

ACTIVATE 19
The Growth Marketing Conference

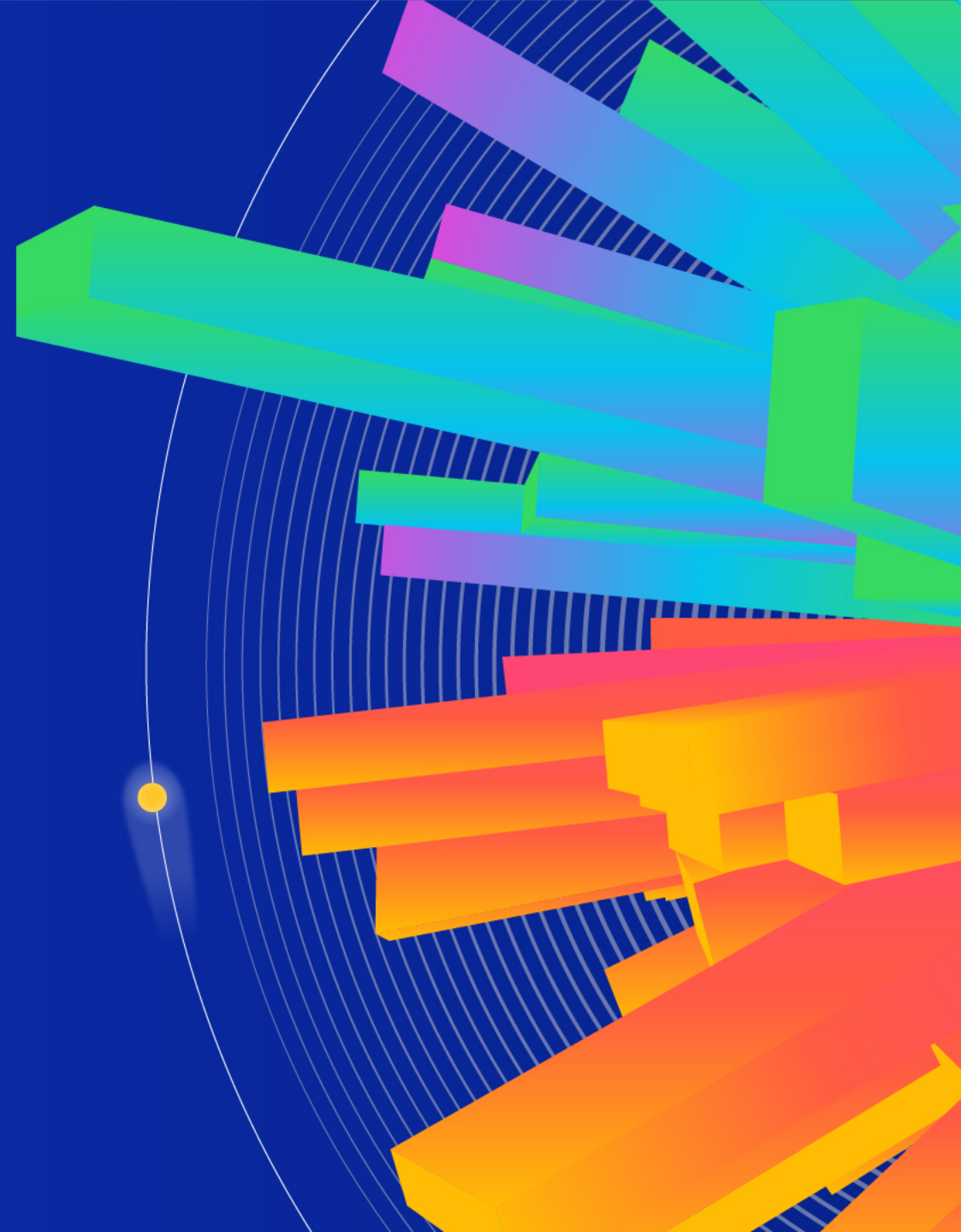
Your Guide to Navigating the “Oh Sh*t” Moments

Sarah Esterman

Director of Digital Marketing, Bumped



Presented by: iterable



Hi! I'm Sarah.

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[instagram.com/jazzythepurrsian](https://www.instagram.com/jazzythepurrsian)

Hi! I'm Sarah.

👉 I recently took up knitting.

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Hi! I'm Sarah.

- 👉 I recently took up knitting.
- 👉 I sometimes tweet/insta my outfits (@SarahEsterman).

