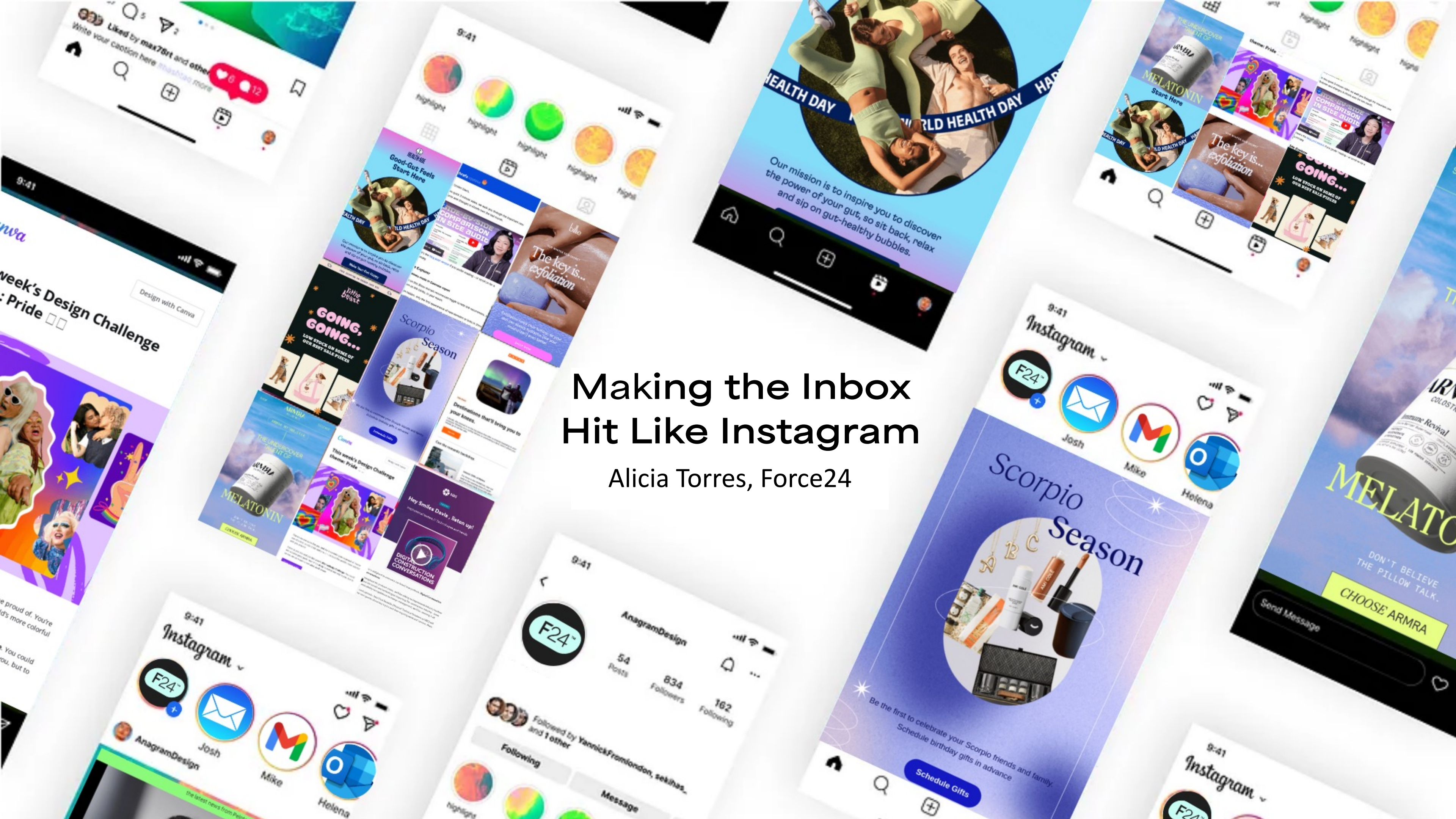


Making the Inbox Hit Like Instagram

Alicia Torres, Force24





NAME

Alicia Torres

ROLE

Senior Marketing Manager at Force24

EXPERIENCE

10 years in marketing

A PASSION FOR

Being online and email marketing

MY DOOR IS ALWAYS OPEN

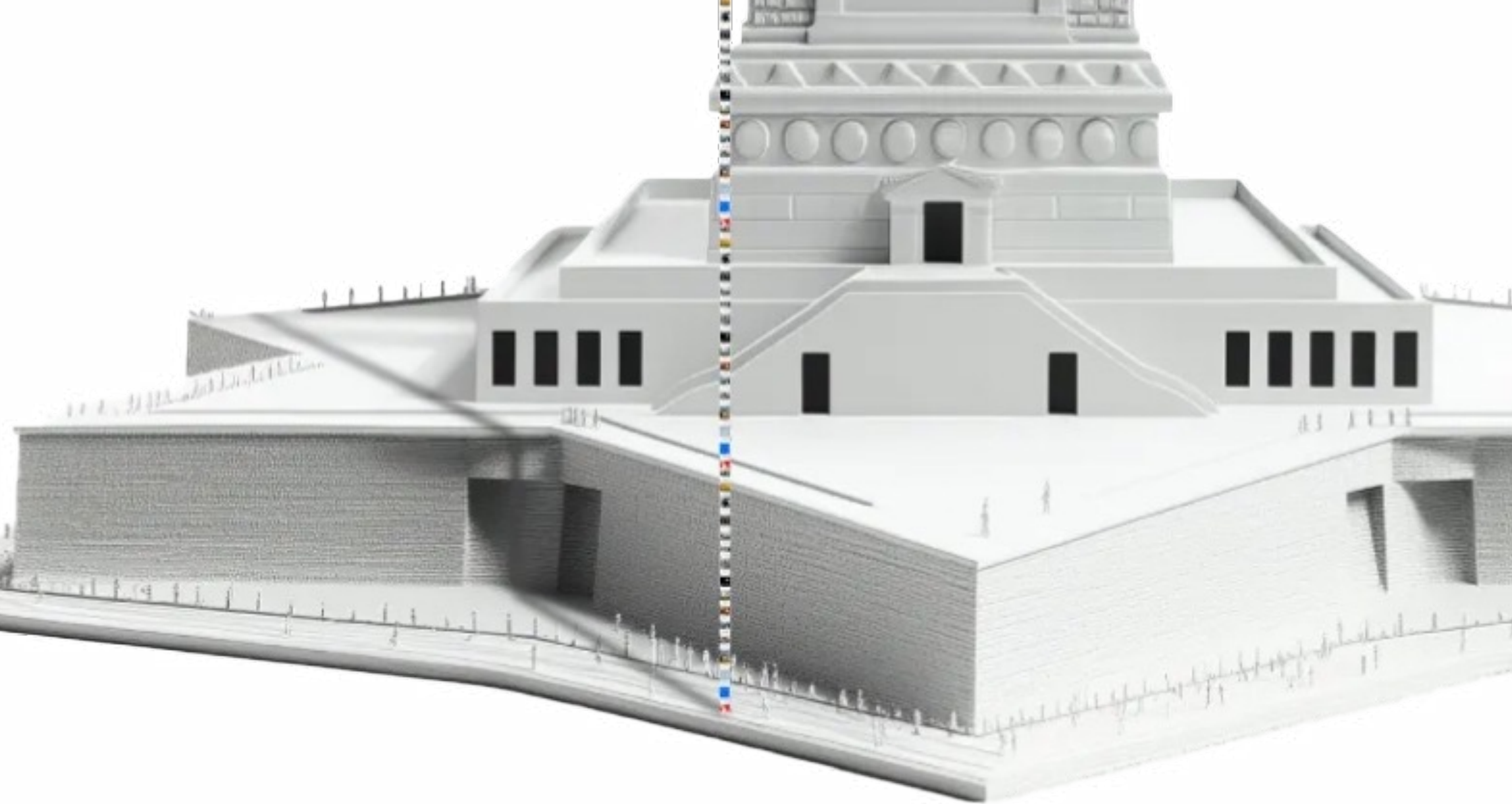
alicia.torres@force24.co.uk





why do emails often feel like
an afterthought?

Mail

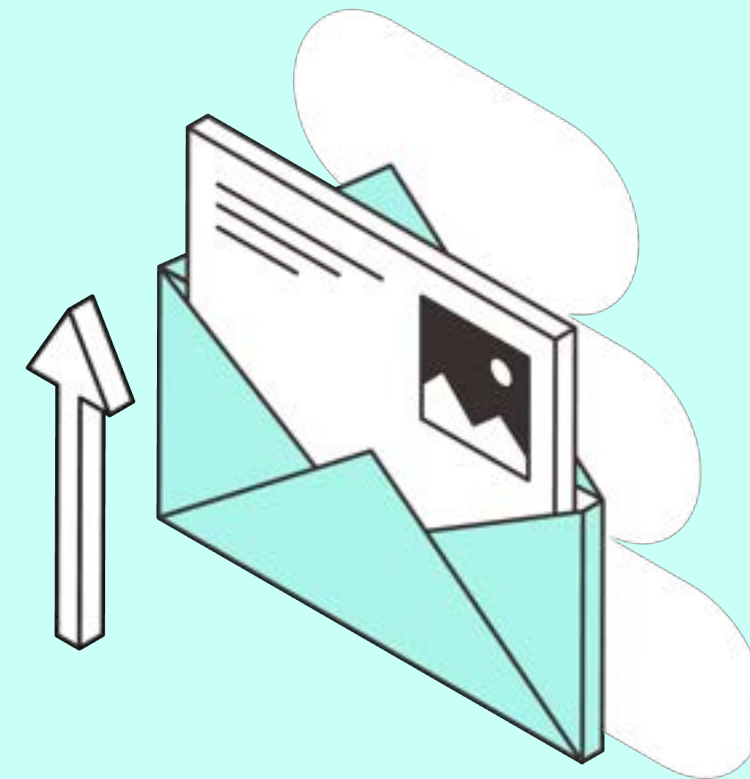








Social Marketing



Email Marketing

WHAT SOCIAL GETS RIGHT



Scroll-stopping visuals



Hook-driven copy



Storytelling & Emotion



Interactivity

The background of the slide features a blurred image of a hand holding a smartphone. Overlaid on this are several white, stylized envelope icons that appear to be floating or flying across the screen. The entire image is covered with a semi-transparent dark blue/purple gradient. Large, curved, semi-transparent shapes in shades of blue and purple are positioned on the left and right sides of the frame.

THE FORMULA

For engagement

Force24™

SUBHEADING

Align your sales and marketing teams.



Re:Act

Have you gotten caught in the crossfire of Sales vs. Marketing? Two proud teams pointing fingers at each other when the going gets tough. Strategic collaboration is how we win business... more easily.

At Force24, we've seen how lead scoring can turn competitors into collaborators.

By focusing on what matters – high-potential leads – you can align both teams towards a common goal. We're breaking down the home-grown strategies that are making all the difference to our clients' marketing right now.

Inspire your alignment strategy

Re:Act

Force24™

Align your sales and marketing teams.

Watch now



Re:Act F24™

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Inspire your alignment strategy

Don't Interrupt. Connect.

