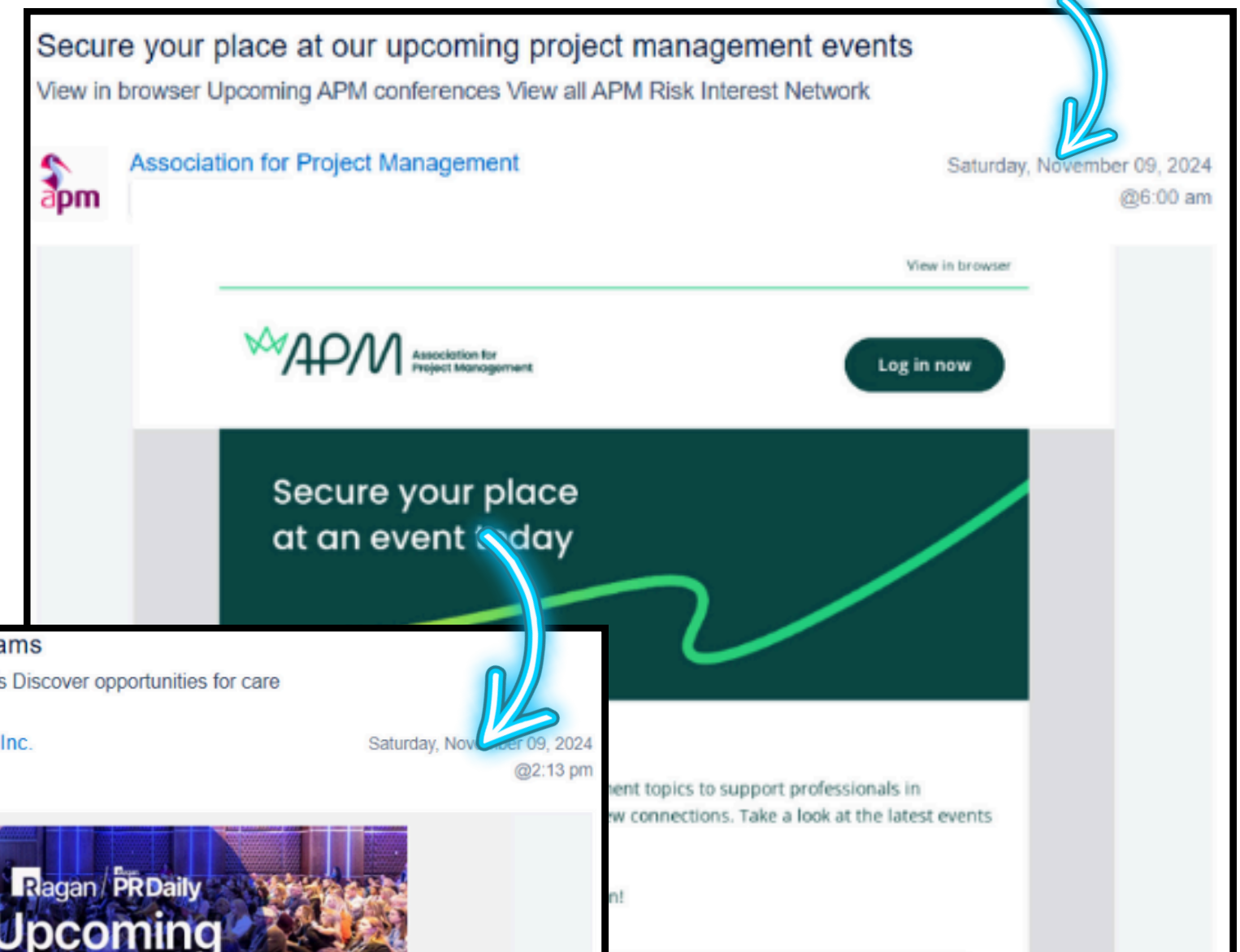
Las Vegas Dermatology Seminar <email@mail.medscapeviv... Sat, Nov 9, 5:30 AM (1 day ago)
to me