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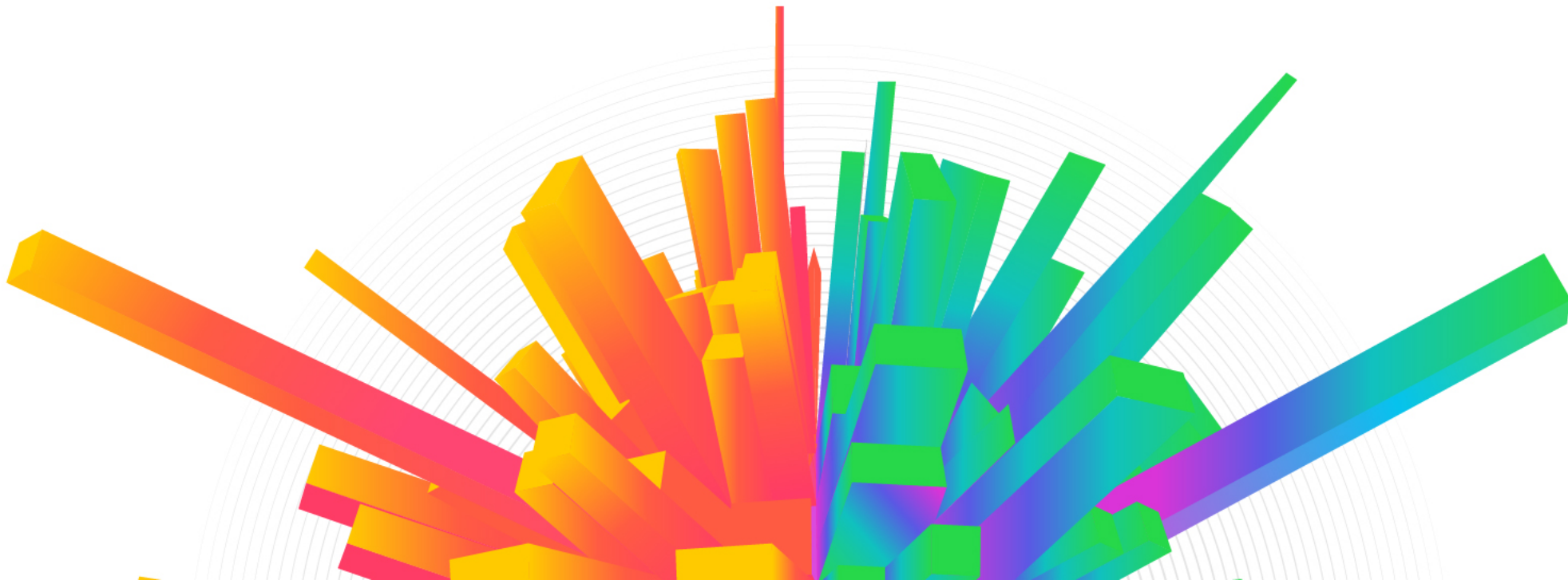
Hi! I'm Sarah.

- 👉 I recently took up knitting.
- 👉 I sometimes tweet/insta my outfits (@SarahEsterman).
- 👉 I once stabbed through my own hand in an avocado-related kitchen accident.



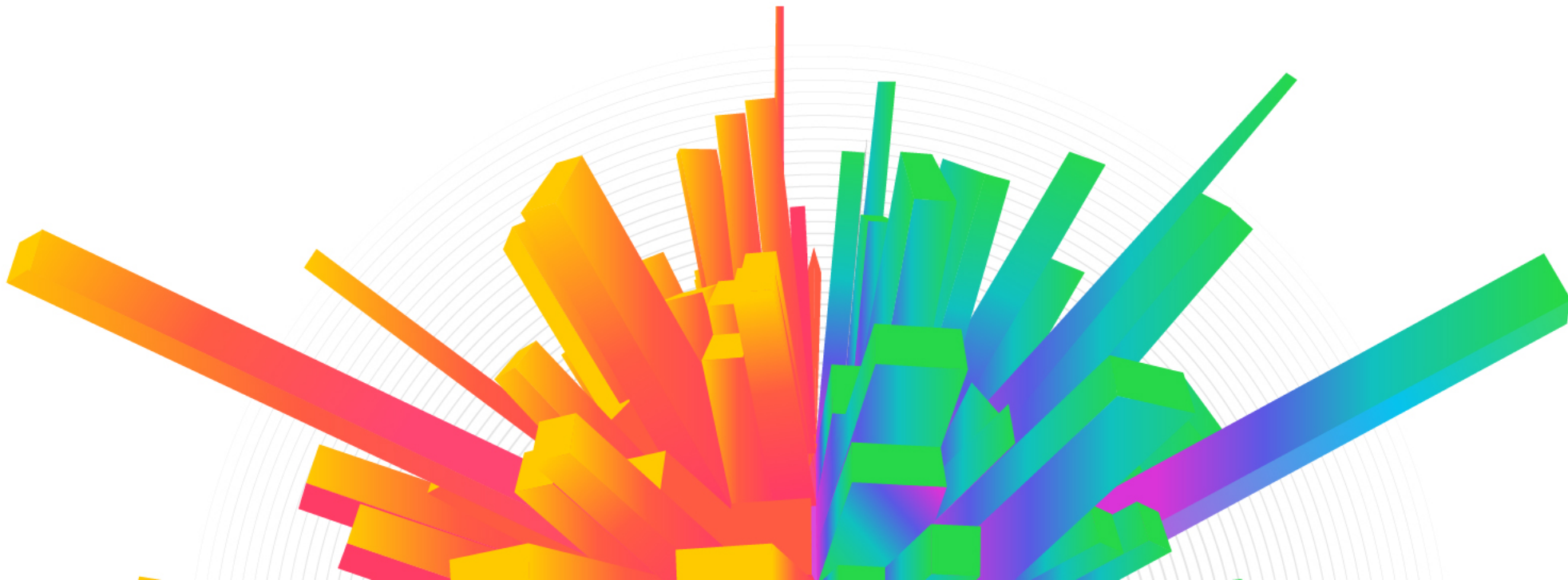
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Who's had to deal with an email marketing snafu?