Re:Act

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F24™

Force24™

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Re:Act

Force24™

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Force24™

Align your sales and marketing teams.

Lead with a hook

Force24™

SUBHEADING

Align your sales and
marketing teams.



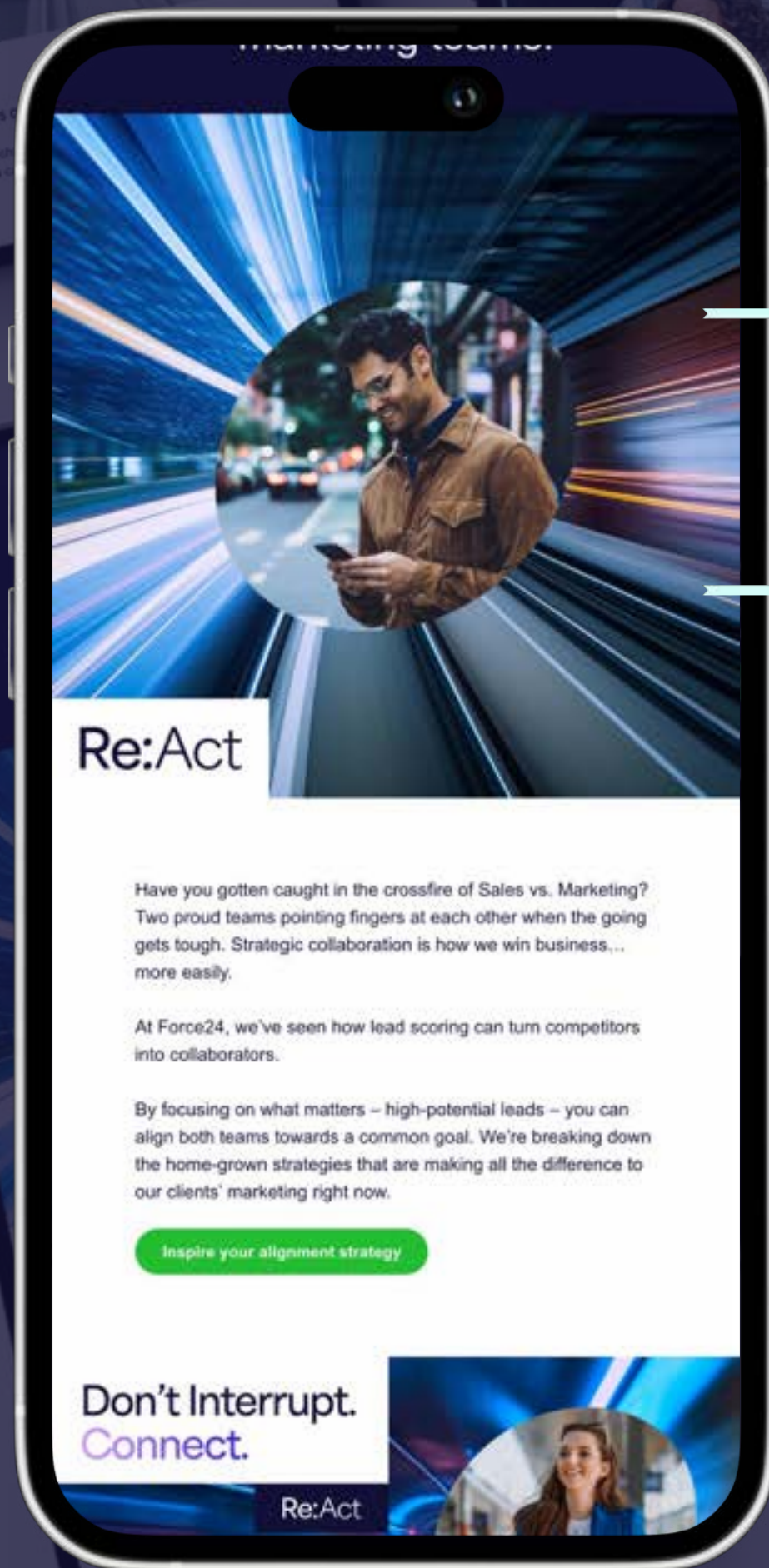
Re:Act

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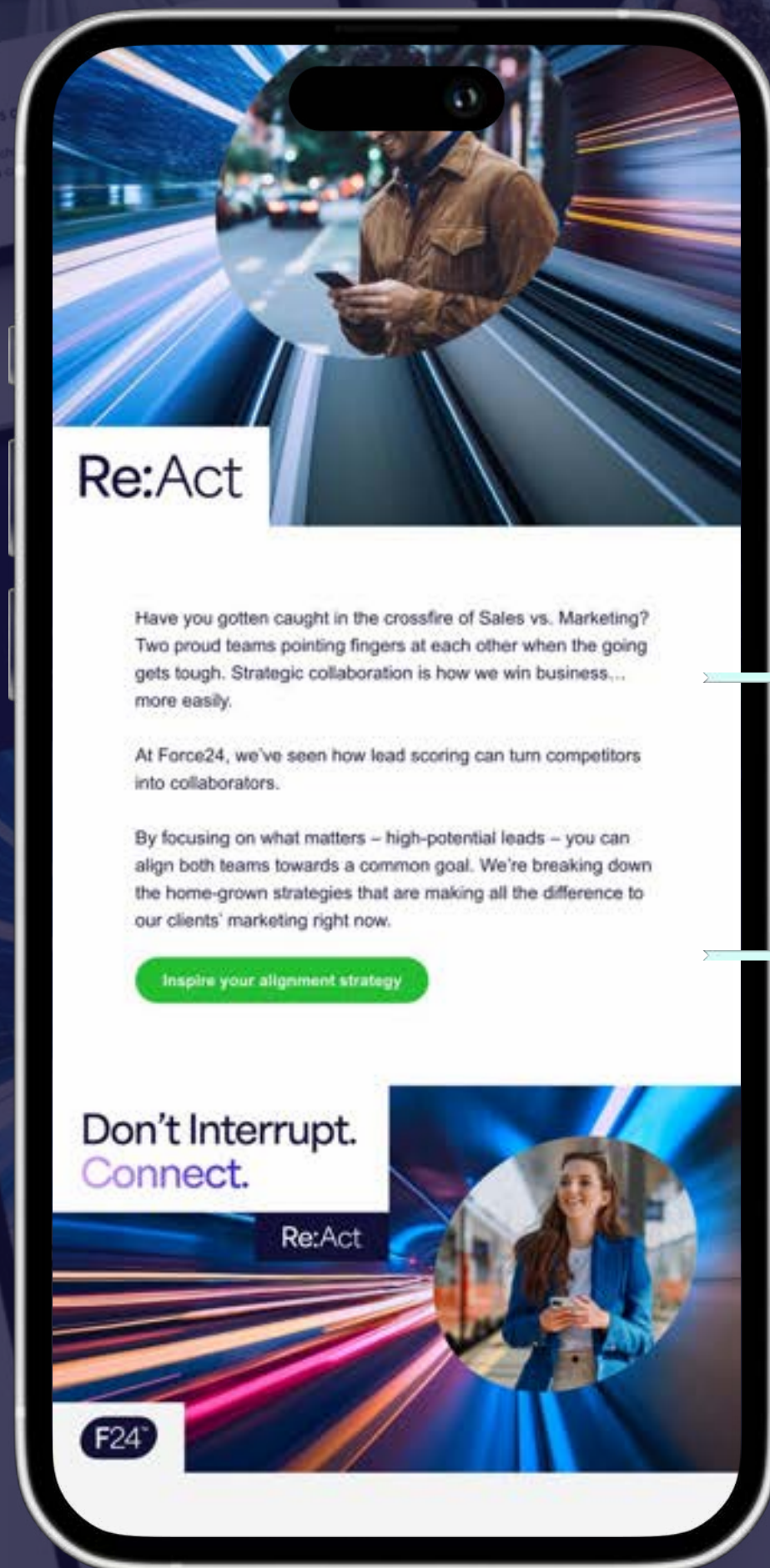
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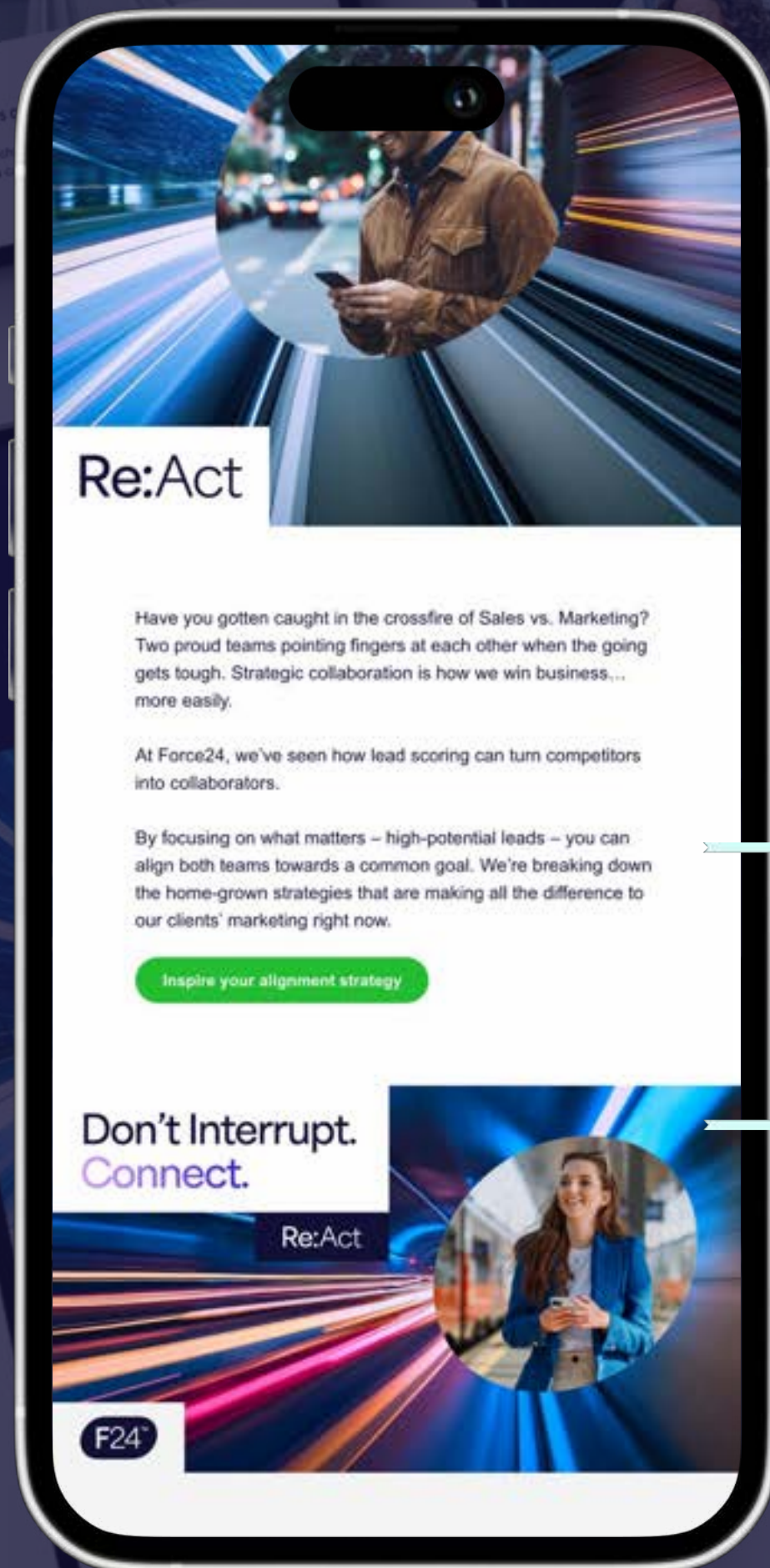
Inspire your alignment strategy



