

# **Extroversion**

**in email marketing 2023**



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# Crafting Email Content to Match The Recipient's Personality Traits

When sending emails to different recipients and groups, the results of the campaign depend heavily on how the message has been received and whether the style of communication used has appealed to the target person.

When the title and content of the message matches the reader's preferred style, open and click-through rates are clearly improved.

In this section, we will look at the style and adaptation of different communication techniques for different people. The chapter will give concrete examples of elements to adopt and avoid.

We recommend that you return to this chapter whenever you produce content. The points serve as practical checklists for checking the relevance of the communication to the intended audience.

## Subject Line of an Email

The open rate of an email is highly dependent on the content of its subject line. There is little room for expression when titling an email, i.e. writing its subject line. The recipient decides, based on the sender's name and a few words in the subject line, whether the message is worth reading, whether it is worth a quick glance or whether it is worth not reading at all (or even marking as spam).

In the following table, we will go through the process of adapting the email's subject line to different personality types:



## Introverts

For introverts, the title must be precise and to the point. Broadly descriptive adjectives do not add value for introverts, so they can be omitted. A sense of urgency or pressure can also cause a backlash. So keep your headline relevant, descriptive and short.

### Do's

- Stick to the facts and the reality
- Remember moderate emotional expression
- Do not create a sense of urgency  
Be clear about what is at stake

Subject lines examples for emails sent to introverts:

- *How Traitspotter works*
- *Tailoring messages to different target groups*
- *Meeting notes and offer*

### Don'ts:

- Exaggeration and superlatives
- Moving too fast
- Too Vivid Emotional Expression
- Excessive familiarity

## Extroverts

An extrovert gets excited and wants to be. A bright future, opportunities and clear calls to action are what appeal to the extrovert. They want things to move forward efficiently. Make the headline dynamic.

### Do's

- Emphasize benefits and speed
- Big emotions, big trends
- Harness the power of FOMO
- Provide a clear call to action to move forward

Subject lines examples for emails sent to extroverts:

- *Maximise the power of your campaigns with ease!*
- *Double your sales. Three seats left!*
- *World's most influential experts perfecting your business*

### Dont's:

- Too much details, remember the big picture instead
- Overly formal
- Ordinary and boring
- Overlook the recipient's personality



Subject line examples that make introverts ignore the message:

- *A top offer just for you!*
- *Let's get your business rocking!*
- *With these tricks, our client multiplied their sales*

Subject line examples that make extroverts ignore the message:

- *Read the article and learn more about our standard solutions*
- *Bringing a little more efficiency to your business processes*
- *Newsletter: opening hours for Christmas and Midsummer*

## Content Style / Tone of Voice

When writing a text or optimising it for a particular type of extroversion, attention must be paid to the style of expression, sentence structures, adjectives used and the style in which the reader is activated in the message.

In the following table, we will look at how to adapt the content of an email to different personality types:

### Introverts

In a text, an introvert is attracted by rationality, logic and comprehensibility. Excess words and colourful emotional expressions alienate the introvert from the product or service being marketed. Because socialising, i.e. other people, is draining on the introvert's energy reserves, he also prefers texts that are not over-exaggerated or overblown.

A thing or object can be good and modern, but hardly ever quite fantastic. It can be a major novelty, but hardly ever a revolutionary innovation.

### Extroverts

An extrovert becomes more engaged when, by using a product or service, he or she can see an increase in uniqueness, a rise in popularity or an enhancement of future opportunities. The extrovert wants to rise above "ordinary life" or at least celebrate it. Extrovert vocabulary includes superlatives and adjectives.

Why buy anything that is not the most desirable product in the market, loved by pioneers or anything that doesn't send a message about how great am I?