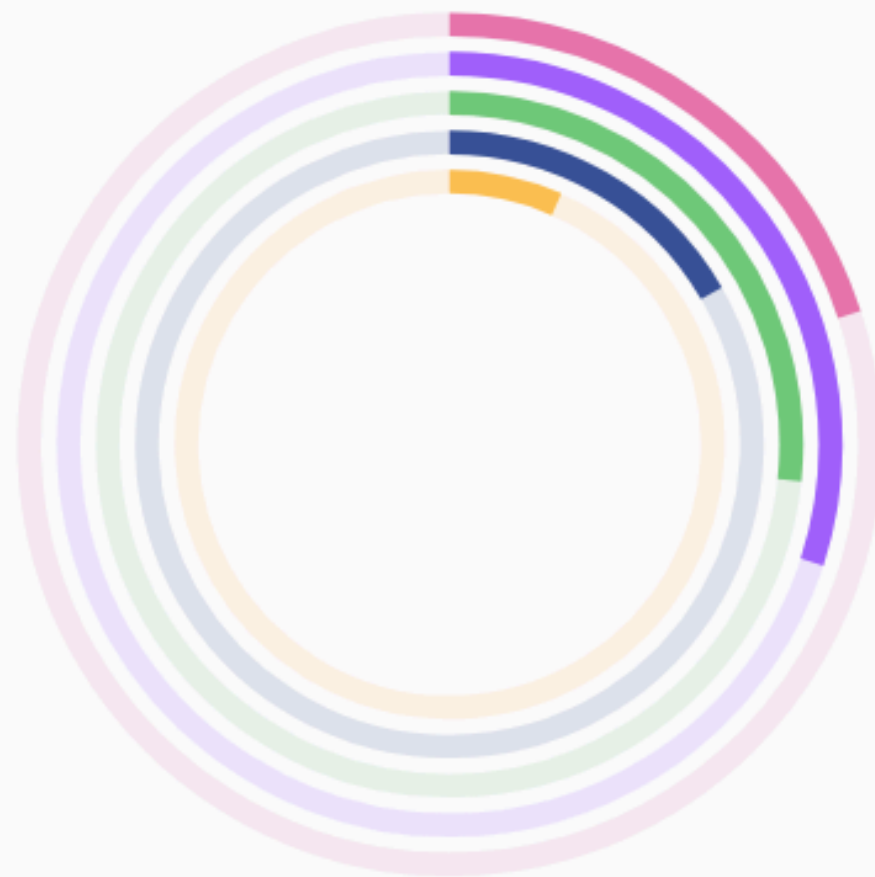
IN-PERSON 

SEPTEMBER 11—13, 2025

DO YOU READ EMAIL ON THE WEEKENDS?