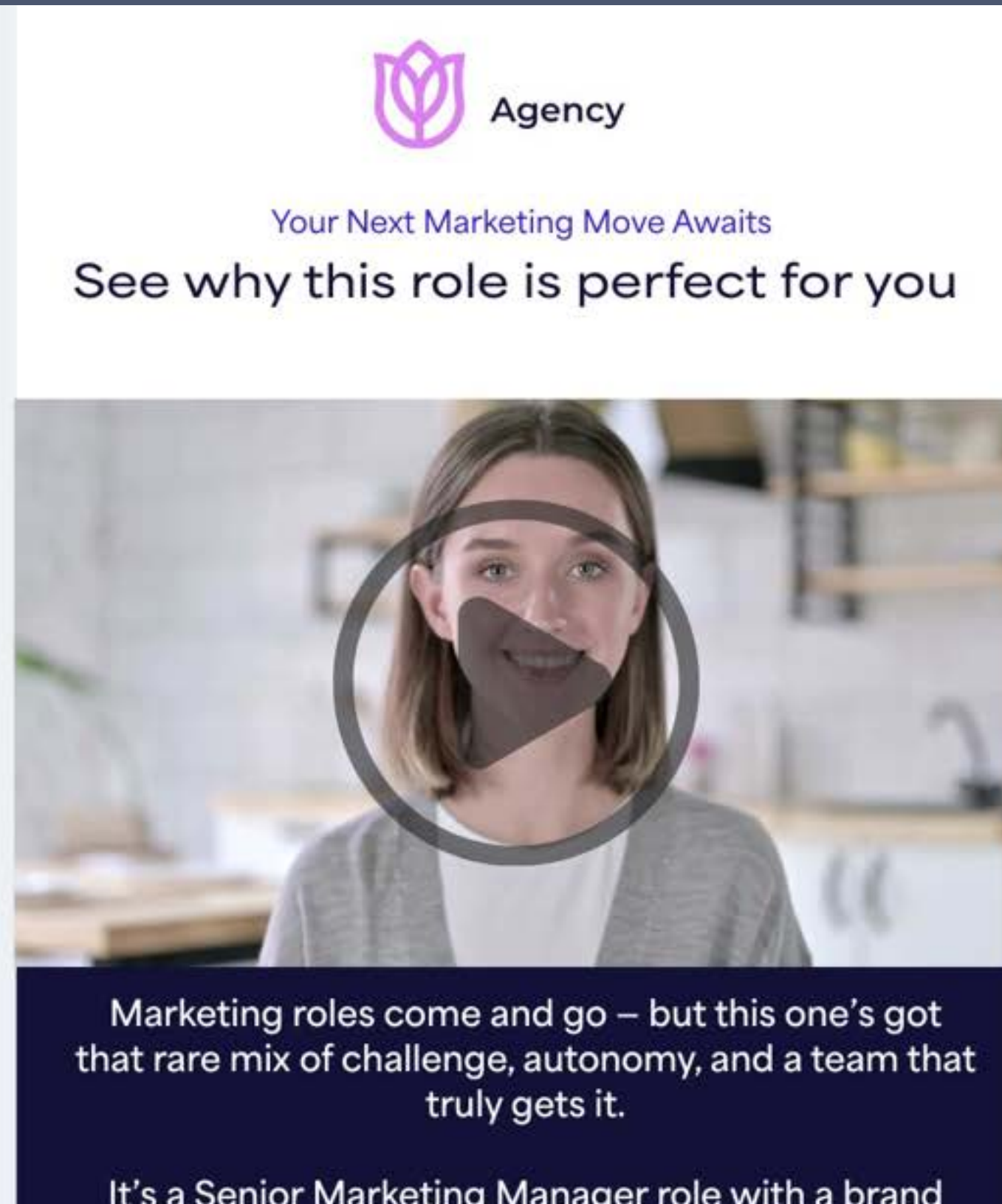
Use visual thinking



Tell a story

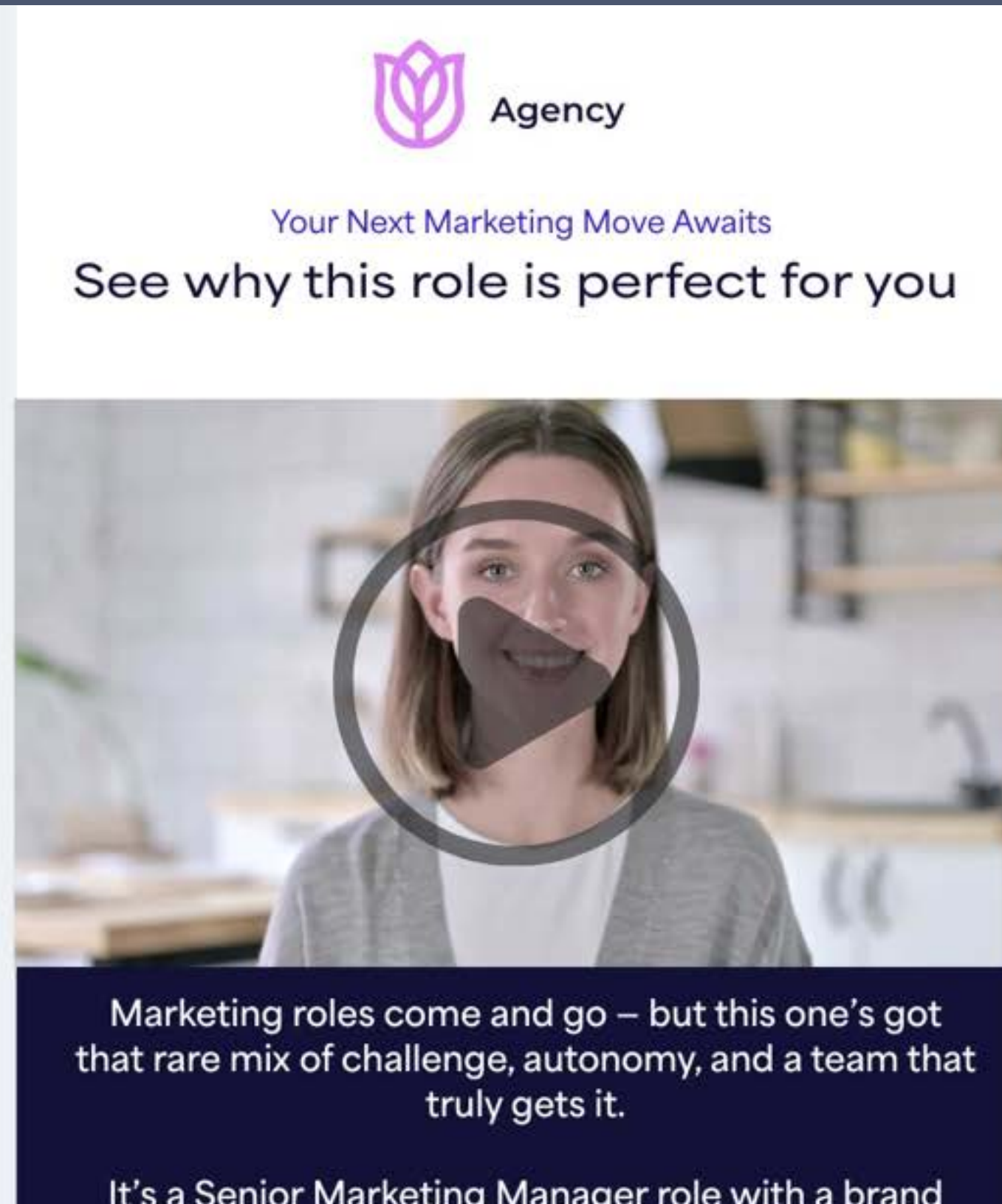


A RECRUITMENT EMAIL EXAMPLE



Lead with a hook

EMAIL EXAMPLE



Use visual thinking

EMAIL EXAMPLE

Marketing roles come and go – but this one's got that rare mix of challenge, autonomy, and a team that truly gets it.

It's a Senior Marketing Manager role with a brand that's serious about doing marketing well – and they've even filmed a short intro video to show you exactly what they're building.

Here's why it's getting attention:

A strategic seat at the table – not just a to-do list
Real ownership across email, content, paid, and CRM
A team that backs ideas with budget, tools, and trust
Culture? Think: ambition without burnout



Find The Job
That You

Tell a story

EMAIL EXAMPLE

Real ownership across email, content, paid, and CRM
A team that backs ideas with budget, tools, and trust
Culture? Think: ambition without burnout



**Find The Job
That You
Deserve.**


reallygreatsite.com

Join our community for
networking, career tips and
exclusive event invites.

2, Indigo Blu, 14 Crown Point Rd, Leeds LS10 1EL | © Force24

GDPR and this email. As a GDPR compliant company, we would like to explain why you have received this email. We believe your company has a legitimate need for Marketing Automation services. From