Do's:

- Be reasonable
- Stick to the truth
- Emphasise harmony
- Remember moderate emotional expression
- Don't create a sense of urgency
- Offer a couple of alternative channels for communication
- Show quality and detail

Examples of expressions to be used when writing to introverts:

- Safe, guarantee
- Stable, predictable
- When suitable time

## Introverts

Dont's:

- Exaggeration and superlatives
- Moving too fast
- Too Vivid Emotional Expression
- Excessive familiarity

Examples of expressions to avoid

- Stunning, shocking
- Chance of your life
- Call me right now

Do's:

- Highlight the vibe
- Appeal to individuality
- Offer adventure
- Be different and entertaining
- Big emotions, big opportunities
- Make the most of fomo

Examples of expressions to be used when writing to extroverts:

- Fantastic, awesome, crazy
- Groundbreaking, opportunity
- Revolutionary, Disruptive

## Extroverts

Dont's:

- Too much details
- Overly formal
- Ordinary and boring
- Overlook the recipient's personality

Examples of expressions to avoid

- Ifairly good, adequate
- Analytical
- Later if you have time



# Using Images

## Introverts

Using visuals with introverts can be important, even though they tend not to react very strongly to the message conveyed by the images. Images should be restrained and relevant. Avoid images that are flashy or exaggerate situations.

### Do's:

When communicating to introverts the image should picture optimally a single person. The person in the image is friendly, lightly and naturally smiling.

When choosing colours and backgrounds, stick to safe choices - stick to themes that are familiar and safe for introverts.

### Don'ts:

For introverts, avoid groups of people, wide angles, and superficial smiles or laughs in your imagery. Similarly, typically eye-popping colours, clothing and effects are more likely to be interpreted negatively than positively by introverts.

## Extroverts

Extroverts like to see and experience intense emotions. These need to be conveyed through the images used. An extrovert wants to "light up" and get excited, to see possibilities and the promise of adventure or better times. For an extrovert, an escapist visual world with people having fun is always a promise of better things to come.

### Do's:

Images of people celebrating, in an upbeat, colourful and slightly wild situation are fuel for an extrovert's emotional life. Because the extrovert draws energy from social encounters, he identifies strongly with happy, uplifting images.

### Don'ts:

Avoid static, colourless or very artistic images. Extroverts do not spend time searching for the meaning in their everyday environment, but want the big emotion to be transmitted immediately.



Introverts, Do's:



Extroverts, Do's:



