



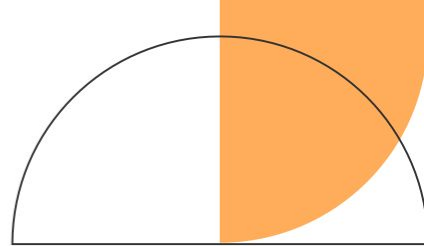
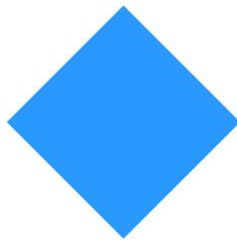
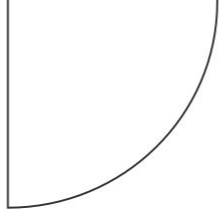
The Gobbledy Trap: How Great Copy Can Transform Your Marketing

Jared Blank



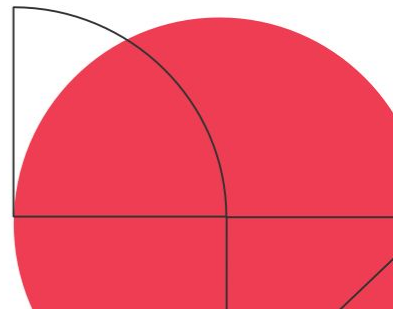
A Few Things I Wanted to Chat about

- 01** Gobbledy
- 02** Let's talk about positioning
- 03** Some copy ideas
- 04** The Subtle Art of Giving a S—



01 Gobbledy:

The shortcut language used -
often in software marketing -
to convey seriousness while also
saying nothing



This Is Gobbledy

Redefining e-commerce by simplifying the lives of buyers and sellers

Deliver personalized commerce everywhere through hyper-relevant omnichannel commerce experiences that convert more customers more often and at higher value by turning every engagement into a personal, shoppable moment.

SAP Hybris (v)

This Is Gobbledy

More content for more channels with less effort and fewer resources

We give both marketers and developers the tools to do more with less. Create, reuse, and update content that is dynamically optimized with ML/AI for every screen, activation, channel, and more — worldwide.

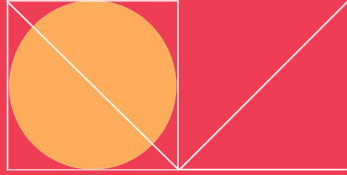
Our enterprise content management system (CMS) is flexible enough for both headless and traditional needs, along with everything in between. And it's cloud-native, offering the agility and scale needed to deliver personalized experiences to every customer across the globe.



This Is Not Gobbledy

We help all people get jobs

Find your next job here. Let's get started.



Gobbledy Can Also Be Visual...