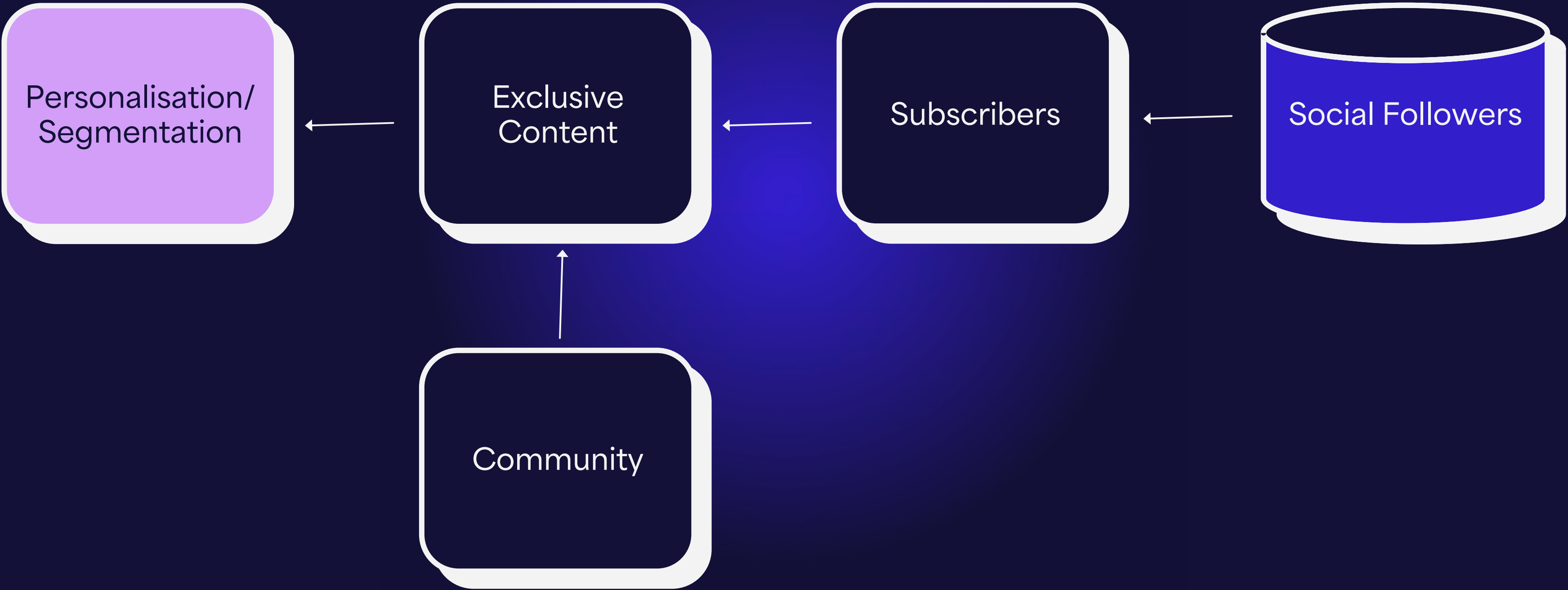
Make it interactive

A woman wearing sunglasses and a patterned jacket holds a tablet. The tablet displays two side-by-side portraits of young women. The background is a dimly lit room with arched doorways. The image has a dark, moody aesthetic with a purple and blue color palette.

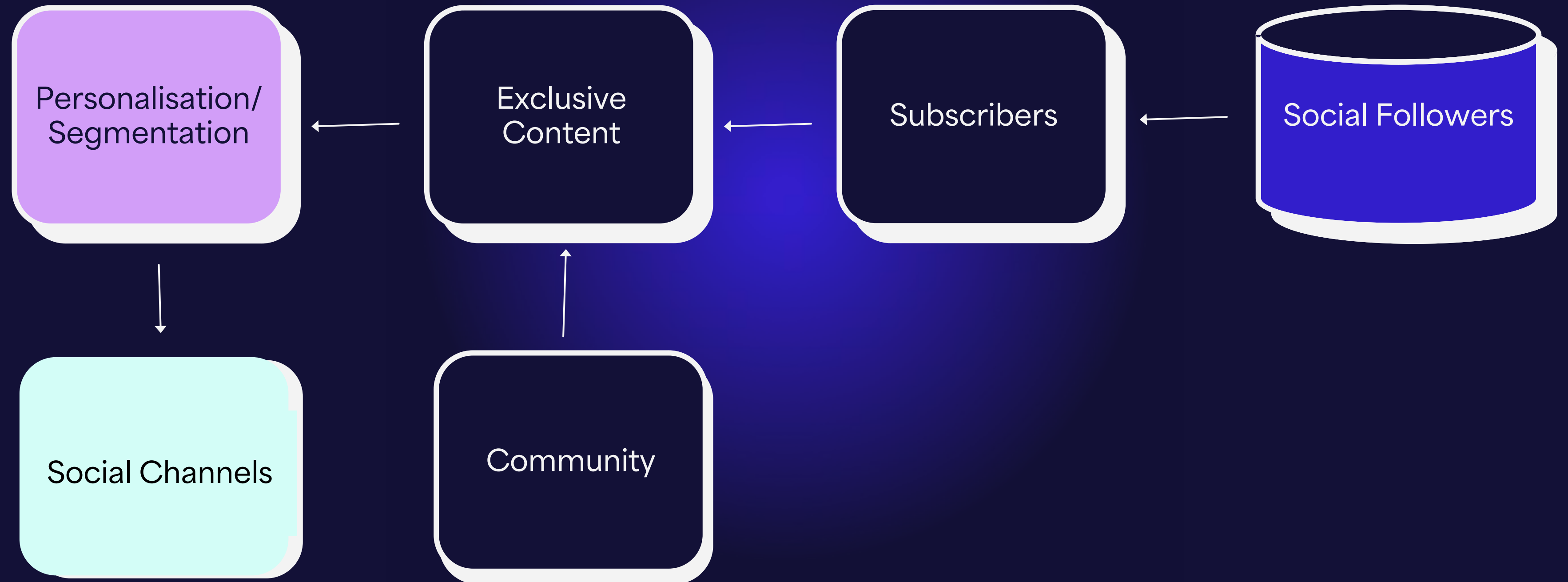
EMAIL + SOCIAL

A power duo, not a competition.

TURN SOCIAL ENGAGEMENT INTO EMAIL
SUBSCRIBERS



USE EMAIL TO BOOST SOCIAL ENGAGEMENT



SOCIAL + EMAIL



Social brings the audience, email nurtures them.



Email drives deeper connection, social expands your reach.

