

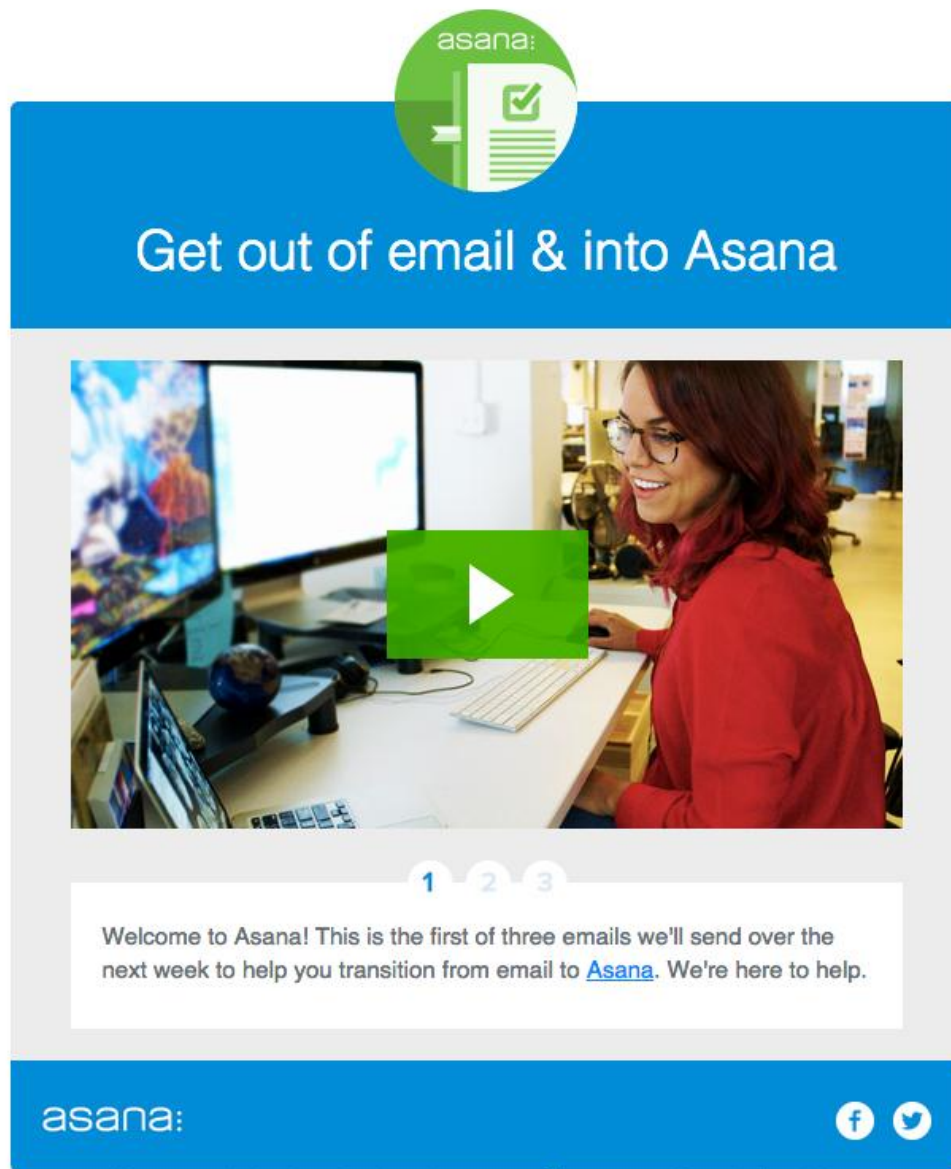


Strategies for Using Video in Email With Examples

Strategy #1: Introductory or Welcome Email

Explain who you are, what is the video about, and what you'd be sending in your subsequent emails.