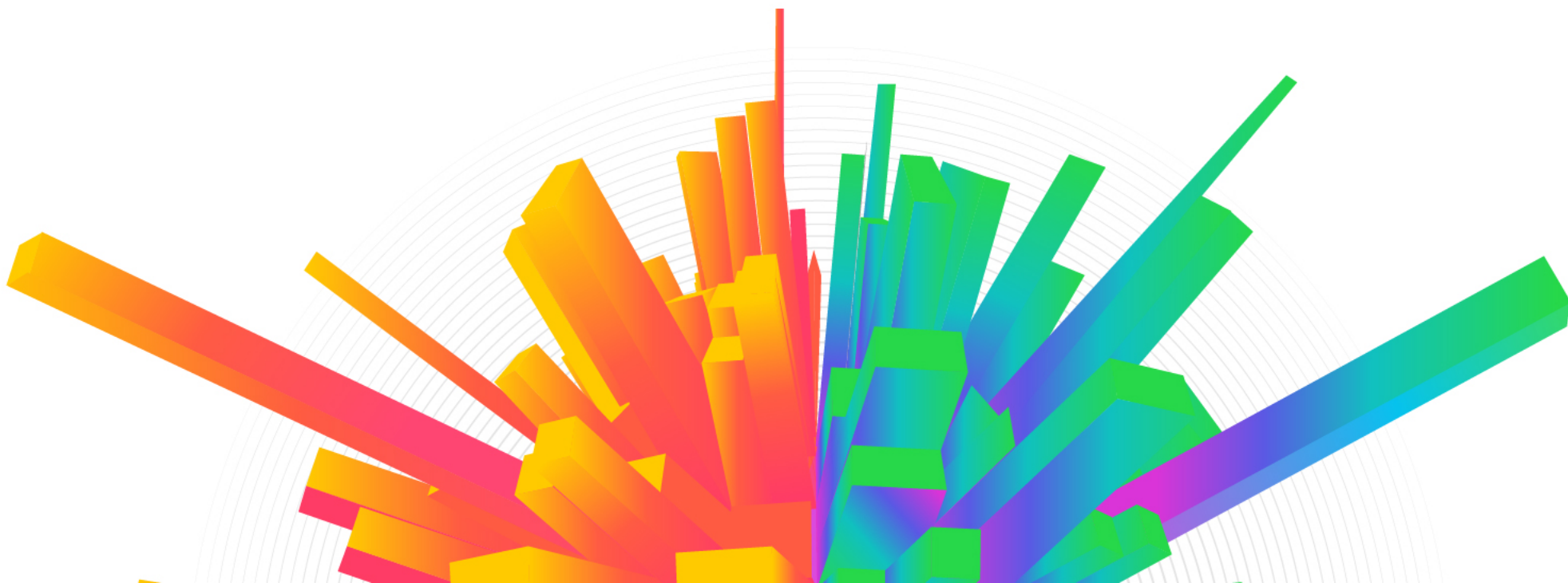


How did it feel?





How I want you to feel...



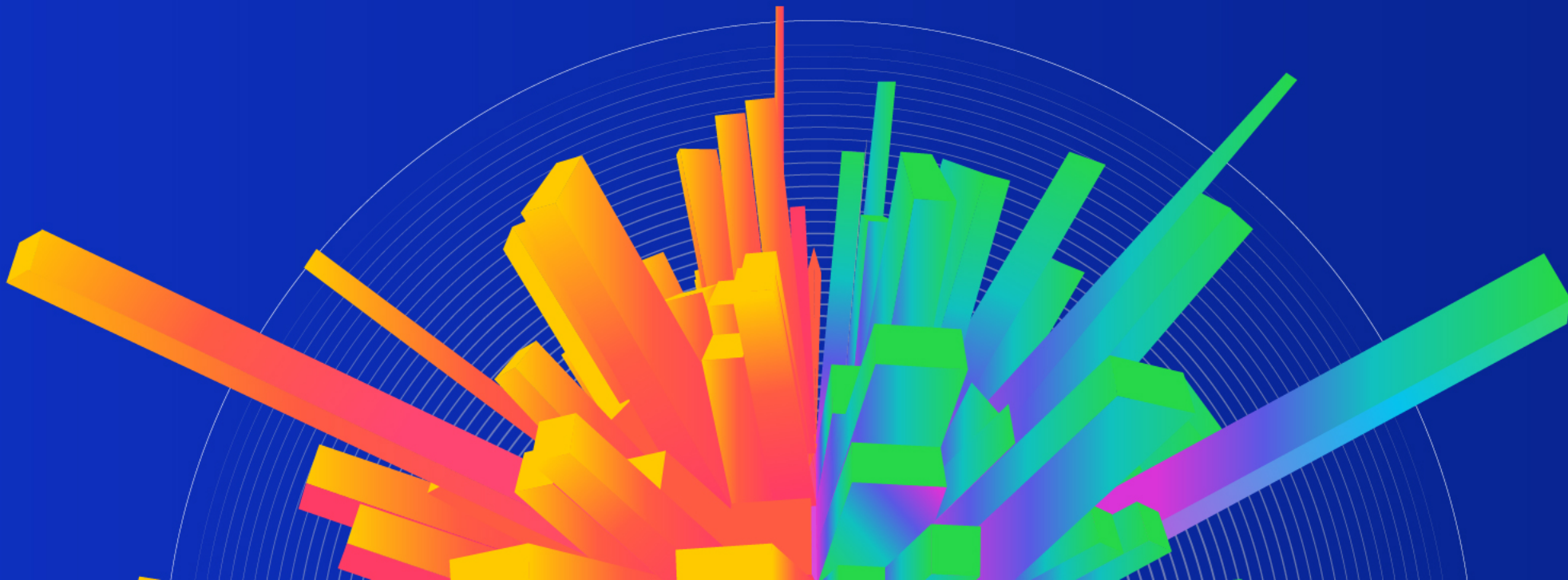


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@SarahEsterman

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We've all been there.



Personally, I've...

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:lol sob:

Personally, I've...

🙄 Sent an email to the wrong list

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:lolsob:



Sarah Esterman @SarahEsterman · Feb 19



I accidentally sent an email to some of the wrong people today because even people who have been doing email marketing for a minute make mistakes. Good thing my [@Iterable](#) Activate talk will be all about how to handle said mistakes. [#emailgeeks](#)



3



1



16



Personally, I've...

- 🤔 Sent an email to the wrong list
- 🤔 Forgotten to replace placeholder [DATE] text with the actual content customers needed to know

:lol sob:

Personally, I've...

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- 🤔 Had links to nowhere because I forgot to check

:lolsob:

Personally, I've...

- 🤔 Sent an email to the wrong list
- 🤔 Forgotten to replace placeholder [DATE] text with the actual content customers needed to know
- 🤔 Had links to nowhere because I forgot to check
- 🤔 Sent a test email to a user

:lol sob:

I've dealt with...