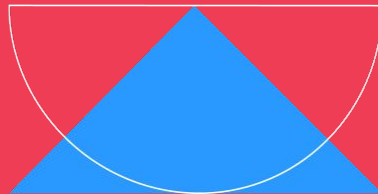
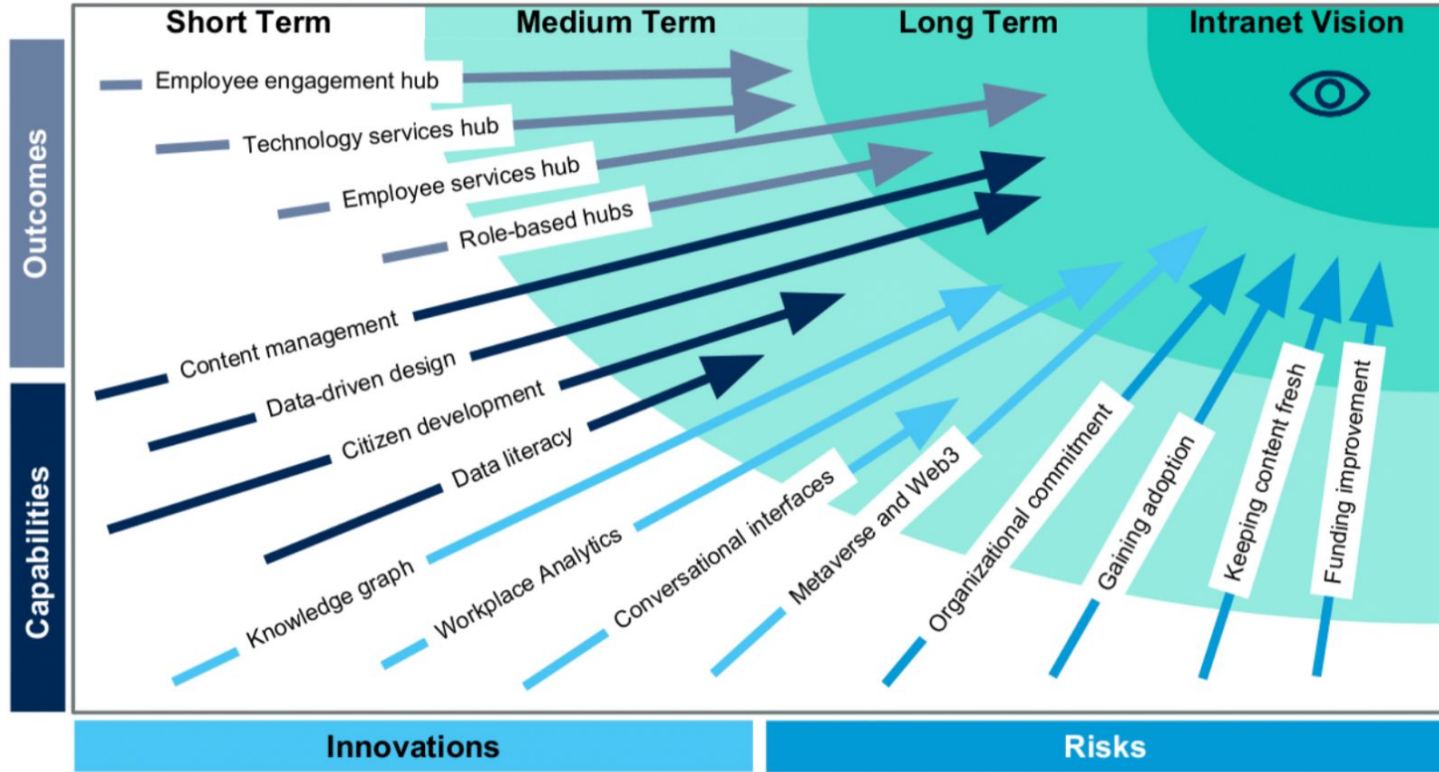
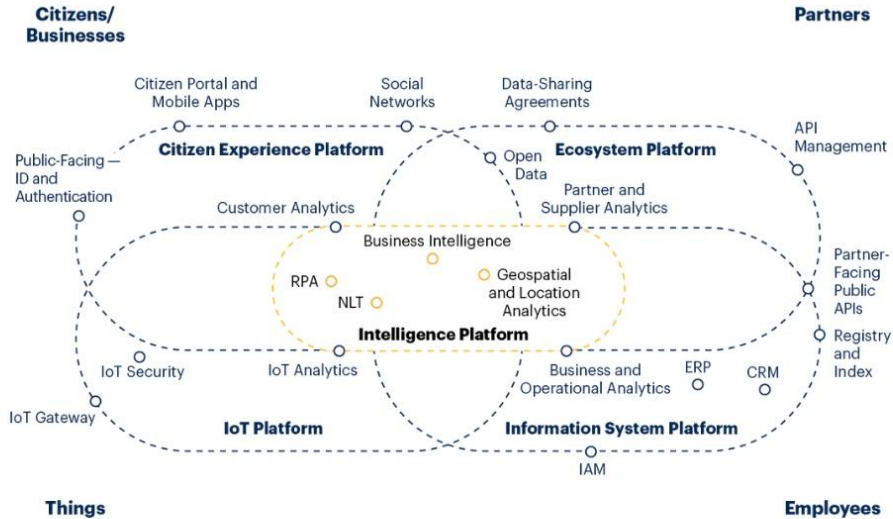


