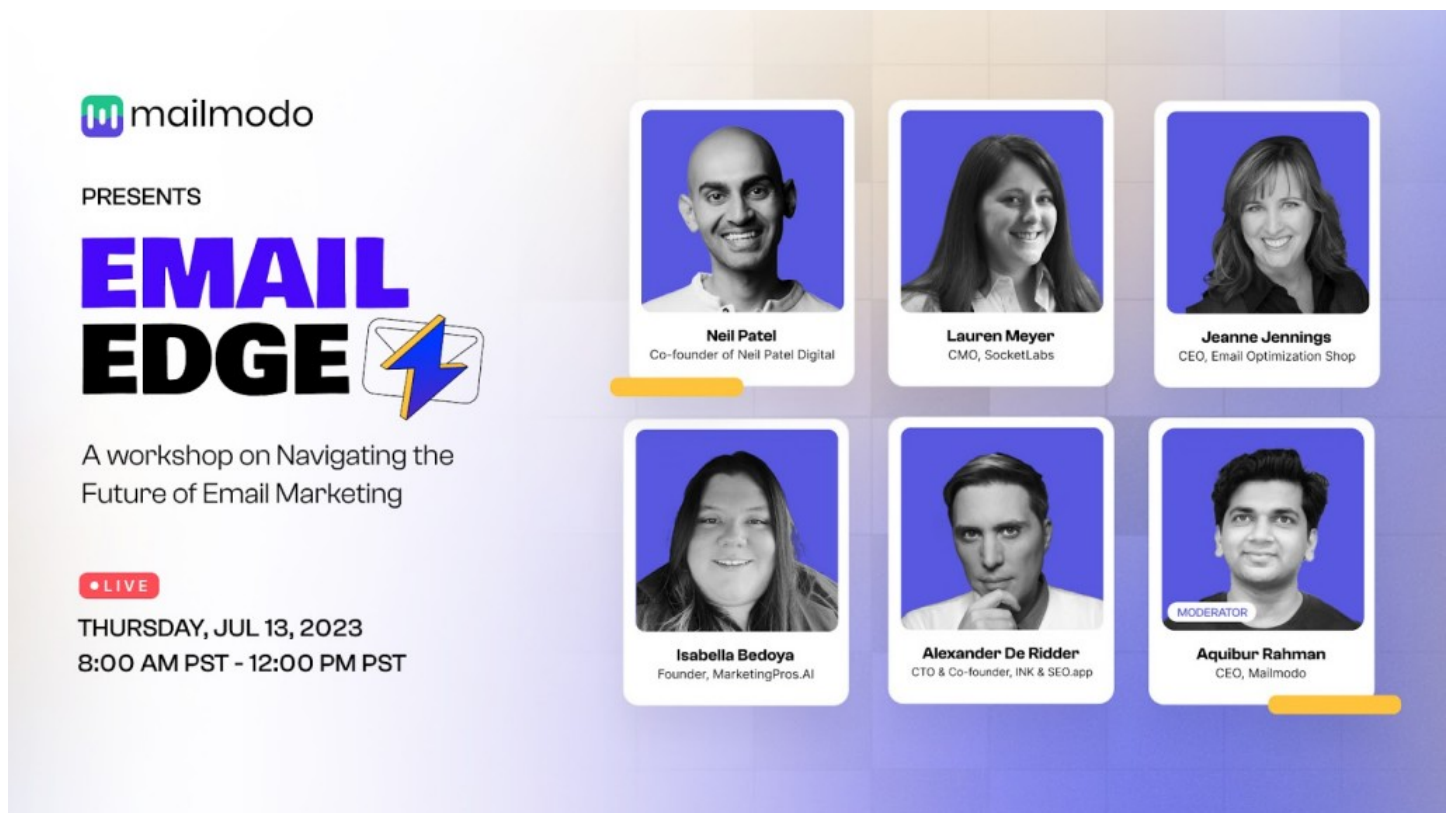


Mailmodo hosts Email Edge where Industry Speakers sharing Cutting-Edge Email Strategies