Most Common Send Days



20.00%

Saturday

30.00%

Tuesday

26.67%

Thursday

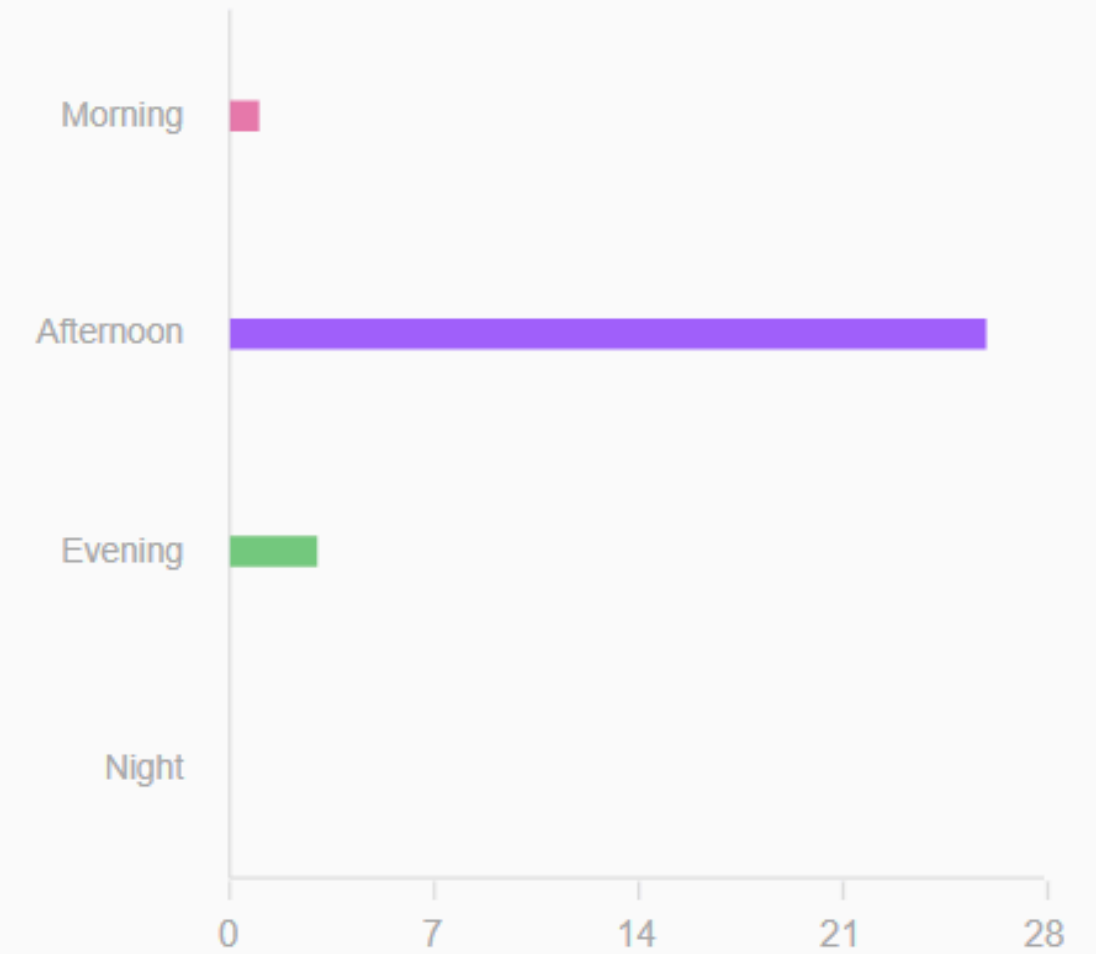
16.67%

Sunday

6.67%

Wednesday

Popular Send Times



THIS IS HOW WE DO IT...

GURU
CONFERENCE



Jay Schwedelson • You

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

[Visit my website](#)

1mo • Edited •

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

**22,381
REGISTERED
NO ON-DEMAND**

You and 277 others

131 comments • 7 reposts



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%

SWAG IS POWERFUL!



**HAVING ONE WINNER IS A
LOSER MOVE!**

1 WINNER VS. 5 WINNERS: ENTRIES UP 300%
1 WINNER VS. 25 WINNERS: ENTRIES UP 900%

WAIT...

GOT AWESOME FREE STUFF FOR YOU!

NEED A FAVOR!

(PLEASE AND THANK YOU!)

