

Ultra Light Startups

November 2010

The Email Mafia

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Why Email?

Email vs...

- vs. Blog
- vs. RSS
- vs. Twitter
- vs. Facebook
- Ubiquity / reach
- Push vs. pull / Repeat subscribers
- Capital / technology costs

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Revenue Models

- Advertising
 - Sponsorship / Affiliate
 - How much to expect / benchmarks
 - Selling advertising – direct/network
- Ecommerce
 - Gilt Group / Groupon
- Subscriptions
 - Jason Calacanis, Nate Westheimer, Michael Galpert, Sam Lessin / letter.ly

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Content Types

- News
 - HARO, Gilt Group, Groupon, Startup Digest
- Editorial
 - Daily Candy, Thrillist, Urban Daddy
- Automated / Marketplace / Transactional
 - Craigslist, Facebook, RSS to Email, auto-response
- Marketing
 - Newsletters, Loyalty / Retention

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Format

- User Generated Content / Curation
- Campaign length / focus
- Segmentation
- Subject lines, From lines
- Integrated advertising / Advertorial
- HTML vs Text / Layout
- Images / Video / Multimedia

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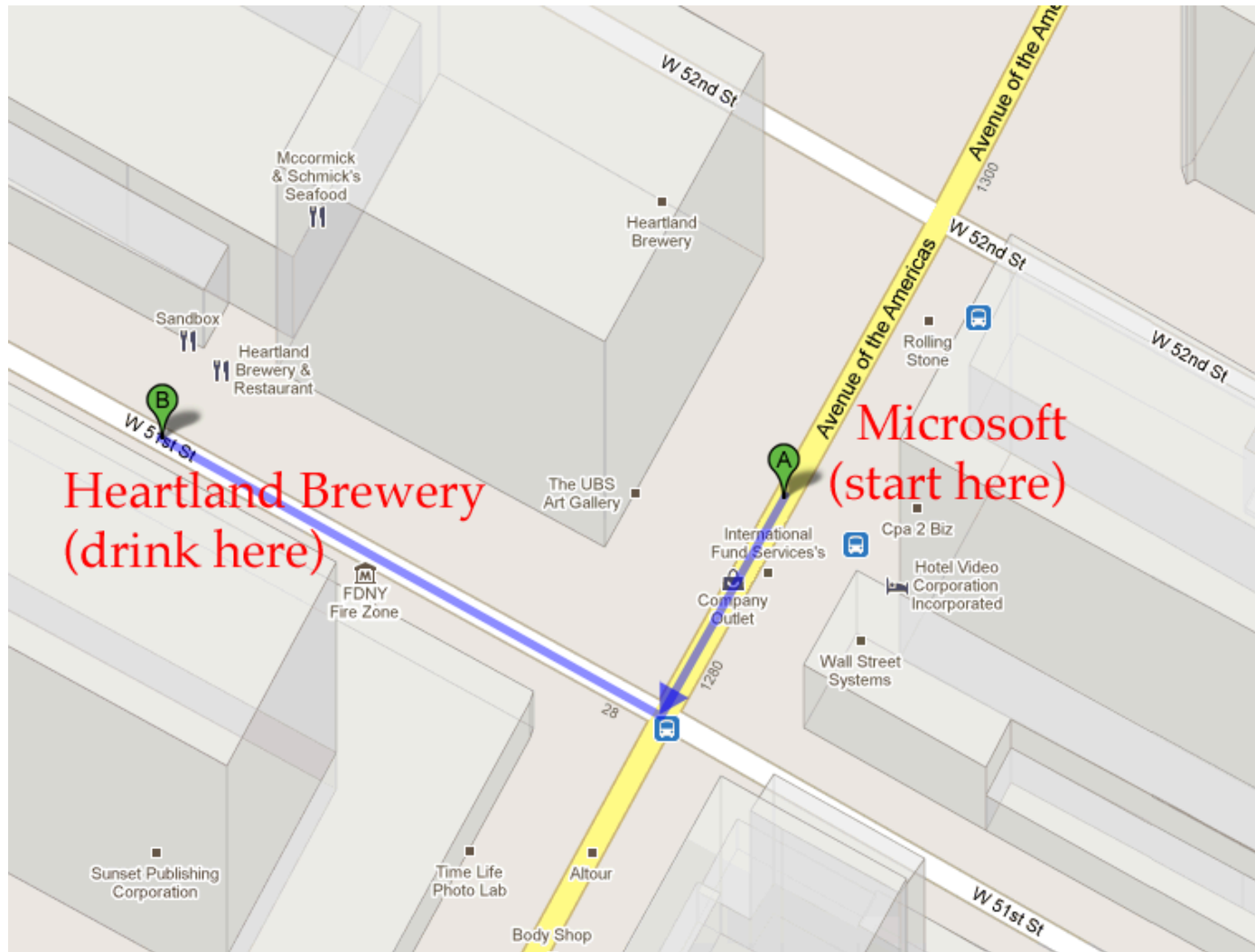
Marketing and Promotion

- Social / Virality
 - Sharing signup forms
- Contests
 - Social stats
- Partnership / Cross promotion
- Analytics – what to look for
- Gathering feedback
 - Surveys, Comments

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Drinks afterwards at Heartland Brewery



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