The poster for the Mailmodo Email Edge event features the Mailmodo logo at the top left. Below it, the word "PRESENTS" is followed by the event title "EMAIL EDGE" in large, bold, blue and black letters, accompanied by a lightning bolt icon. The subtitle "A workshop on Navigating the Future of Email Marketing" is positioned below the title. A red "LIVE" badge is placed above the date and time: "THURSDAY, JUL 13, 2023" and "8:00 AM PST - 12:00 PM PST". On the right side, there are six speaker portraits arranged in a 2x3 grid, each with their name and title below. The speakers are Neil Patel (Co-founder of Neil Patel Digital), Lauren Meyer (CMO, SocketLabs), Jeanne Jennings (CEO, Email Optimization Shop), Isabella Bedoya (Founder, MarketingPros.AI), Alexander De Ridder (CTO & Co-founder, INK & SEO.app), and Aquibur Rahman (CEO, Mailmodo, labeled as MODERATOR).

mailmodo

PRESENTS

**EMAIL
EDGE**

A workshop on Navigating the
Future of Email Marketing

LIVE

THURSDAY, JUL 13, 2023
8:00 AM PST - 12:00 PM PST

Neil Patel
Co-founder of Neil Patel Digital

Lauren Meyer
CMO, SocketLabs

Jeanne Jennings
CEO, Email Optimization Shop

Isabella Bedoya
Founder, MarketingPros.AI

Alexander De Ridder
CTO & Co-founder, INK & SEO.app

Aquibur Rahman
CEO, Mailmodo
MODERATOR

Delaware city, Delaware Jul 11, 2023 ([Issuewire.com](https://www.issuewire.com)) - Email marketing has transformed phenomenally with the release of Apple MPP, the launch of OpenAI, AMP emails and so much more. To enable marketers to effectively navigate these changes, interactive email marketing platform [Mailmodo](https://mailmodo.com) is hosting the [Email Edge Summit](https://mailmodo.com/email-edge-summit), live, where 5 industry experts cover novel strategies and techniques to manage email deliverability, conversions, AI in email, and more. Happening on July 13th 8 am PST, Neil Patel, Lauren Meyer, Jeanne Jennings, Alexander De Ridder and Isabella Bedoya help marketers get ready for the future of email with cutting-edge strategies.

“When we first started planning this summit, we wanted to make sure we shared tried and tested conversion strategies on large sample sets. Which is why asking Neil Patel was a no-brainer. With over two decades of marketing and 850,000+ email subscribers, he has what it takes to back his advice: Data. I’m excited to hear his strategies, knowing he’s tried and validated them himself.”, says [Aquibur Rahman](https://mailmodo.com), CEO, Mailmodo.

Neil’s talking about ‘Data-driven Strategies to 3X your Email ROI’ at the Email Edge Summit.

Getting emails delivered to the recipient's inbox is one of the biggest challenges most email marketers struggle with. Those who overcome this challenge soon realize that deliverability has to be managed on an ongoing basis to ensure their email campaigns avoid the spam folder. Aquibur’s team had helped businesses of all sizes at different stages to troubleshoot and improve their deliverability. ‘With the release of Apple MPP, and the reduced reliability of open rate as a metric, more and more marketers

realize the importance of deliverability' - says Aquibur.

To cover email deliverability in depth at the Email Edge Summit, [Lauren Meyer](#), CMO, of Socket Labs and deliverability expert of 16+ years joins in to unlock lesser-known secrets of deliverability on July 13th.

Another major challenge to solve for marketers is email engagement. The problem compounds when a marketer is sending generic emails to an audience of several thousand people without any clear strategy.

Jeanne Jennings, CEO, of Email Optimization Shop has a similar take, "One of the benefits of email marketing is the tracking and reporting available to see how people are interacting with the messages sent. Leveraging data to create a strategy is crucial."

Jeanne's 20+ years of expertise in email marketing has helped B2B, B2C, government and non-profit clients optimize bottom-line email marketing performance. And she's excited to join in to share a ctionable frameworks for email marketing strategy at the Email Edge

Since its launch, ChatGPT has exponentially been changing the way marketers work. Marketers can scale their productivity and output quality with AI tools. But with the flooding of AI resources on the interweb, few experts have identified proven tools and prompts. One of them is Alexander De Ridder: He co-founded INK, an AI Marketing company, 20 years ago before AI was cool. And recently launched the only SEO plugin for ChatGPT, SEO.app.

He's joining the Email Edge summit as one of the panelists alongside [Isabella Bedoya](#), Founder, MarketingPros.ai, and a ChatGPT Marketing Prompts expert to deep dive into how marketers can leverage AI in email marketing at the Email Edge.

It's not all thought-leadership content though at the summit. With networking sessions, Q&A sessions, and giveaways, Team Mailmodo wants to ensure that the summit has something for everyone.

The Email Edge Summit is happening on July 13th, 8 am - 12 pm PST. Reserve your seat!

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Source : Mailmodo

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