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:lolsob:
intensifies

I've dealt with...

- 😞 A partner sending an unauthorized and confusing bank-related email to customers

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:lol sob:
intensifies

I've dealt with...

- 🙄 A partner sending an unauthorized and confusing bank-related email to customers
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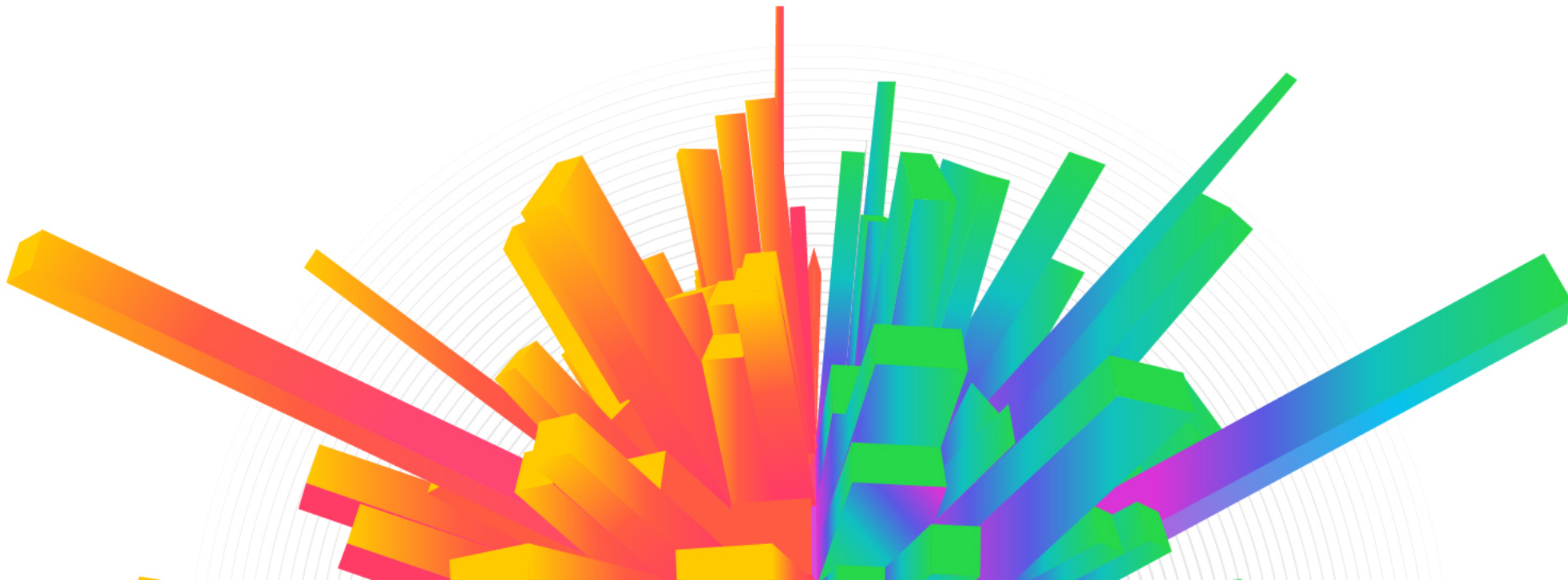
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I've dealt with...

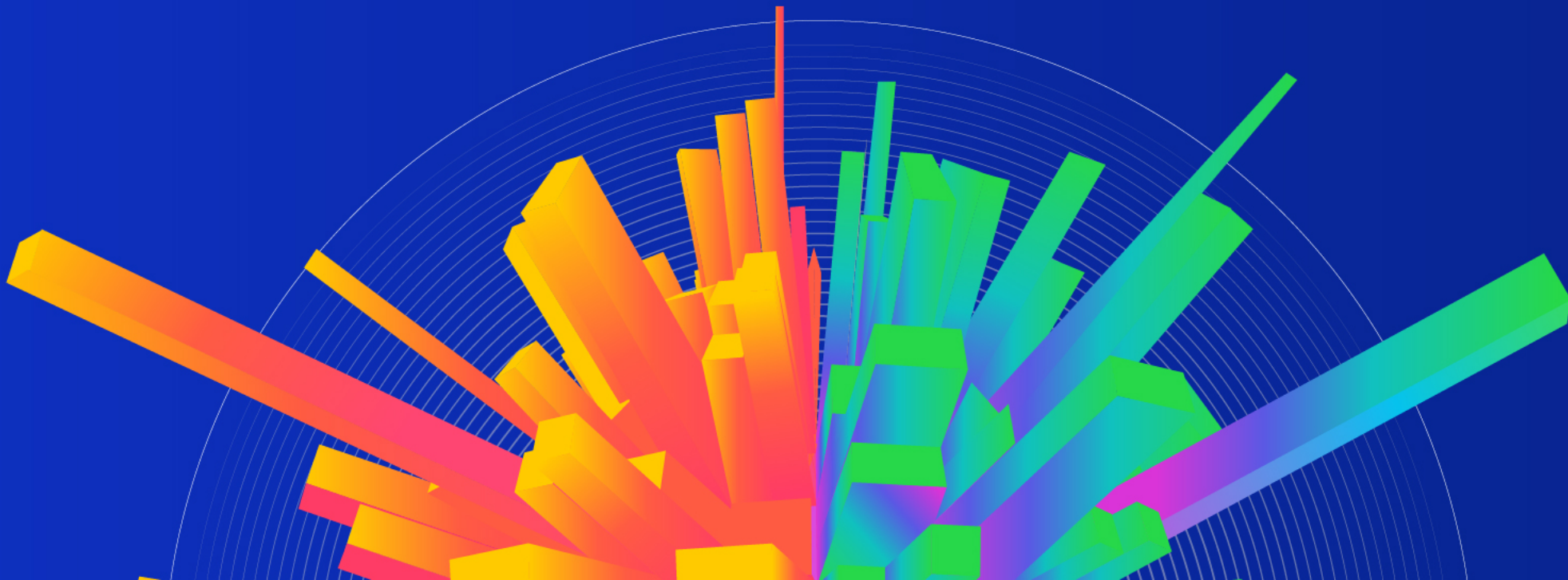
- 🙄 A partner sending an unauthorized and confusing bank-related email to customers
- 🙄 A system malfunctioning and sending out 13 transactional emails to the same users
- 🙄 Users getting confusing emails from a partner about their brokerage statements