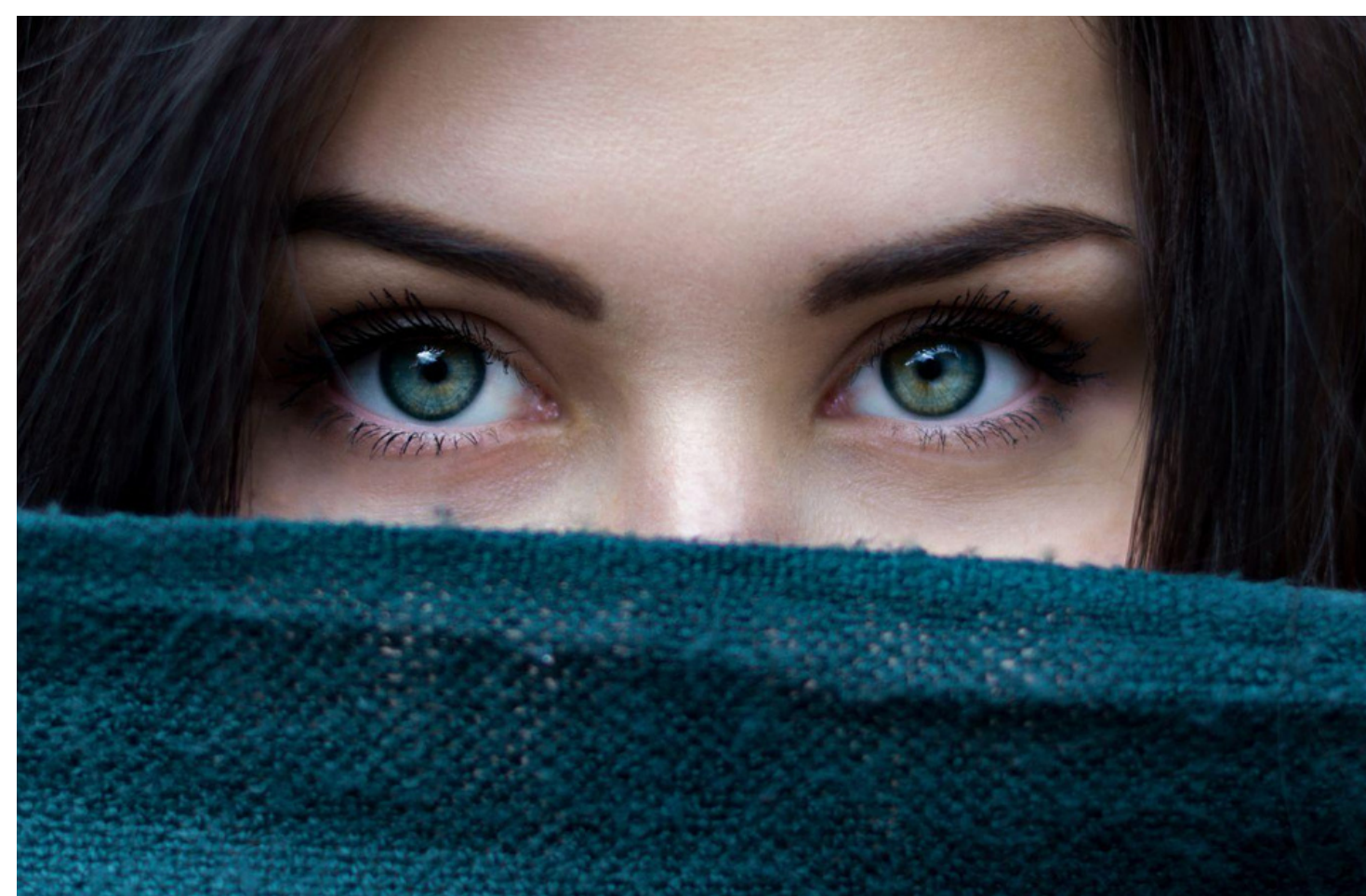




**Introverts, Don'ts:**



**Extroverts, Don'ts:**





# Message Sequence Structures and Suitable Conversion Goals

## Introverts

### In general

- Provide additional information in each message
- Unhurried sending rhythm of messages
- Give time to make a decision, don't push
- Use one channel at a time, change channels sparingly

### Suitable Conversion Goals

- Download a white paper
- Chat by email
- Register for the webinar

### Message Sequence Example:

1. Be specific and get to the point. Provide facts, e.g. a downloadable factsheet. Suggest starting communication per email
2. Send additional information as a follow-up for the first message. Add a reference story in text format. Suggest a remote meeting
3. Offer more useful content. Make sure the person is responsible for the matter proposed. Suggest a meeting, ask for a response.

## Extroverts

### In general

- Same content can be used multiple times
- Fast message sending intervals
- Strongly urge to act quickly
- Simultaneous and parallel use of multiple channels

### Suitable Conversion Goals:

- Booking a meeting
- Setting up a call
- Watching video material

### Message Sequence Example:

1. Get to the point quickly, describe the opportunity and suggest a call/meeting
2. Send a reminder message with a video reference story and a proposal for a call
3. Another reminder message with video reference and call proposal. Make sure the person is responsible for the proposed issue. Suggest a meeting, ask for a response.



# Email Sequence Examples to Generate Leads

## Example: Sequence Optimized for Introverts

### 1. Message

**Subject:** Validated ways to improve marketing results (e.g. Paytrail & Avidly)

Hi {{firstname}},  
I'll get straight to the point. I am confidently assuming that you would too benefit if your marketing efforts led to better results and a larger number of leads, e.g. for sales. Academic studies and practical results with Paytrail and Avidly have confirmed that using decision makers' trait data to personalise for example email messages can lead to more than 30% improvements in message open rates or other marketing objectives.

It would be interesting to chat with you about how you plan to achieve your growth targets. Traitspotter's trait data service could be a very viable approach for you too.

What are your main targets and KPIs this year? Would be great to get an answer from you.

Kind regards,  
Tomi Räsänen  
Customer Success and Marketing  
+358 44 7767826  
tomi.rasanen@traitspotter.com  
Traitspotter Oy

Pause for 2 days before your next message.



## 2. Message

**Subject:** A follow-up on ways to improve marketing results (e.g. Paytrail & Avidly)

Hi ((first name)),

you probably had time to have a quick look at my previous message. I thought I'd send you some additional information, as my previous post was quite short.