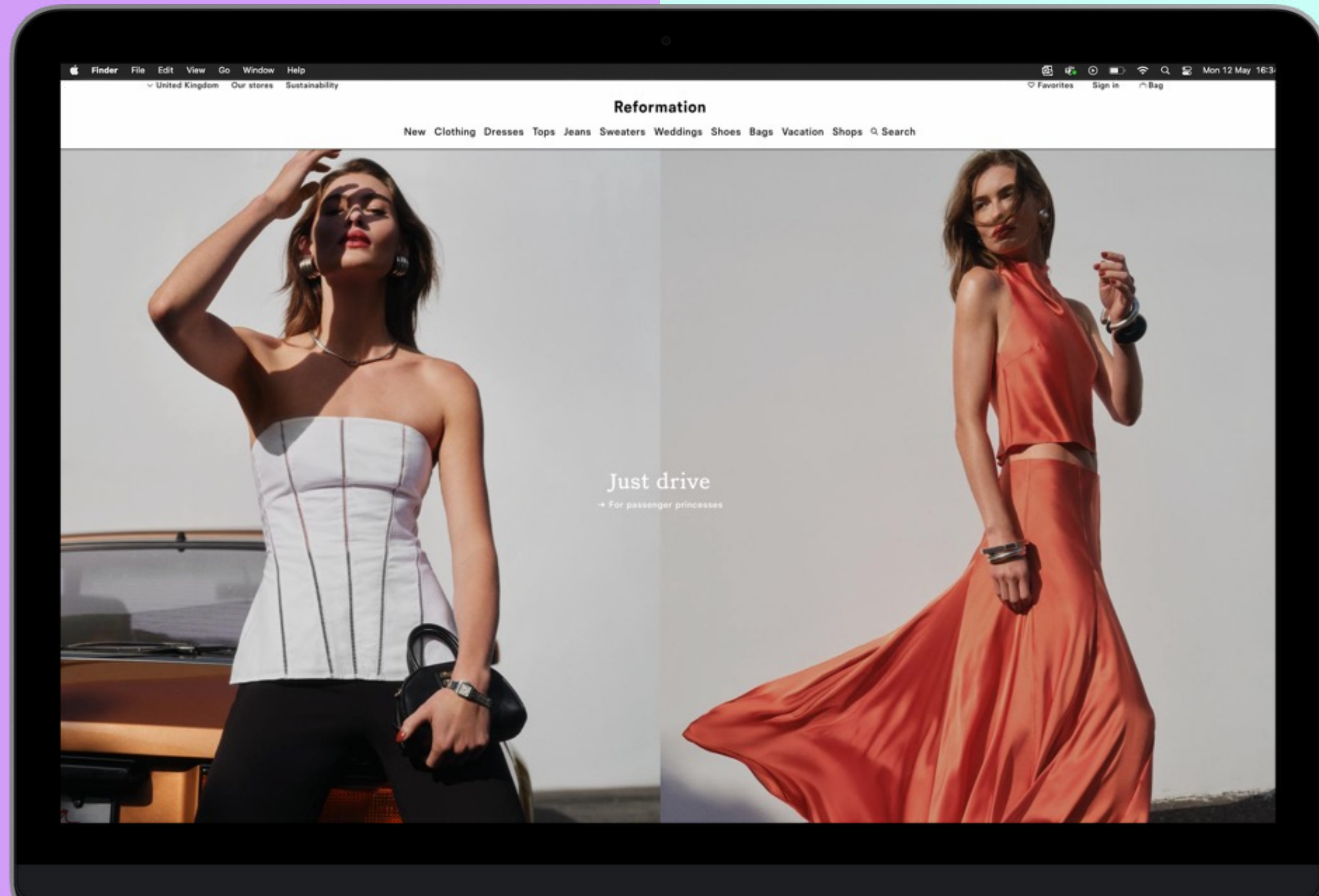


Together, they create a powerful, always-on marketing ecosystem

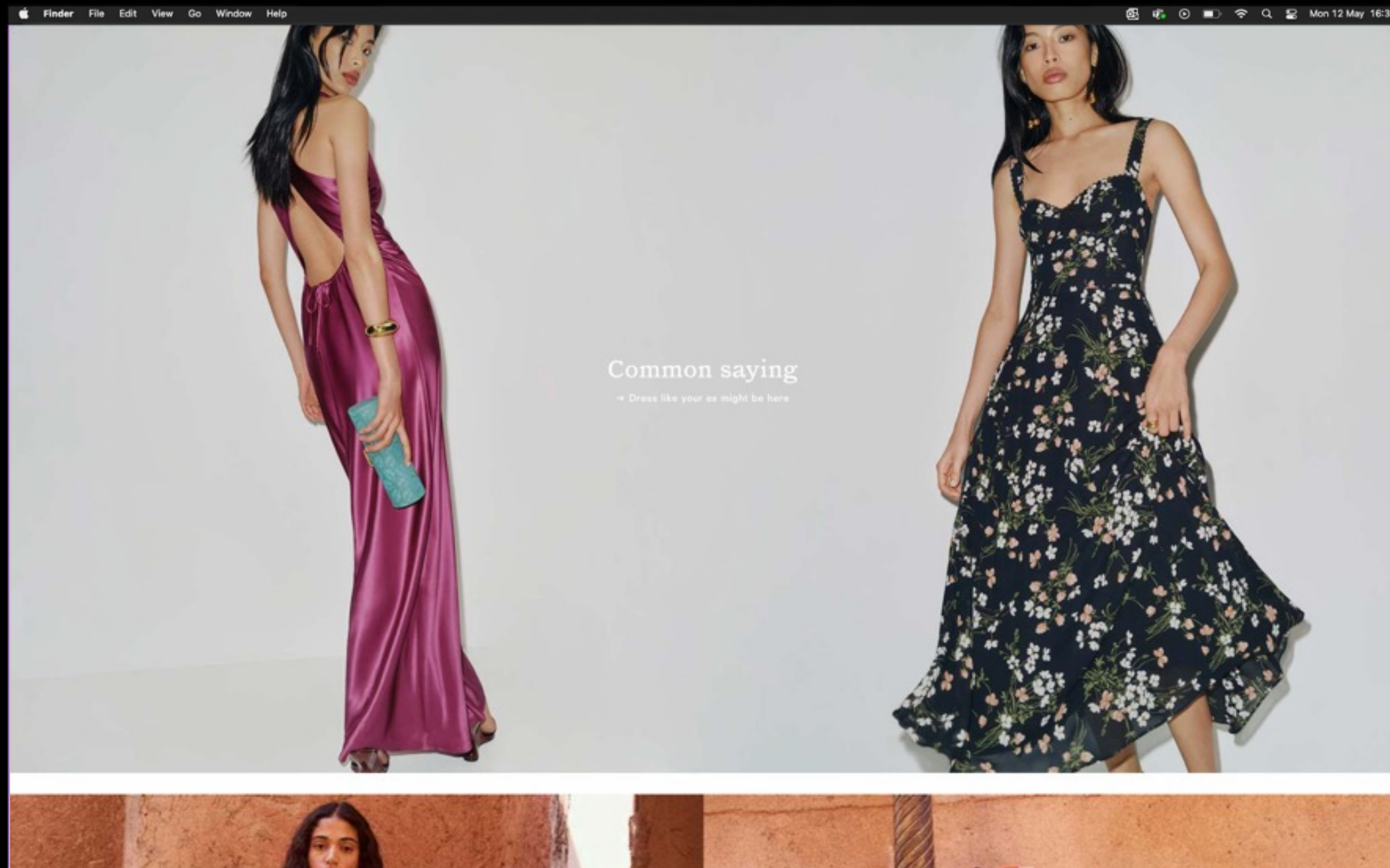
Reformation

An example of a winning multi-channel strategy

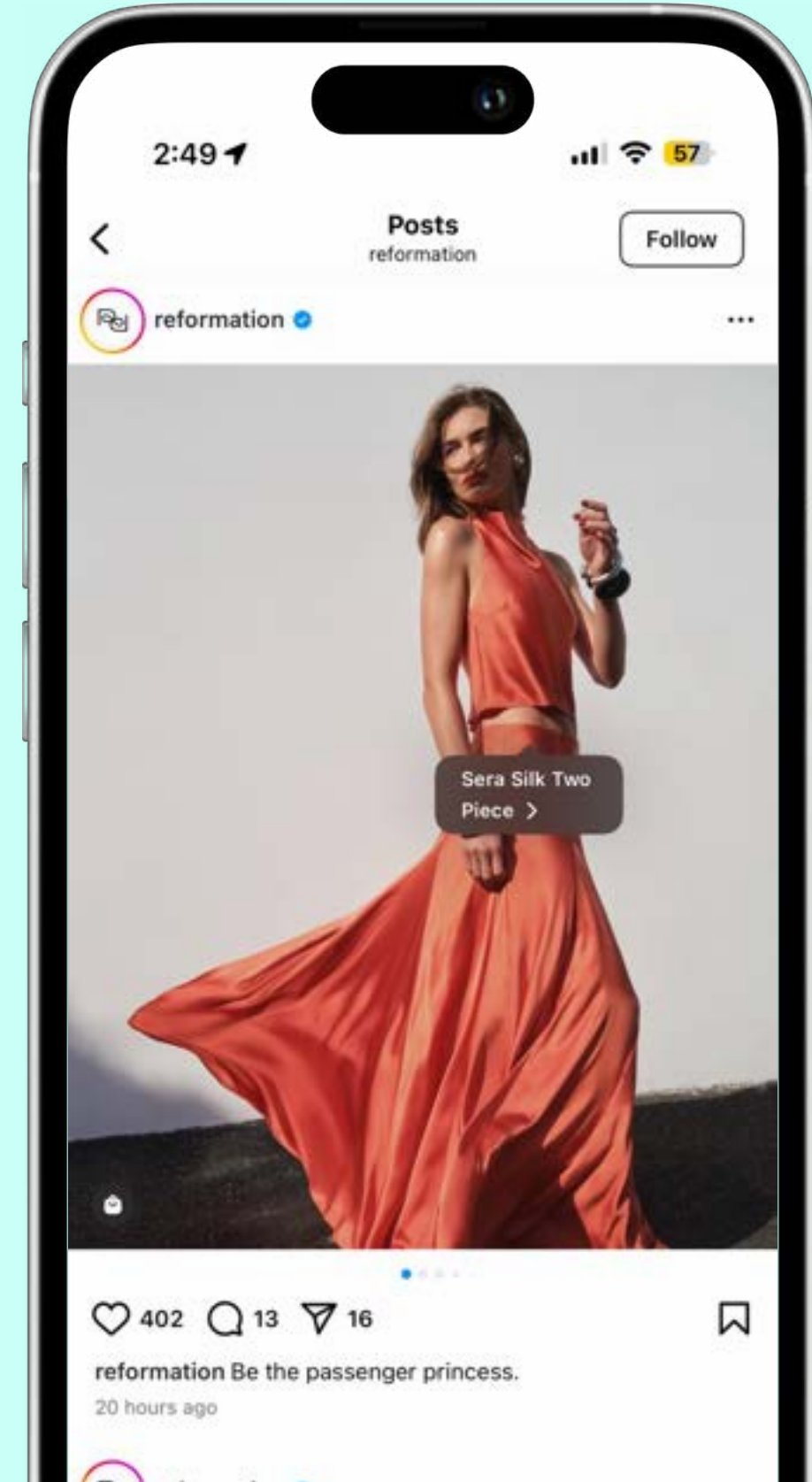
WEBSITE



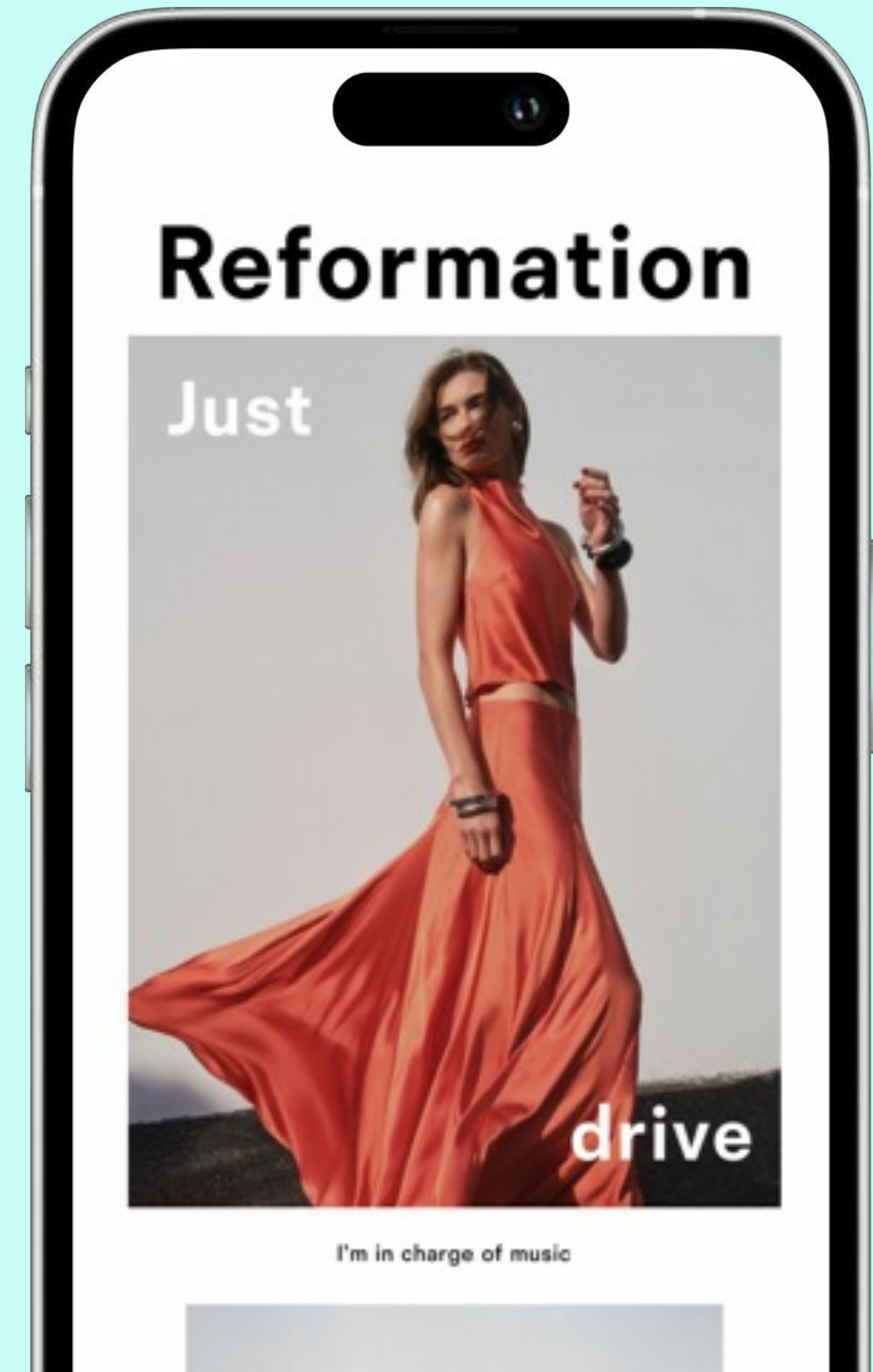
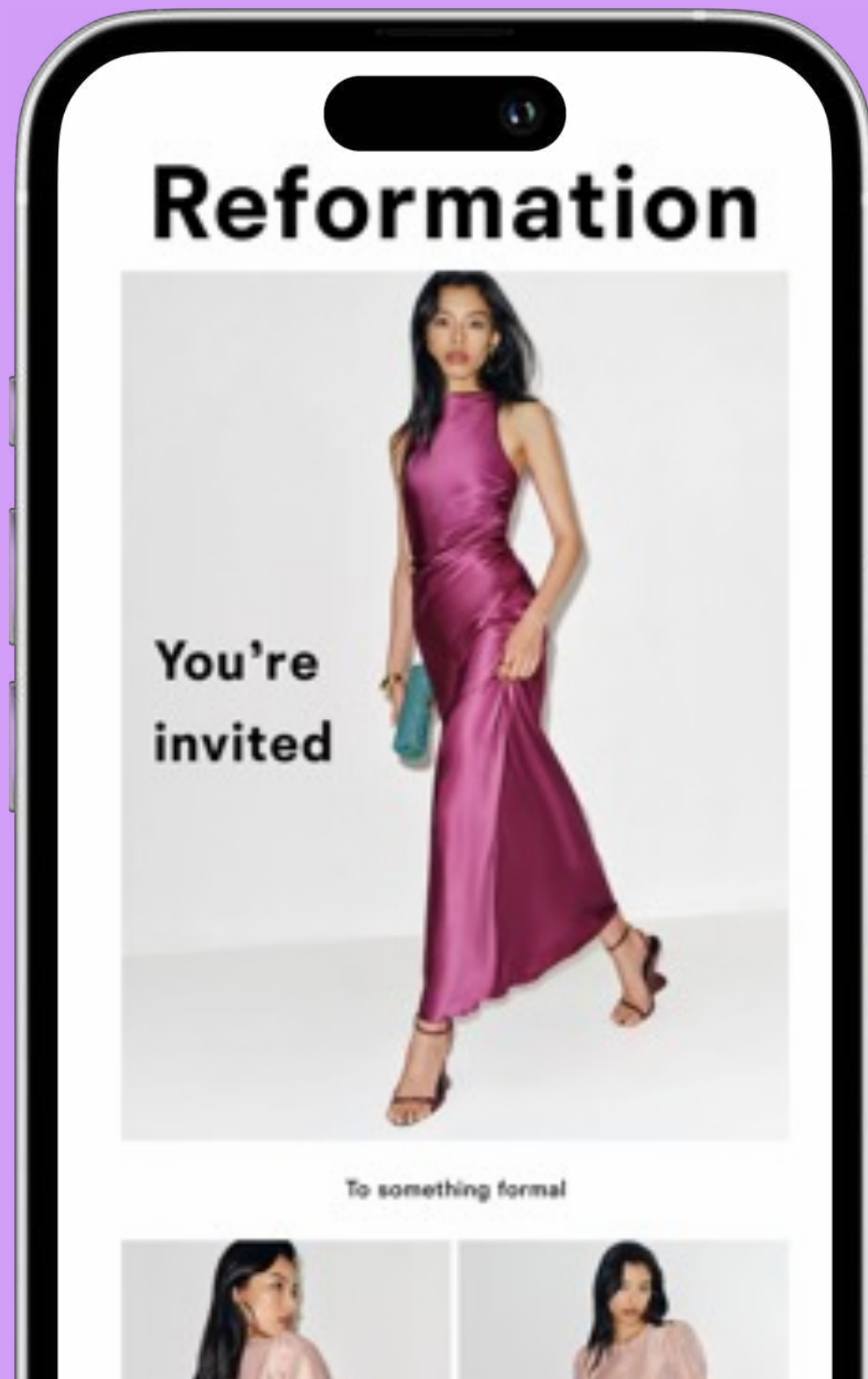
WEBSITE