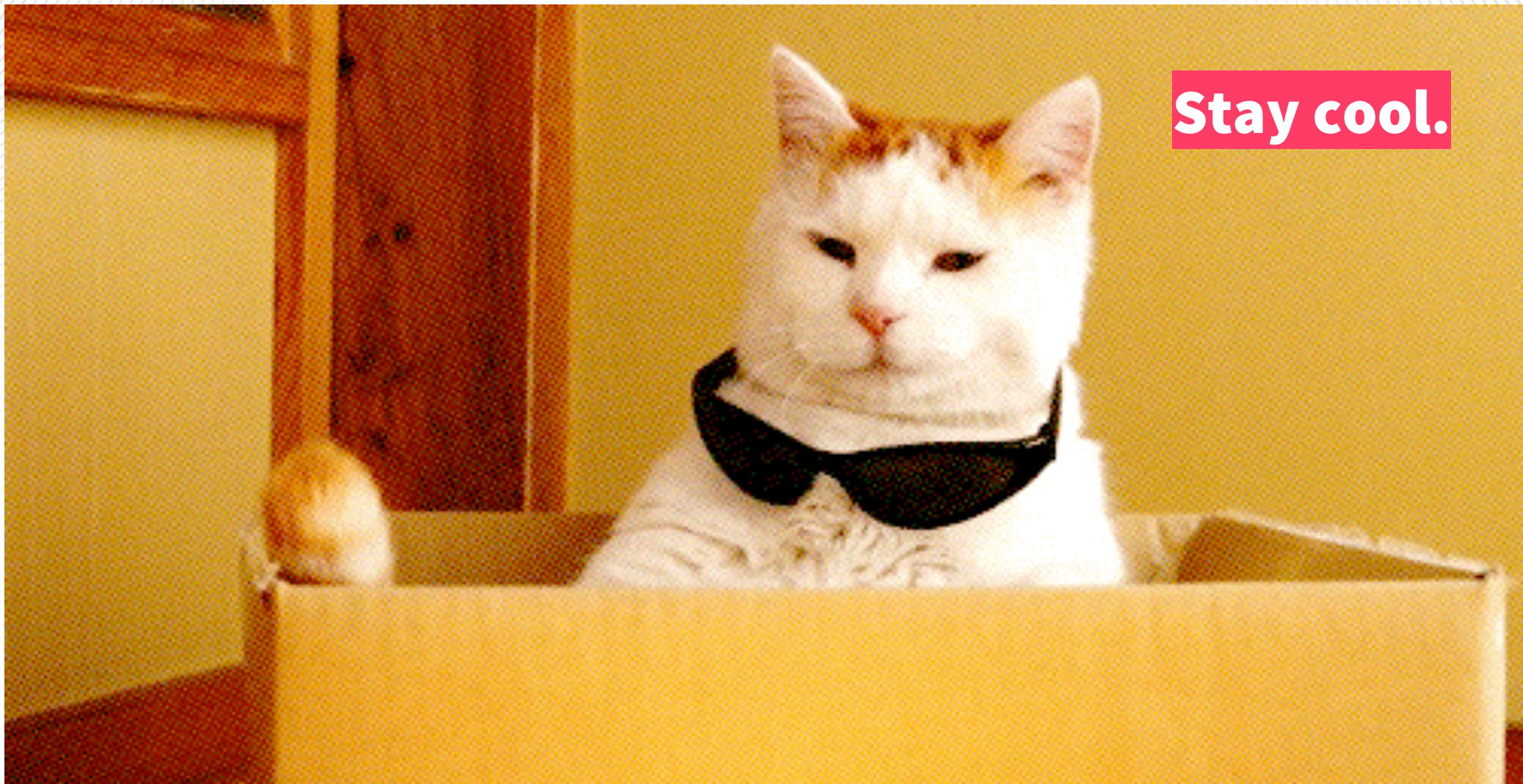
:lol sob:
intensifies

How you respond matters.