Chart the Path to Intranet Transformation



Components of a DGTP

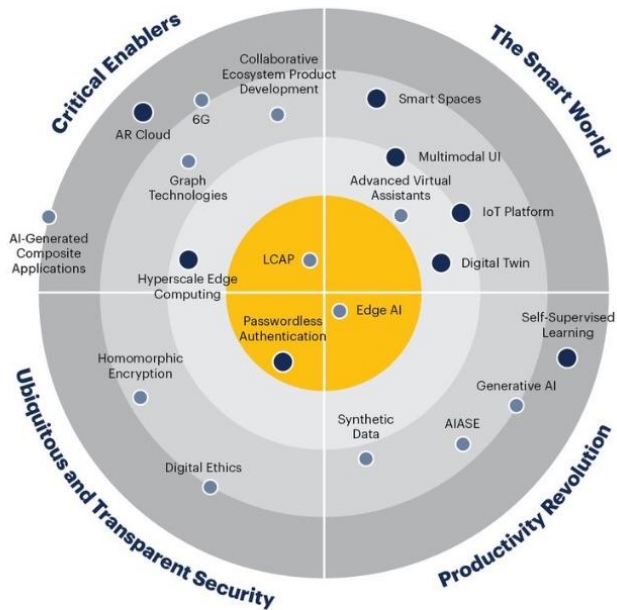


gartner.com

Source: Gartner
 IAM = identity and access management; NLT = natural language technology
 © 2021 Gartner, Inc. and/or its affiliates. All rights reserved. CTMKT_1579983



Impact Radar for 2022



Range

- 6 to 8 Years
- 3 to 6 Years
- 1 to 3 Years
- Now (0 to 1 Years)

Mass

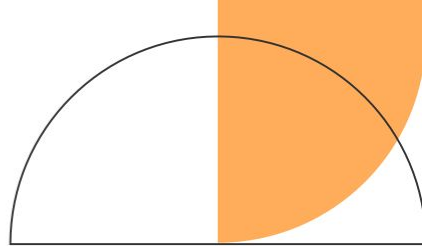
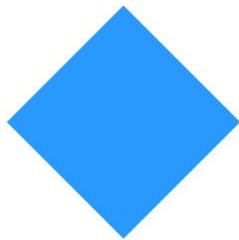
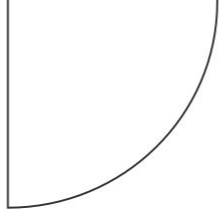
- Low
- Medium
- High
- Very High

[gartner.com](https://www.gartner.com)

Source: Gartner

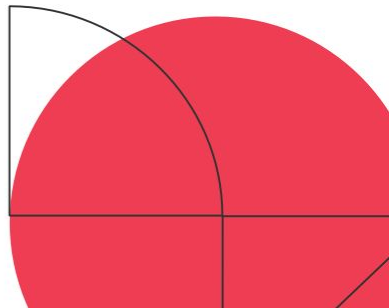
© 2021 Gartner, Inc. and/or its affiliates. All rights reserved. CTMKT_1574277

Gartner.



02 Positioning:

(Aka, it all starts with positioning)



Positioning

- 1** Where does your product sit in the market?
- 2** Whom do you define as the competition?
- 3** How do you compete with your competitors?

02 Positioning

Blue-light-filtering lenses for any pair >

WARBY PARKER

Q | Locations Account 

[Home Try-On](#) [Eyeglasses](#) [Sunglasses](#) [Contacts](#)

Select 5 frames to try at home for free



Watts



Add to your Home Try-On

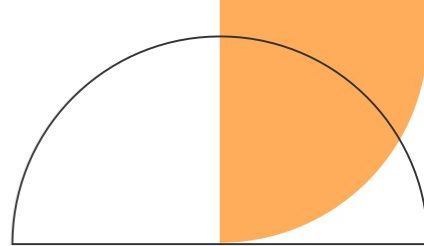
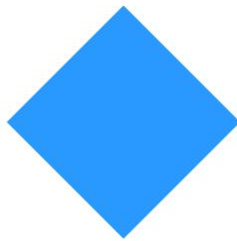
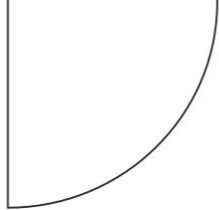


Percey

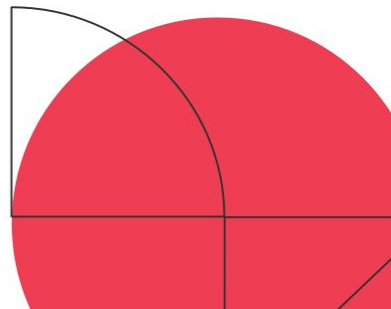


Butler





03 Copy Ideas: (Stuff You Can Steal)



It Does What It Says on the Tin

What great positioning can do for you



“It Does What It Says on the Tin” Can Also Be Kinda Terrifying



Allstate. The young man's life insurance.