SOCIAL MEDIA MARKETING



EMAIL MARKETING



Reformation

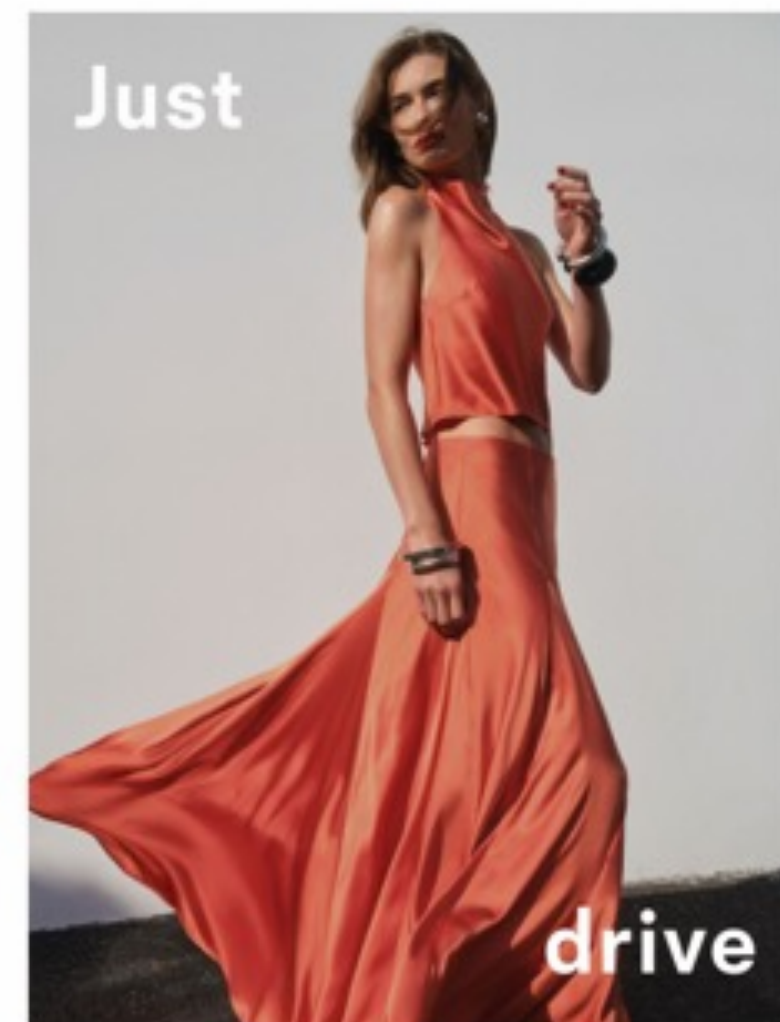


You're
invited

To something formal



Reformation



Just

drive

I'm in charge of music





Where there will probably be free drinks

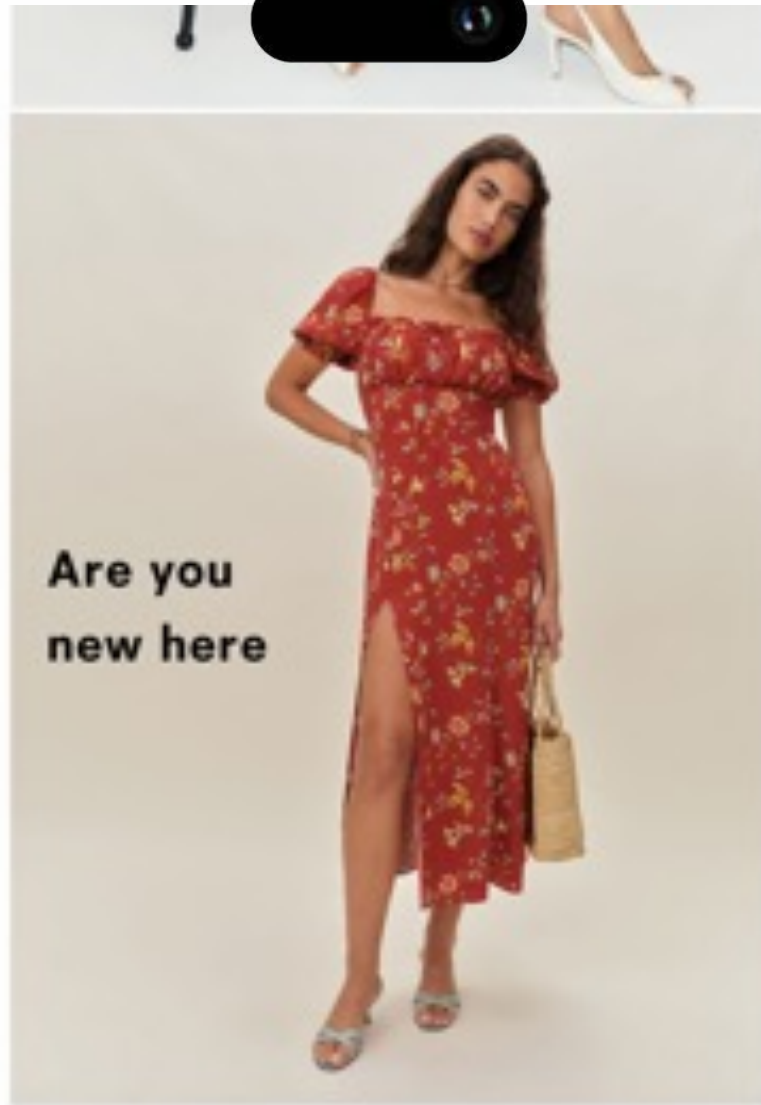


Which means there's room in your budget for a new dress



And snacks





Are you
new here

Yeah. Shop new in.



