



Rob & Kennedy: The Email Marketing Superheroes Podcast Guests With Personality (Finally!)

Rob and Kennedy are the most unlikely entrepreneurs you'll ever meet. Sporting hairstyles that look like comic-book characters and backgrounds in psychology, hypnosis, and show-business – it's hard to believe they're serial entrepreneurs with an uncanny knack for building businesses with riotous email marketing.

These guys are great for bringing entertainment, knowledge and powerful marketing strategy straight to your podcast audience.

Expert Topics:

1. Increasing Profits From Smaller Email Lists

Good news: size doesn't matter. Rob and Kennedy will share how to create deeper relationships with every subscriber on your list, and some creative campaigns that you can use to make more profit per subscriber – whilst making your list love you more.

2. Surveys – More Than Feedback, But Making Sales

While surveys represent the 'dead-end' in almost every business on the planet, Rob and Kennedy will share with you how you can use surveys as an incredible segmentation tool to make more sales, and shorten the time it takes you to get an ROI for every subscriber.

3. Mass Segmentation – The Death Of 'Send To All' Email Marketing

The reason most email marketing is under-performing is that most people send irrelevant offers to their subscribers, which discourages engagement and open-rates drop through the floor.

Rob and Kennedy will share with you how to create email marketing campaigns like those 'choose your own adventure' stories you loved as a kid. And how to do it simply too. Rob and Kennedy will tie the topic to the style and topic of your audience to make it as valuable and relevant to them as possible.

Featured on:



"Rob is absolutely brilliant at optimising marketing funnels and inspiring people to take massive action. It's a shame he doesn't like cheesecake."
– Kennedy

"Kennedy is a genius at creating attention-grabbing, striking and persuasive campaigns that compel people to buy (in droves!). He also has the second best hair in our office" – Rob J. Temple

Get in touch at marketing@responsesuite.com