Handling Snafus 101

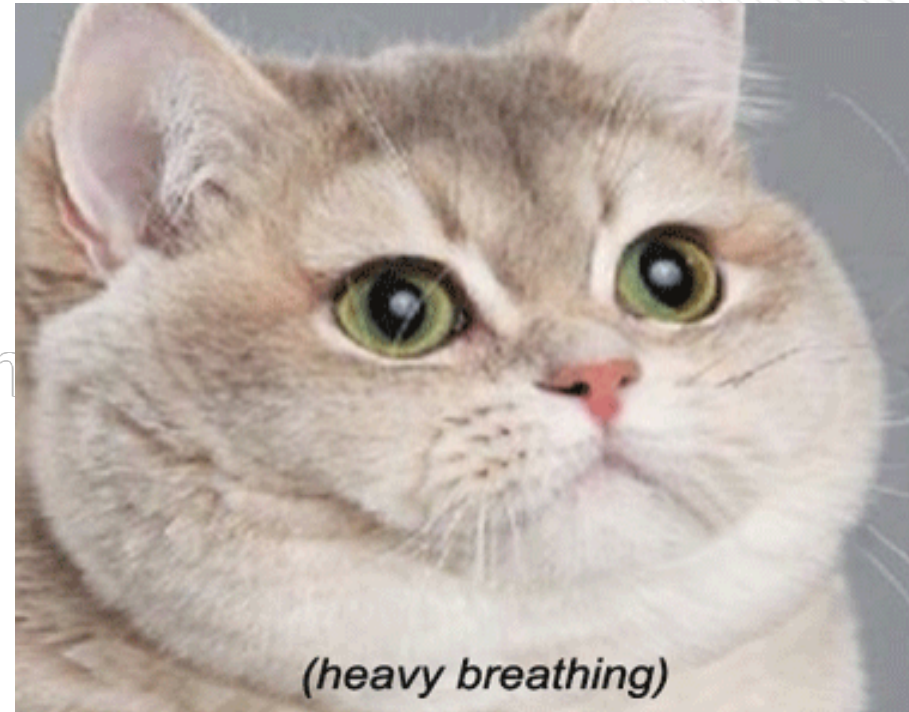




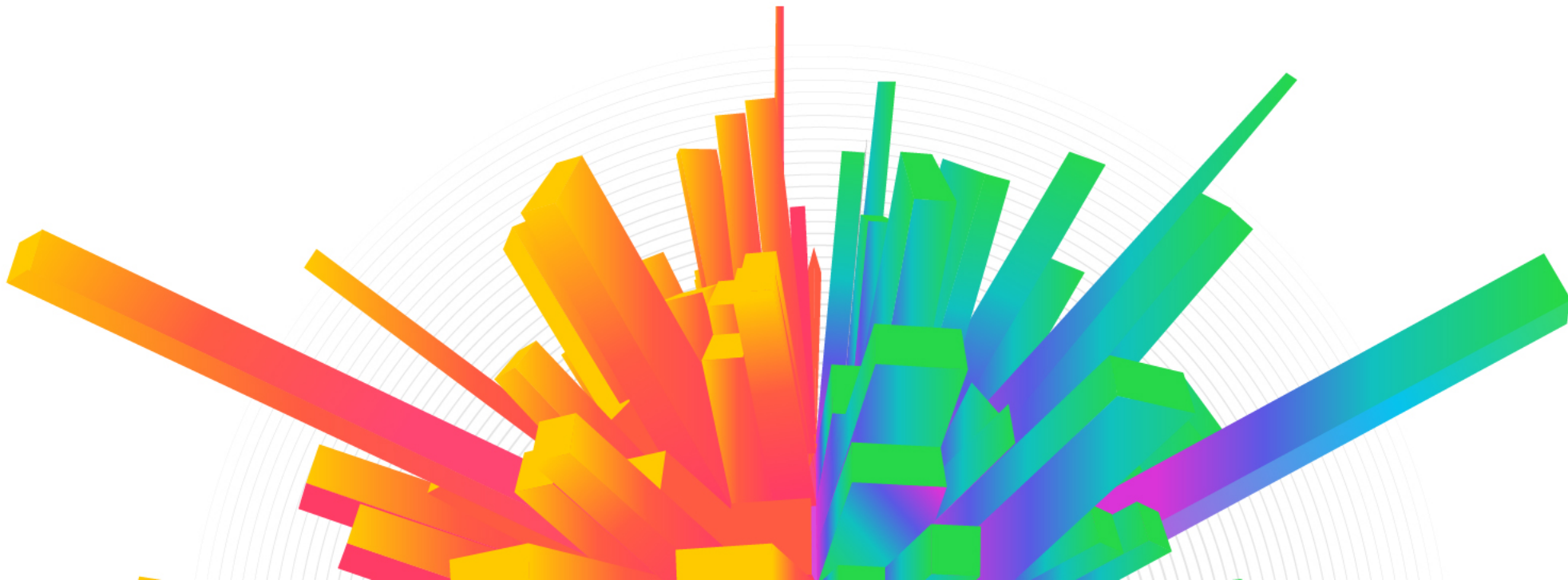
Breathe.

Our breathing patterns mirror and amplify our emotions.

Slow, deep breaths tell the brain and nervous system it's time to feel more tranquil.



Let's breathe.



breathe in

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@SarahEsterman

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Choose your words

Words matter. Tone matters. In stressful situations, it's really easy to say stuff we don't mean.

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What's said

What's heard

What to say instead

What's said

“How could this even happen?”

What's heard

“How could you let this happen?”

What to say instead

“How did this happen?”

What's said

What's heard

What to say instead

“How could this even happen?”

“How could you let this happen?”

“How did this happen?”

“It's not my fault.”

“Somebody messed this up.”

“How can we move forward?”

What's said

What's heard

What to say instead

“How could this even happen?”

“How could you let this happen?”

“How did this happen?”

“It's not my fault.”

“Somebody messed this up.”

“How can we move forward?”

“You should've done X, Y, Z.”

“I could do your job better.”

“How can we ensure this doesn't happen again?”

Know the facts

Like literally write down a list of facts about the situation—and yourself.

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Assess the situation.

What to ask

🤔 **What happened?** Describe the situation in a sentence or two.


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 **How would you feel in your customer's shoes?** Outline the situation from your customer's perspective.


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 **How many customers were affected?** What % of your customer base is that?

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 **What are the consequences?** Will it affect acquisition or retention? How about trust?