EXAMPLE #1: INTRODUCTORY EMAIL FROM ASANA



You are currently signed up to Asana's newsletters as: [xxxx@xxxxxxxxxxxxx](#). To unsubscribe [click here](#)
Asana 1550 Bryant Street, San Francisco, CA 94103



EXAMPLE #2: WELCOME + HOW THE PRODUCT WORKS EMAIL FROM LYFT



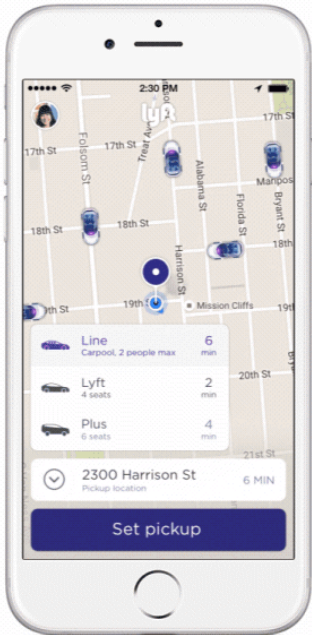
Say Hello to Lyft

A safe, easy, and affordable ride whenever you need one.

TAKE A RIDE

Never waste time waiting on a taxi or get stuck driving yourself again. Wherever you're going, let a 5-star Lyft driver take the wheel.

How Lyft Works






Request
Get matched with a friendly, background-checked driver in minutes.

Ride
Wanna chat? Take the front seat. Feeling quiet? Slide into the back. You choose your ride experience.

Pay
When the ride ends, pay with just a tap. No cash needed.

TAKE A RIDE

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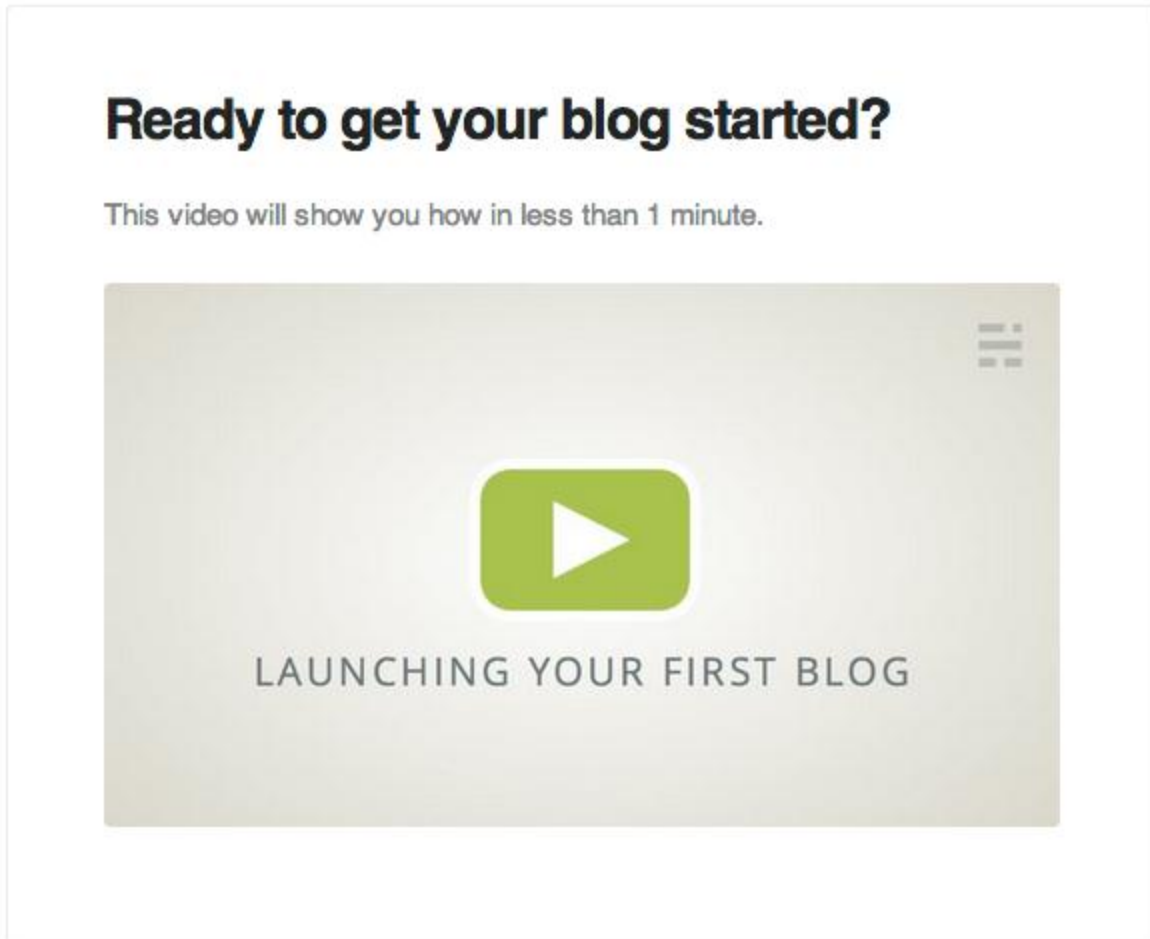
  