**A lot of protection for the money.
And a no-nonsense way to buy it.
No appointment, just drop in.**


If you're 28 and you pay this much each month:

\$5	\$13,000
\$10	\$32,000
\$15	\$64,000
\$20	\$88,000

Here's how much you get 30-year decreasing term insurance:

(Even more if you're younger)
You're in good hands with Allstate

If You Die???????




**Allstate
life insurance
says if you die,
your girl keeps
rolling along.**

Allstate Life Insurance Company

Allstate. The young man's life insurance.

**We know what a young man wants.
No high prices. No high pressure. No
appointment needed. Just walk in. Soon?**

If you're 20 and you pay this much each month:	Here's how much you get, 20 year decreasing term insurance:
15	11,000
10	132,000
15	164,000
120	188,000

 You're in good hands with Allstate There's more if you're younger!

This Was a Campaign??????



Allstate life insurance says if you die, he still gets a helping hand.

Allstate. The young man's life insurance.

A big insurance package for the young man. And there's an even bigger payoff on investments to retirement. There's here and now. Allstate young man's insurance is:

Annual premium	Death benefit
\$1,000	\$10,000
\$2,000	\$20,000
\$3,000	\$30,000

Allstate
Make us your family.

**If you die,
your baby
is still
babied**



GEICO®

Sell the Brownie, not the Recipe

The leading wheat
starch-based cocoa treat
purpose-built for
hunger-focused humans.



Numbers Are An Effective Shorthand When Repeated



Because bathing should be a luxury
without work or worry—

IVORY SOAP

"It floats"

99⁴⁴/₁₀₀ % PURE

...And Confusing When They're Not

50%

Shiseido Professional reduces content publishing costs

5x

TUI launches new customer touch points faster

14%

Telus increases conversion rates with personalization integrations

66%

nib lowers unit cost of new digital products

27%

Bang & Olufsen grows average order value

98%

Xoom/PayPal reduces time to launch new pages across geographies

...1, 2.0, 80%, >95%, 100+, 600M



Oh...Don't Be Afraid to Pretend that Something Not Unique Is Actually Unique



Because bathing should be a luxury
without work or worry—

IVORY SOAP

“It floats”

99⁴⁴/₁₀₀ % PURE

Your Customers Are Part of a Community - Be Specific

 **John Fetterman**

Sheetz > Wawa (really) - Jared, I'm gonna talk about growi

Volkswagen Gave Some Great Advice in the 1960s...

How to do a Volkswagen ad.

1. Look at the car.
2. Look harder. You'll find enough advantages to fill a lot of ads. Like the air-cooled engine, the economy, the design that never goes out of date.
3. Don't exaggerate. For instance, some people have gotten 50 m.p.g. and more from a VW. But others have only managed 28. Average: 32. Don't promise more.
4. Call a spade a spade. And a suspension a suspension. Not something like "orbital cushioning."
5. Speak to the reader. Don't shout. He can hear you. Especially if you talk sense.
6. Pencil sharp? You're on your own.

To Be Clear, the
Good Ol' Days
Weren't Always
So Good...

The
"congratulations dear, but
exactly what does an
assistant vice president do?"
Pudding.



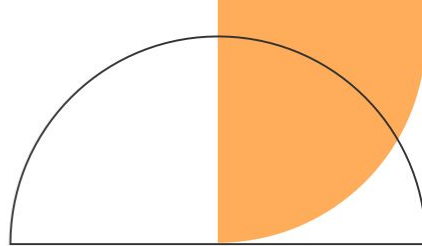
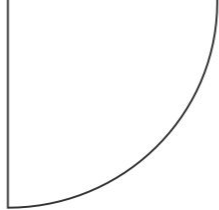
Jell-O® Pudding Tarts

1 package (3/4 oz.) Jell-O® Vanilla, Banana Cream, or Coconut Cream Pudding & Pie Filling
6 baked tart shells, cooled
Prepared Dream Whip Whipped Topping or thawed Birds Eye Cool Whip Non-Dairy Whipped Topping

Prepare Jell-O pudding mix as directed on package. Cover surface of hot pudding with waxed paper.
Cool. Remove paper.
Stir, then spoon into tart shells, allowing about 1/3 cup per shell.
Chill. Top with whipped topping. Garnish as desired.