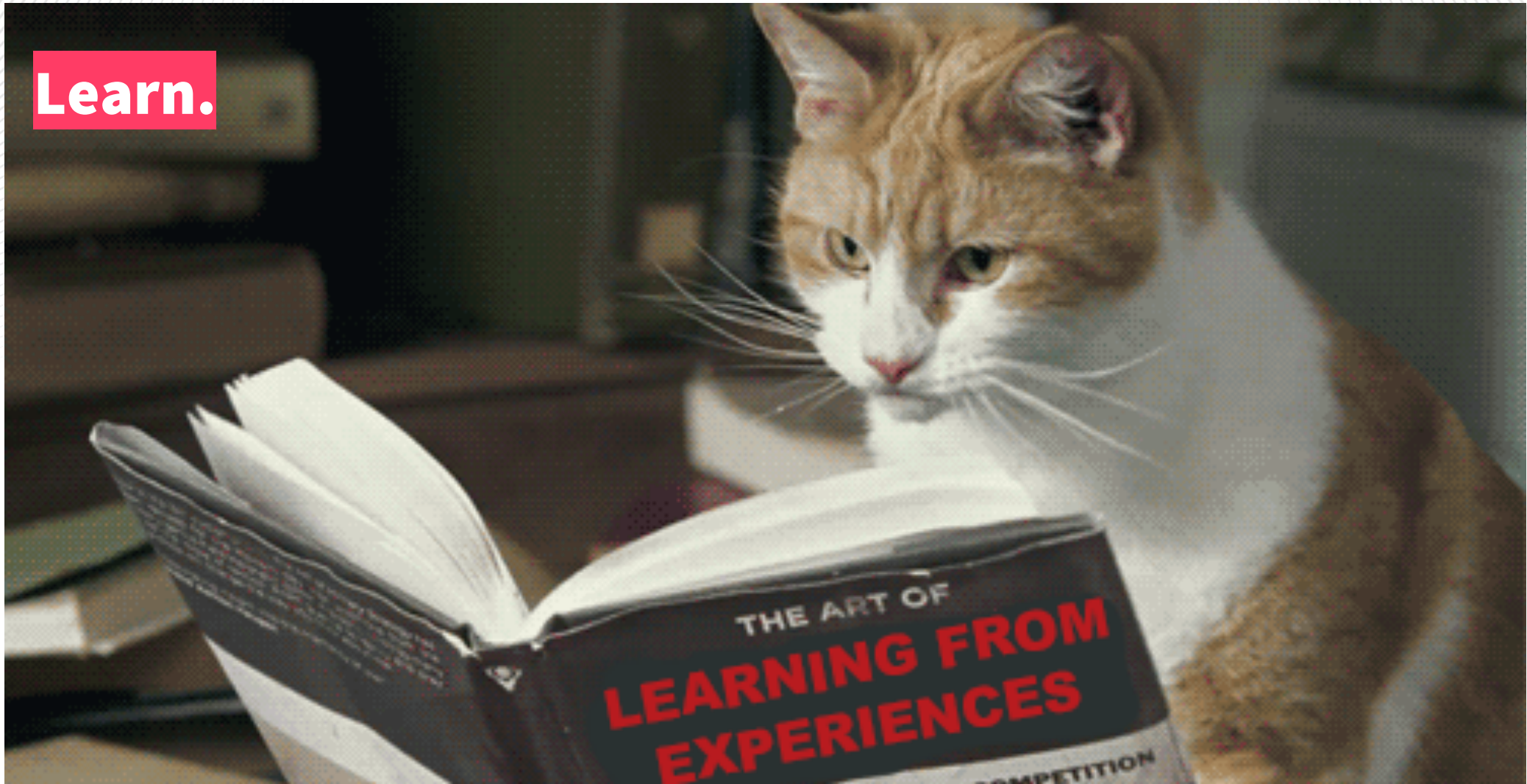


Take action.

Do I even need to respond?



Learn.




Learning review Qs



How was the response to the response (or lack thereof)?


Any key metrics to note?

Learning review Qs


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 **How will you keep the whole thing from happening in the future?** Prevention is key.

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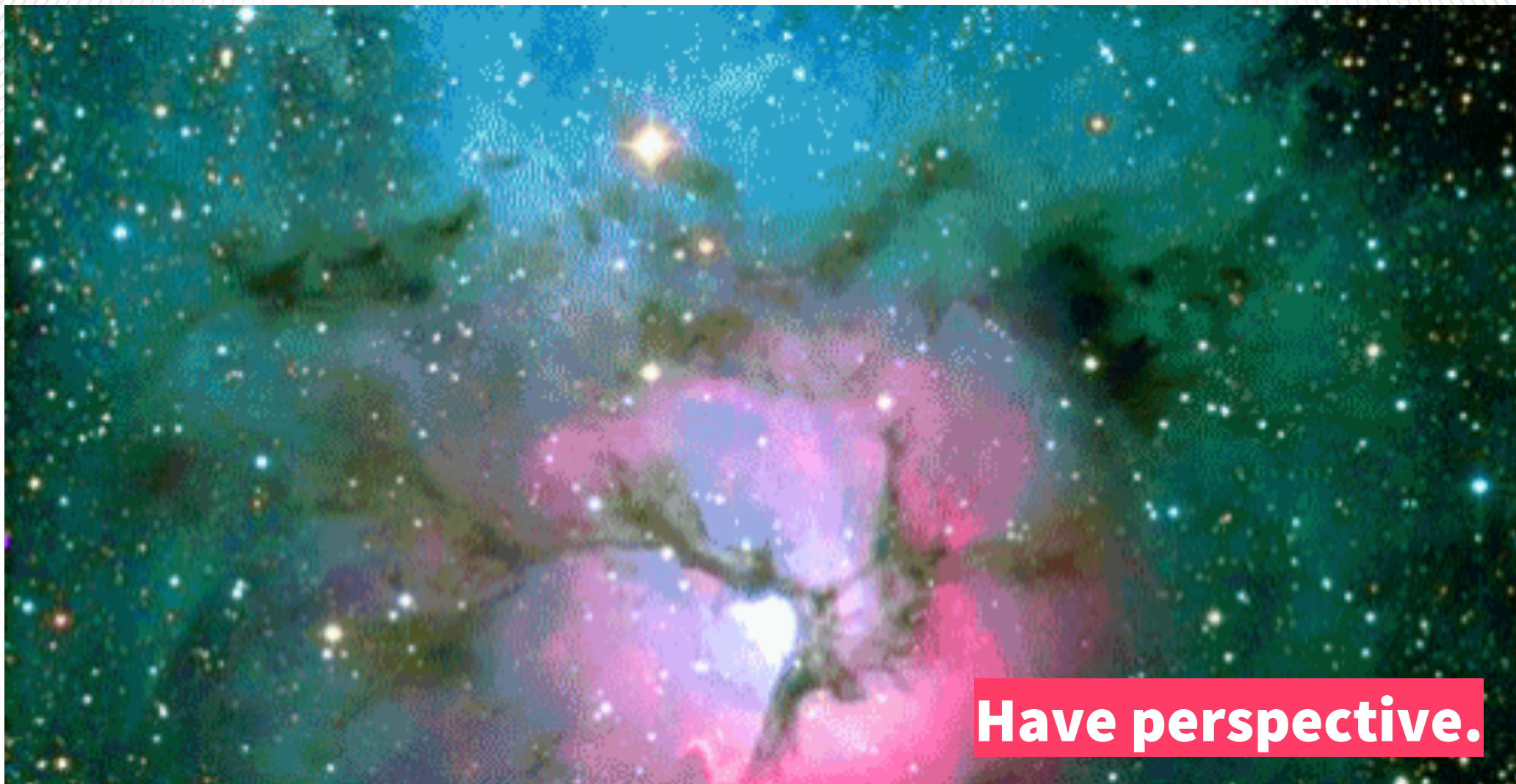
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Pro-tip: acknowledge your bias and avoid the should've's.