**DREW IS HEADED
TO TULANE!**

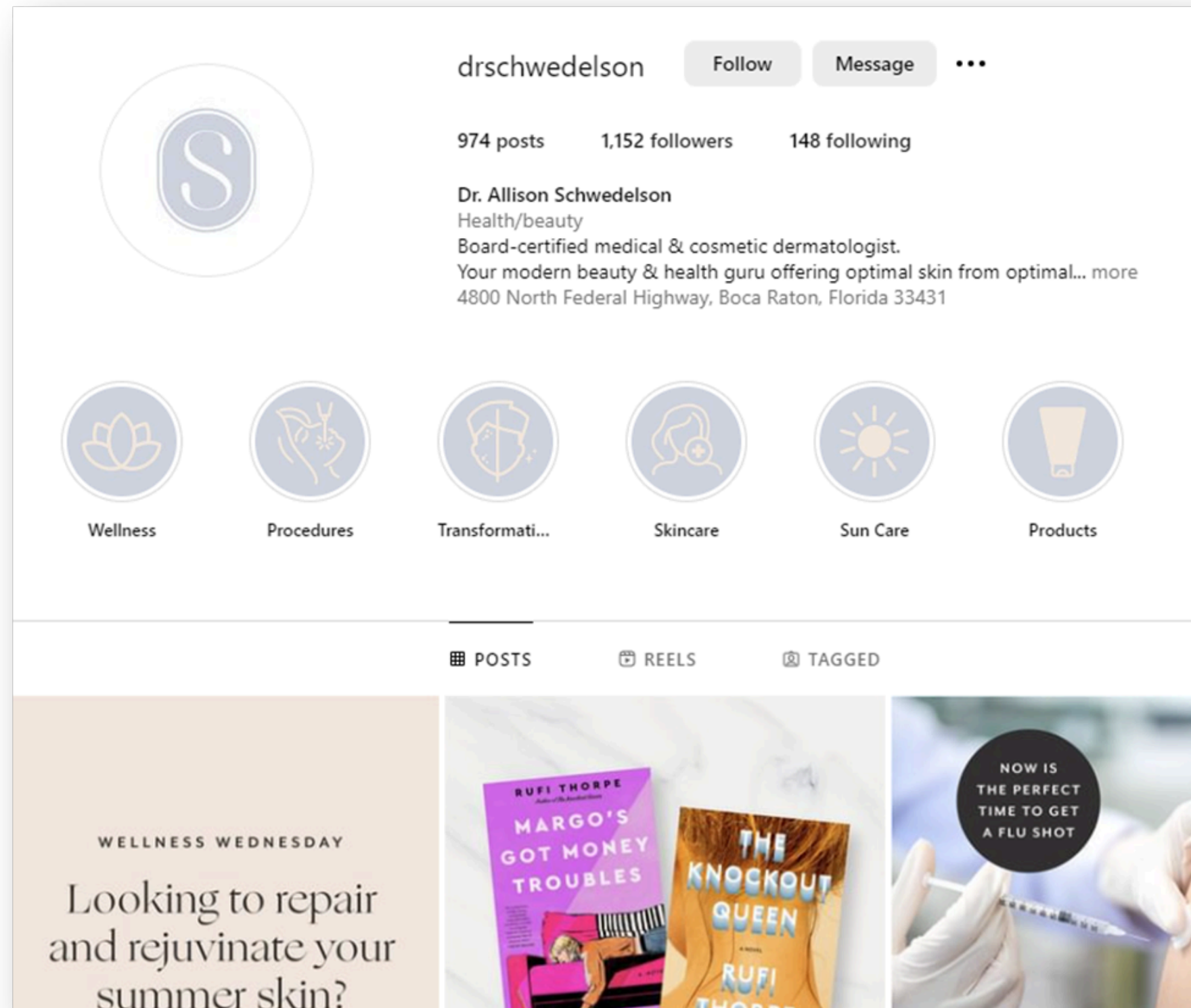
**Proud
Dad**

**COULD YOU
CONNECT WITH
THEM ON
LINKEDIN?**



**LOGAN IS GONNA
BE A SENIOR!
(AND FUTURE
MARKETER!)**

INSTAGRAM: @DRSCHWEDELSON



BIG SECRET!!

**(BEHIND THE SCENES ON
GURU CONFERENCE!)**

**WE ALREADY
ANNOUNCED THAT
NICOLE KIDMAN IS
KEYNOTING OUR
GIANT FREE
GURU CONFERENCE...**

THE WORLD'S LARGEST VIRTUAL EMAIL MARKETING CONFERENCE!

GURU  **2025**

— THE CONFERENCE —

★ KEYNOTE ★



⚡ NICOLE KIDMAN ⚡

ACADEMY AWARD-WINNING ACTRESS

NOVEMBER 6-7

THE WORLD'S LARGEST VIRTUAL EMAIL MARKETING CONFERENCE!

**EVERY YEAR AT
GURU CONFERENCE
WE HAVE A THEME...**

**THIS YEAR IT IS...
(THIS IS NOT THE
SECRET)**



90s vs. 2000s

MARKETING TEAM
DANCE CONTEST!

Judged by...



★ NSYNC

THE WORLD'S LARGEST VIRTUAL EMAIL MARKETING CONFERENCE!