Strategy #2: Tutorials and Explainers

Clearly state the purpose of your email and demonstrate what your product does.

EXAMPLE #1: A 60-SECOND VIDEO TUTORIAL FROM GHOST



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EXAMPLE #2: A 25-MINUTE EXPLAINER VIDEO FROM SHOPIFY



Tobin, setup your Shopify store in 25 minutes



No design or coding skills required

By the end of this step-by-step video tutorial, you'll have a fully functional ecommerce website ready to accept orders.

[Watch the tutorial ▶](#)

Looking to complete a specific task?
Click on a video shortcut below:

2:22 [Add a product](#)

7:45 [Add a theme](#)

9:40 [Customize a theme](#)

12:30 [Adding an 'About us' page](#)

14:20 [Adding copy to the frontpage](#)

15:06 [Customizing contact information](#)

16:05 [Customizing social links](#)

17:00 [Adding a blog post](#)

19:04 [Setting up payments](#)

20:18 [Setting up shipping rates](#)

22:17 [Custom domain names](#)

[Log in to Shopify](#)

We're here to help you along the way
Our support line is open 24/7 to help you get started

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Strategy #3: Events

State the purpose of the email and include highlights of past events in the video.

EXAMPLE: A SAVE THE DATE EMAIL FOR MARKETING UNITED 2016

**SAVE
THE
DATE**
**MARKETING
UNITED 2016**

Announcing Marketing United 2016!

We couldn't wait to share the good news: Marketing United is back! Our annual marketing conference will take place **April 18-20, 2016** in our fabulous home city of Nashville, TN. More news to come (including another killer lineup of speakers), so stay tuned and save the date!

SAVE THE DATE



APRIL 18-20

[WATCH THE TRAILER](#)

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Strategy #4: Birthday and Holiday Cards

Keep the email highly personalized. Make it all about them, not you. Offer something your customers would really appreciate.

EXAMPLE #1: EXCERPT OF THE BIRTHDAY VIDEO IN EMAIL CAMPAIGN FROM GUINNESS

In 2007, Guinness sent a video in their birthday email campaigns. This video shows a pub landlord greeting the birthday person with their name and age. Then he asks them the details of their friends, whom they'd like to invite out for a birthday drink. The landlord then pulls out a pint and tries to pass it through the screen. The friends, whose emails were shared, then receive an email with a video of the landlord, asking them to buy a birthday pint for their friend.





EXAMPLE #2: HOLIDAY EMAIL USING AN ANIMATED GIF FROM MOMENT

NOT SURE WHAT TO GIVE?

LET THEM DECIDE
WITH A MOMENT E-GIFT CARD

SHOP NOW

It has been such a wild ride for us over the last month! We have been humbled and completely blown away by your support for our holiday campaign.

Given the lack of stock this overwhelming response has caused, we formed a plan to help our wonderful community still gift Moment to your friends and family. If you missed out on Moment, check out our [new e-gift cards!](#)

We're so thankful for your continued support. Happy holidays!

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Seattle, WA 98134

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