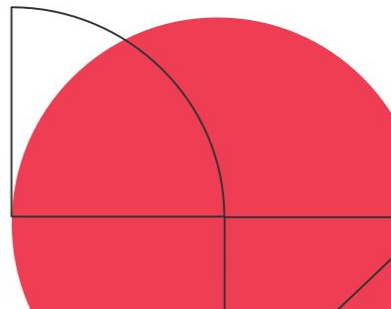
Birds Eye, Cool Whip and Dream Whip are registered trademarks of General Foods Corp.

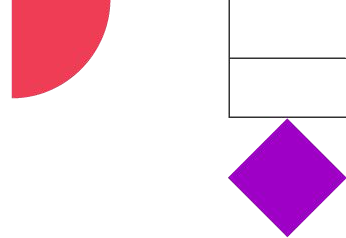
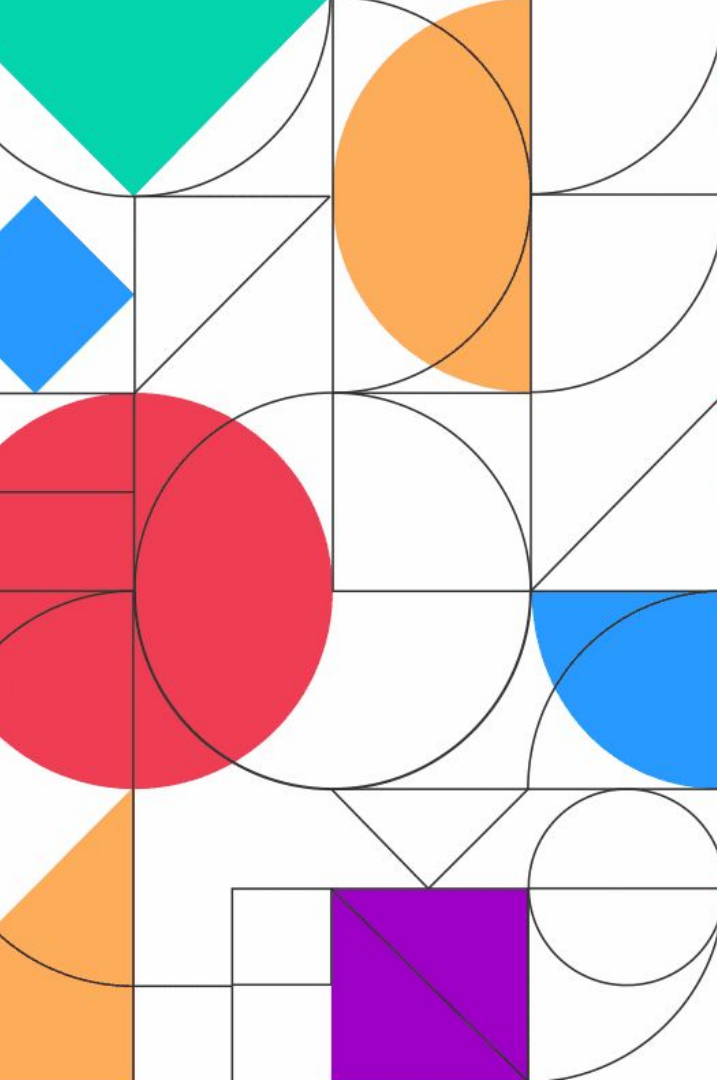




04 The Subtle Art of Giving a S—

(i.e. You Know What You're Doing)