GURU 2025

THE CONFERENCE

NOVEMBER 6-7

OFFICIAL SPEAKER

⚡ LANCE BASS ⚡

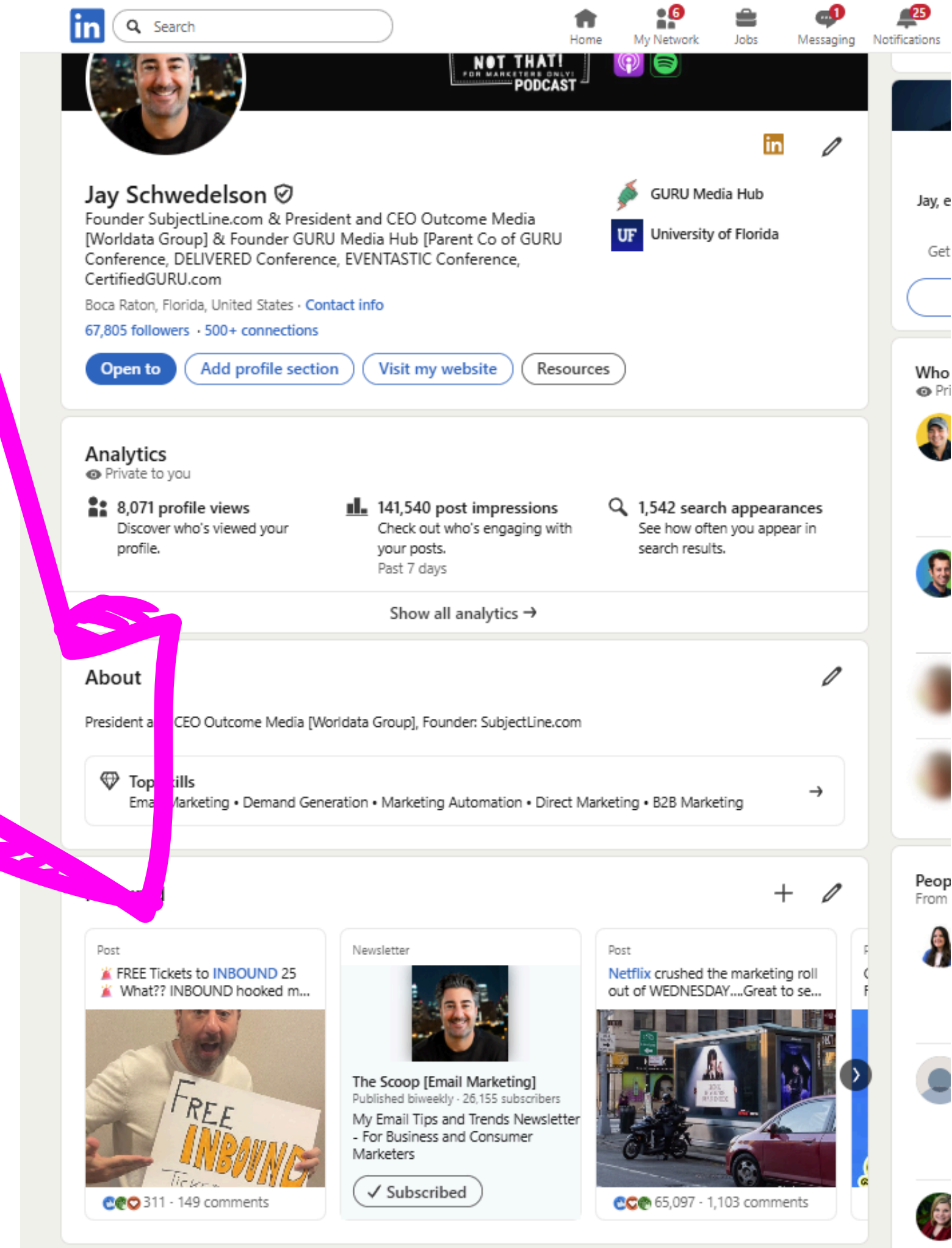
POP STAR, SINGER & DANCER

THE WORLD'S LARGEST VIRTUAL EMAIL MARKETING CONFERENCE!

FREE STUFF!!!



FREE INBOUND TICKETS?



ONE MORE THING BEFORE THE FREE STUFF...

**IF WE ARE NOT CONNECTED
ON **LINKEDIN** PLEASE SEND
ME A CONNECTION REQUEST!**

I AM ON **INSTAGRAM:
@JAYSCHWEDELSON**

EMAIL: JayS@CorpWD.com

“I WANT EVERYTHING”

- MY NEWSLETTER
- NEW! BEST/WORST DAYS '25 EMAIL CALENDAR
- LINK TO MY PODCAST
- THESE SLIDES!!!!



‘SEND EVERYTHING’

JAYS@CORPWD.COM

Steal this tactic!!