Have perspective.

Perspective-keepers

When you look at the stars,
you're literally looking back
in time.

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♥ We've all been there.

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✉️ One email marketing
mistake does not a ruined
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I am smart and good and
talented and enough.

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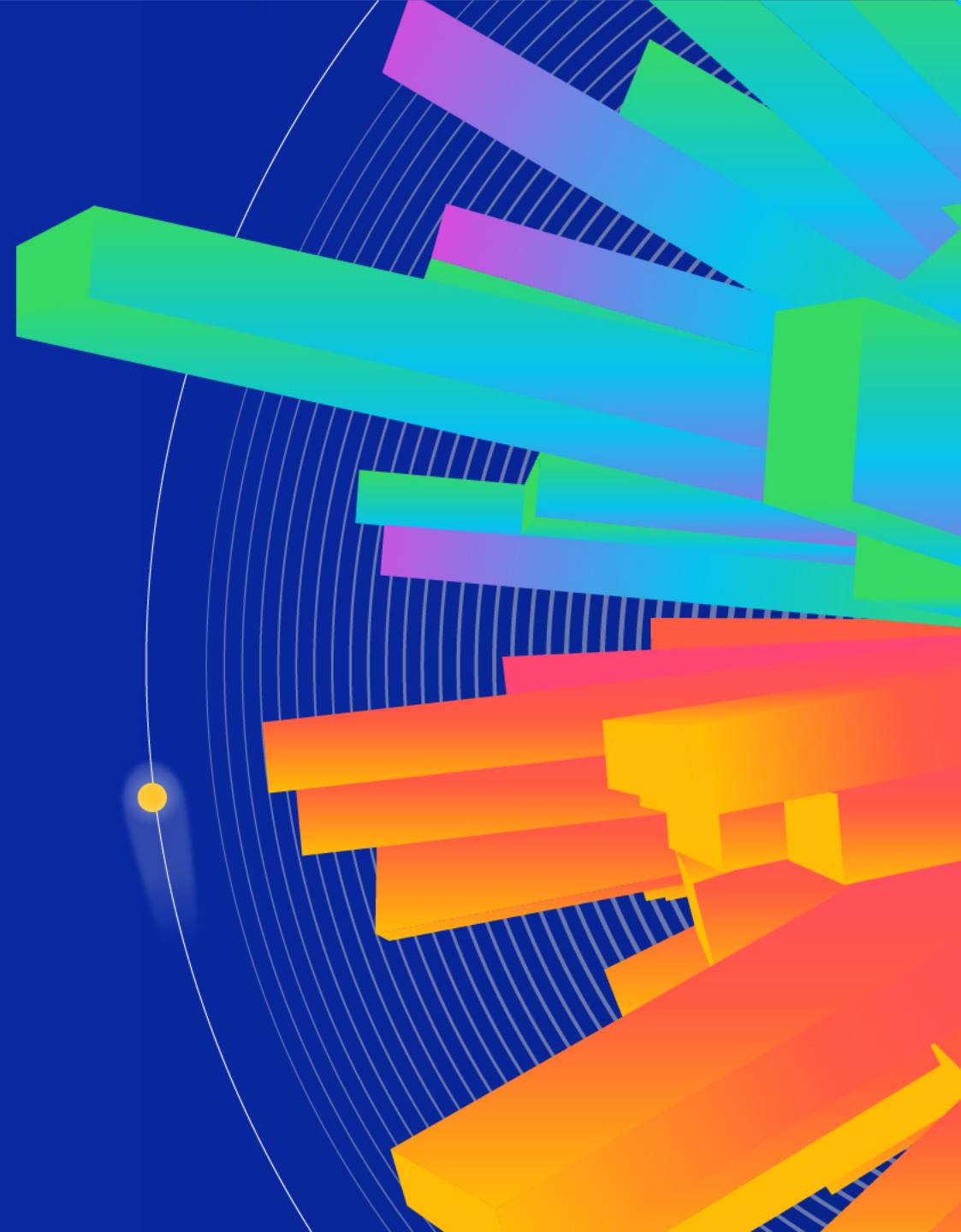
🐱 My cat really loves me.

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Q&A

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