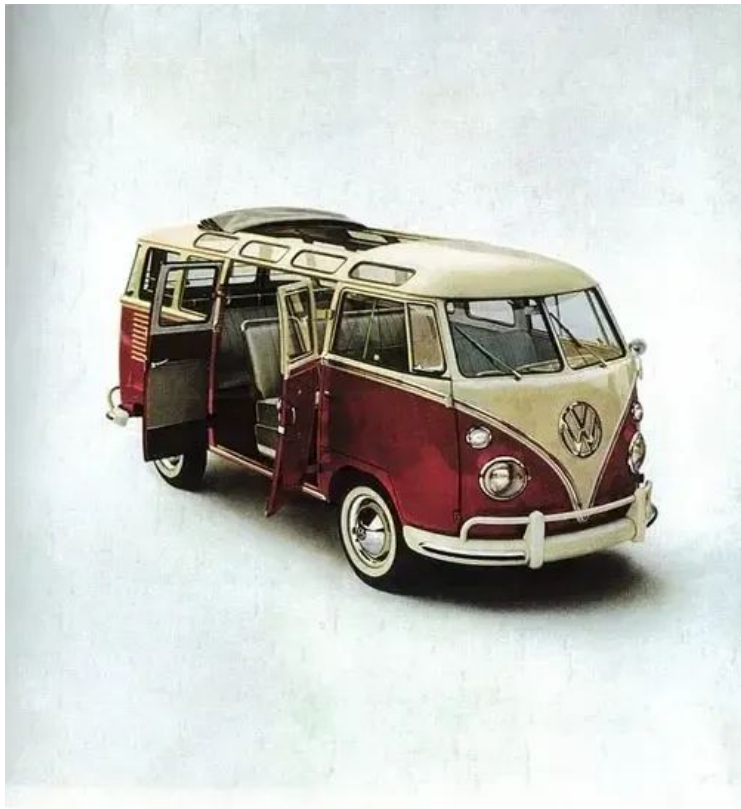


**“I am skeptical of people
whose God is testing...”**

Sylvia Plath

AVIS®





Do you have the right kind of wife for it?

Can your wife bake her own bread?
Can she get a kid's leg stitched and not
phone you at the office until it's all over?
Find something to talk about when the TV
set goes on the blink?
Does she worry about the Bomb?
Make your neighbors' children wish that

she were their mother?
Will she say "Yes" to a camping trip after
50 straight weeks of cooking?
Let your daughter keep a pet snake in the
backyard?
Invite 13 people to dinner even though
she only has service for 12?



Name a cat "Rover"?
Live another year without furniture and
take a trip to Europe instead?
Let you give up your job with a
smile?
And mean it?
Congratulations.

Can your wife bake her own bread?

Does she worry about the bomb?

Let your daughter keep a pet snake in
the backyard?

Invite 13 people to dinner even though
she only has service for 12?

Name a cat "Rover"?

Make your neighbors' children wish
she were their mother?



Thanks, Stephanie!

This email is to confirm your order on 08/05/2022. Your order number is **777513**. Please reply to this email if something is not correct below!

It's crazy what we just witnessed, Stephanie...

All was quiet today until the warehouse intercom crackled to life:

"Listen up, people! We've got an order for our new friend, Stephanie..."

...but no one could hear the rest of the announcement over the thunderous roar of applause.

Sparkling Water bottles were popped.

Tears of joy were shed.

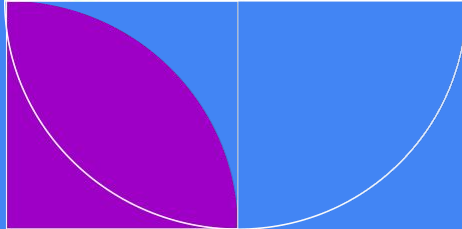
"Don't Stop Believing" rang from every speaker.

Even our lead packer Zach smiled—***and Zach never smiles.***

Simply put: your order caused an incredible frenzy of happiness and everyone is thrilled you're now a customer. Thank you!

Once we clean up our celebration mess, we'll be working to get your order packaged, shipped and on it's way to you ASAP.

Please take a moment to review your order details below, and please **reply to this email** if there are any issues with the information below!



Thank You

Jared Blank

jared@sagelett.com

Gobbledy Newsletter

gobbledy.substack.com





A Few Housekeeping Items

- Submit your session feedback in the mobile app by selecting this session and then click on **feedback** at the bottom. **Rate the session and click post your feedback!**
- All session recordings will be available at the end of September on iterable.com/activate
- Continue the conversation on social using **#Activate22**
- PSSST: some sessions will have QR codes to scan and earn points towards the raffle. **Keep your eyes peeled!**