And zoning out and forgetting to tell you to turn



→ The Passenger Princess Collection





Makes everything better



→ Butter yellow

New

Dresses

Tops

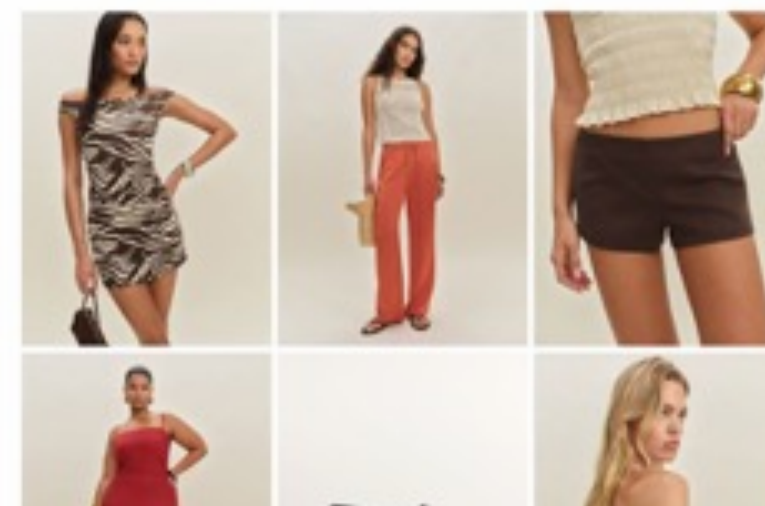
Shoes

@Reformation Find a store Contact us

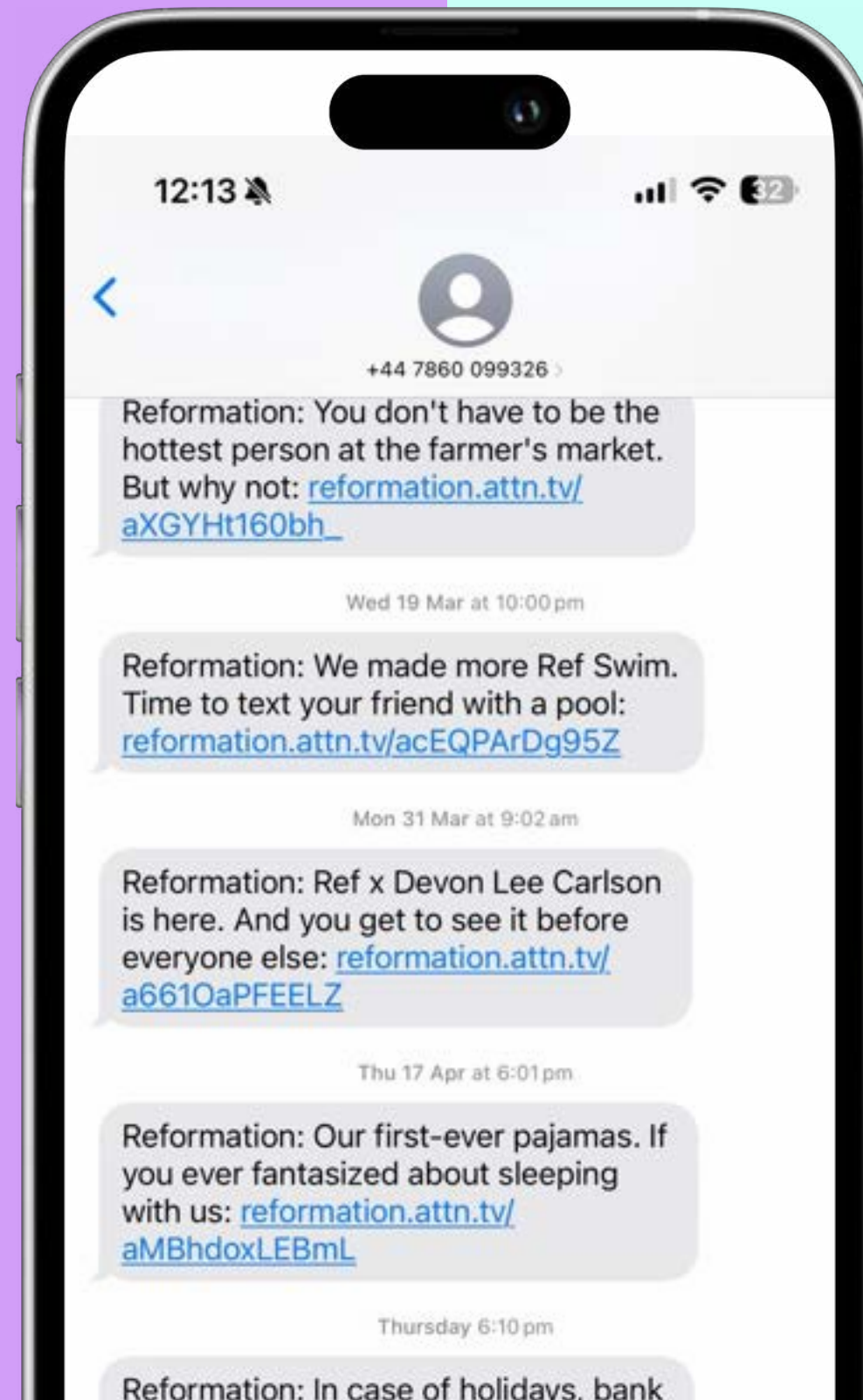
Pick you up at 6



→ Date night



SMS MARKETING



Force24TM

A simple but effective multi-channel approach

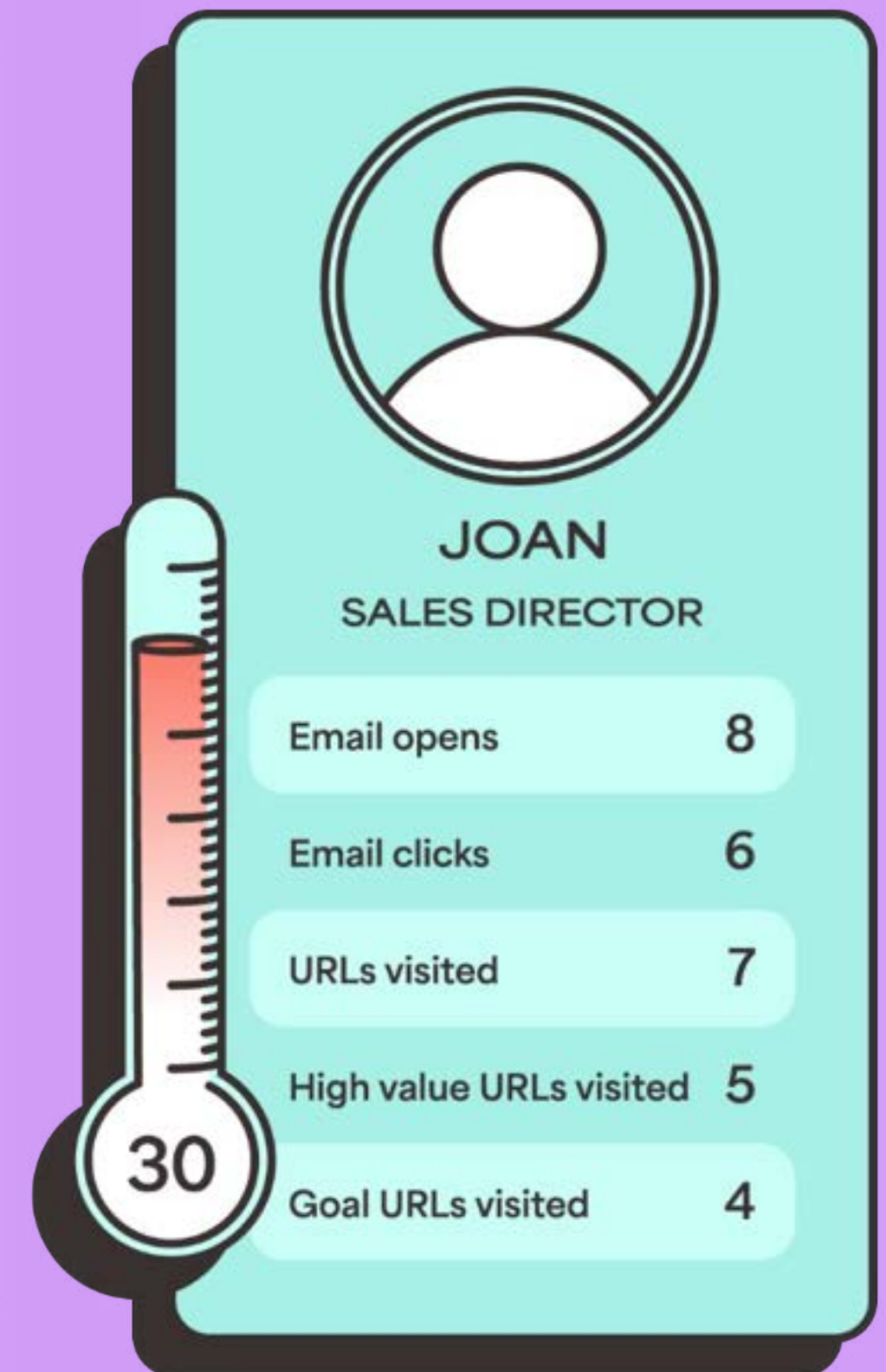
So how do we do it?

Lead scoring is the best way to do that!

In this example, we'd let Peter continue along his path, while Joan is ready to move into the middle funnel (MOF).

The 3 key components of lead scoring

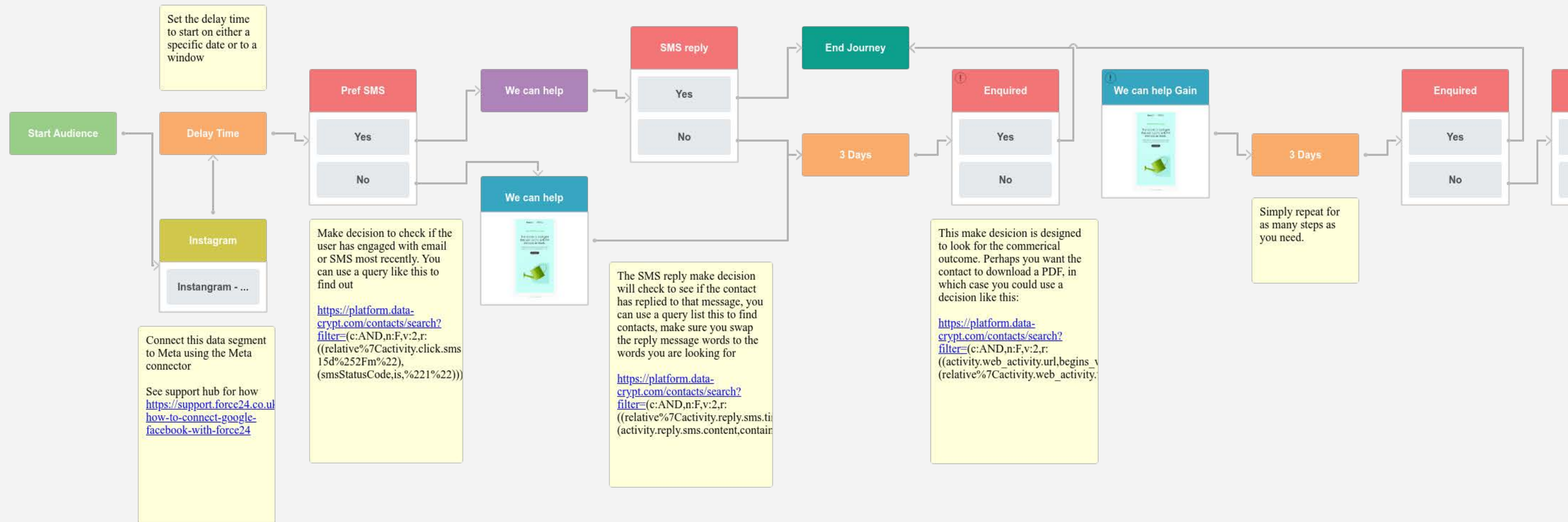
- The score
- The decay
- The thresholds of action



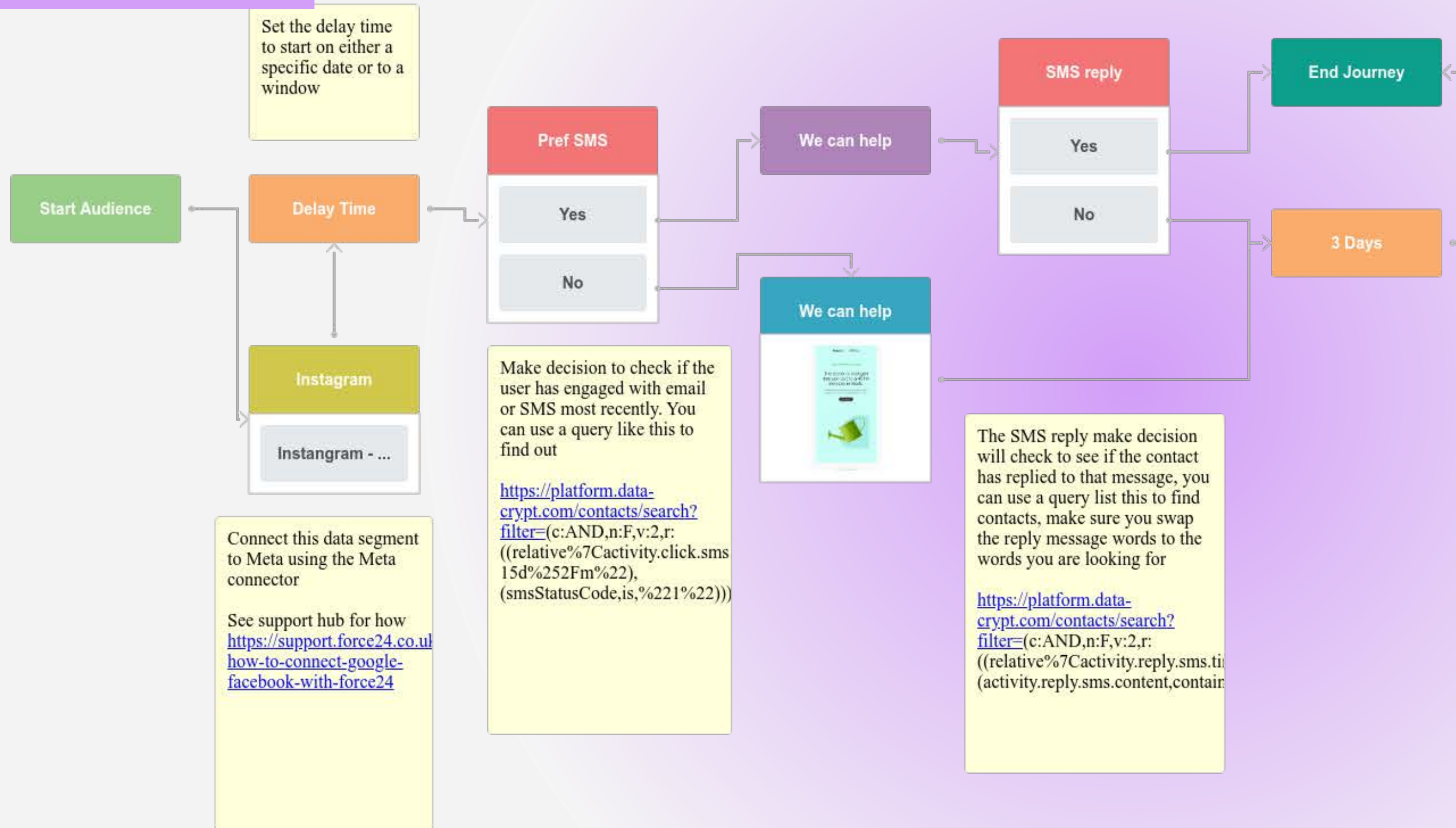
TOF /MOF/ BOF



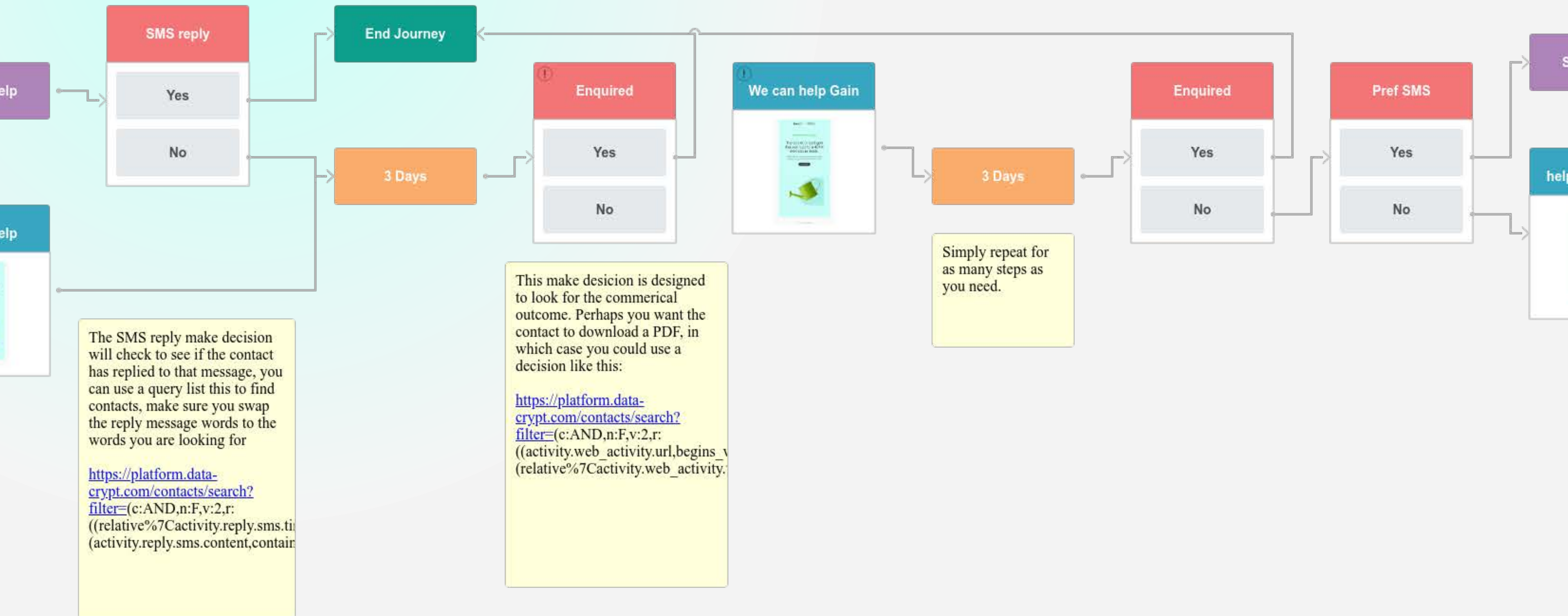
It must be automated



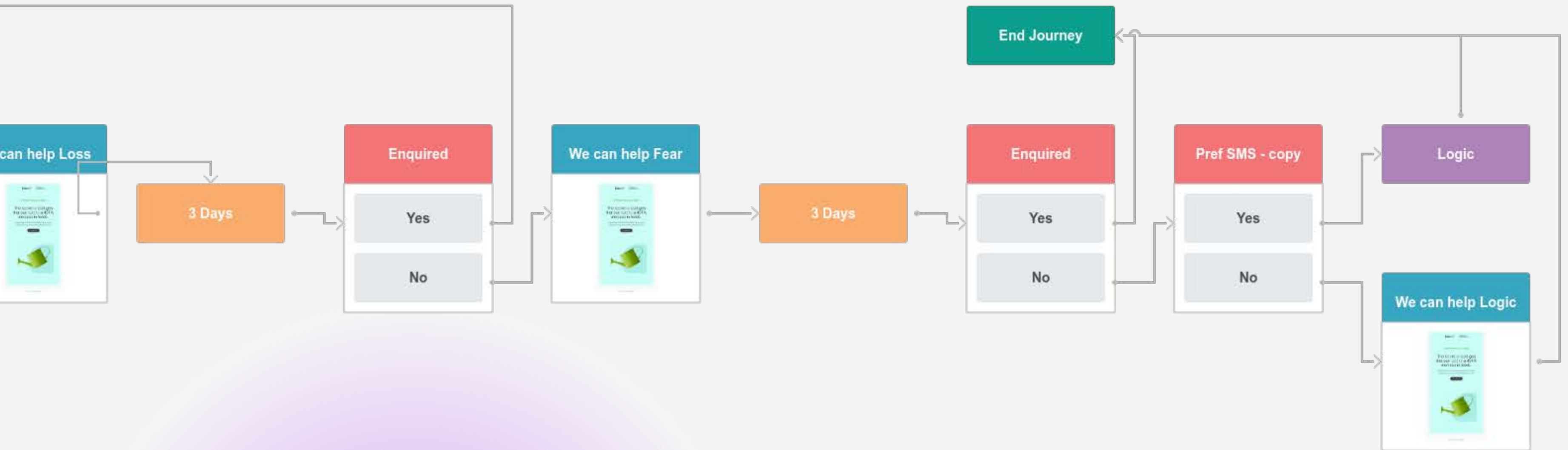
It must be automated



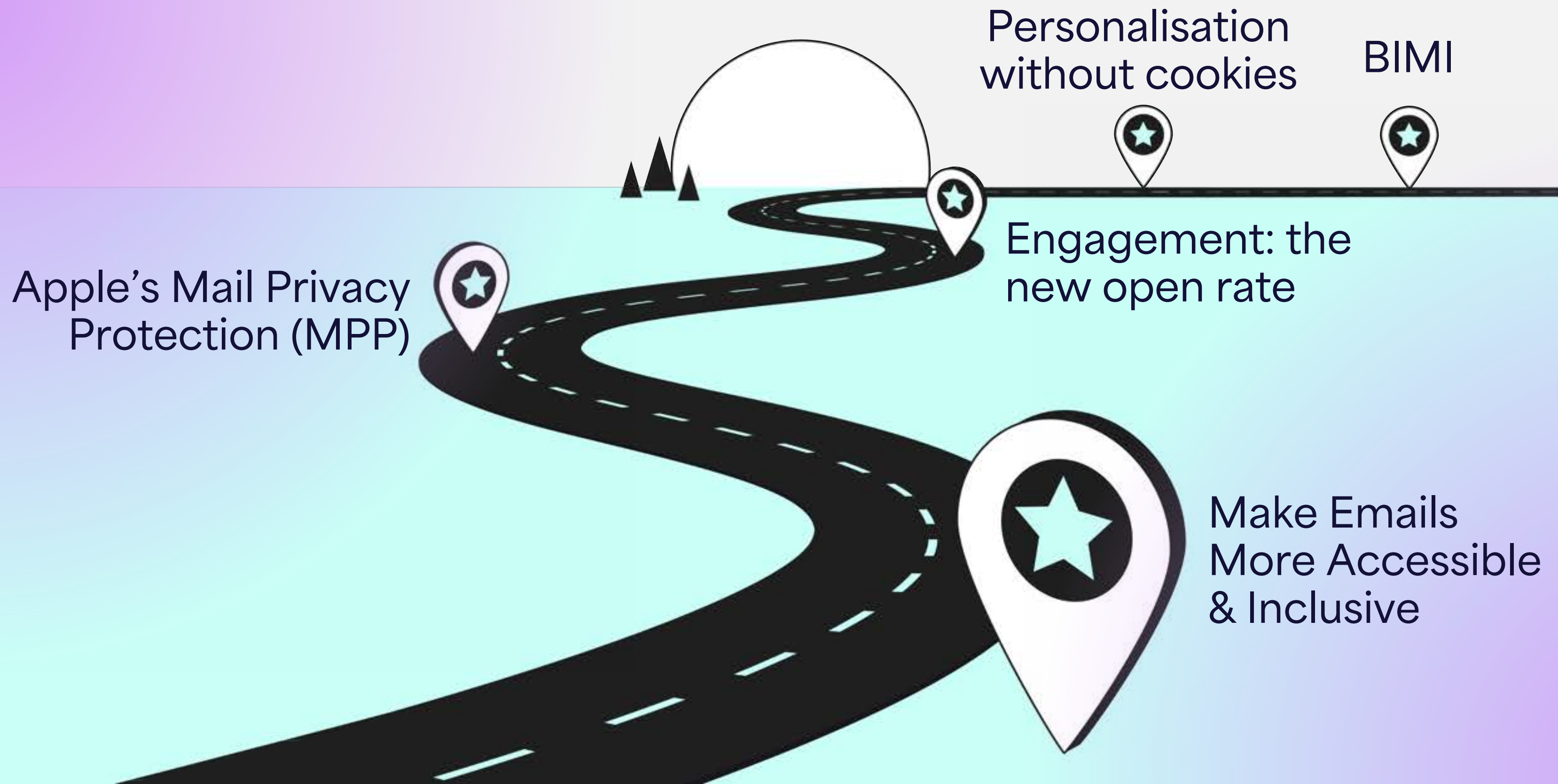
It must be automated



It must be automated



EMAIL'S OWN EVOLUTION



TURNING UPDATES INTO ADVANTAGES



Social marketers don't fear algorithm updates - they innovate.



Treat email the same way - evolve, adapt and stay ahead

Let's stop treating email as a static channel
let's make it thumb-stopping

THANK
YOU!