Our service allows you to analyze the customers who have bought from you, so that you have better intel on what they are really like. But in the same way you can also analyse your marketing records and sales prospects. There's a big difference when approaching introverts and extroverts, just to give you a concrete example.

For us introverts, it's worth going a bit broader and more specific, while for extroverts it works better to create a mood and paint a little vision of what could happen. This approach had a huge impact to the performance at Paytrail and Avidly.

Of course, the analysis also gives you information about the contact's gender, age, education, work history, etc., but when it comes to truly personalising messages, using extroversion data has yielded the best results.

If you have at least a couple of thousand contacts in your CRM, you would already see some remarkable results. The same effect is seen in remarketing, support and of course sales too.

I'd like to show you our interesting tools to see if your needs and our services are a match. Would you have time for this next week?

Regards,

Tomi Räsänen

Customer Success and Marketing

+358 44 7767826

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Traitspotter Oy

**Pause for 3 days before your next message.**



### 3. Message

**Subject:** Marketing and sales performance improvements (Cases Paytrail & Avidly)

Hi ((first name)),

It occurred to me that since I haven't heard back from you yet, maybe supply and demand haven't quite been met here.

Or maybe I've been reaching out to the wrong decision-maker on this issue? Could you let me know who the responsible person for generating leads in your company is w?

If your marketing is working effectively enough, or the 30% improvement we've achieved for our customers wouldn't have enough of an impact on your marketing, what about sales? If the salespeople in your company were 30% more effective in closing deals? If your salespeople would know in advance that certain prospects are introverts, they shouldn't be painting a big bright picture of a great future, but to stick to numbers and facts.

Who on your sales side would be the right person to talk to about this with?

Regards,

Tomi Räsänen

Customer Success and Marketing

+358 44 7767826

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Traitspotter Oy



## Example: Sequence Optimized for Extroverts

### 1. Message

**Subject:** Paytrail is using this groundbreaking concept to improve marketing impact

Hi {{firstName}},

You seem to have a great grip on what you do and it is probably showing in your results too! Did you know that Paytrail, among many others, uses hyper-personalization to market and sell their services?

- Once the style of the marketing or sales message resonates, things take off at a fast pace
- Extroverts typically get excited by the possibilities and act quickly
- Introverts are better served by facts and studies

At Traitspotter, we offer this hyper-personalisation in a form that doesn't even cost you much extra work. The algorithm analyses, a couple of content variations for different groups is written and then we marvel together the staggeringly improving results, for example in the number of leads.

How would 30% better marketing and sales results sound to you?

Let's have a 10 mins quickie about this. What's the best time to call you?

-Tomi

Regards,

Tomi Räsänen

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Traitspotter Oy

Pause for 1 day before your next message.



## 2. Message

**Subject:** Follow up on ways to improve marketing results (Case Paytrail)

Hiya {{firstName}},

I am highlighting this opportunity to you already as I believe the service will suit you extremely well! Paytrail and many other clients have taken their marketing effectiveness to new extremes with Traitspotter!

Email campaign open rates, click rates, conversion rates etc have improved in numerous cases by more than 30%. And on the sales side, there have been similar results!

So it's all about using a simple tool to "hyper-personalise" your communication, that is addressing contacts and prospects in a way that is natural to them. Feelings and actions for extroverts and data and studies for introverts, to put it simple. Things move much more efficiently when the communication style matches the person's personality.

It's super easy to get started, it doesn't mean much extra work for you, but it brings you huge improvements in results.

When is the best time to reach you, or is it better to just try to call?

Regards,  
-Tomi

Regards,  
Tomi Räsänen  
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Traitspotter Oy

**Pause for 2 days before your next message.**



### 3. Message

**Subject:** Highlighting this one again as it is important!

Hey {{firstName}},

As I haven't received any reaction from you I was thinking maybe this is a case where supply and demand didn't meet? Or did you just not have right time this yet theme yet? I urge you to check the messages I sent, as I believe you should not miss this opportunity.

Oh, just to make sure: are you responsible for lead generation in your company? Have I been barking up the wrong tree all this time?  
Who is the right person for this stuff?

If you are the right person, but your marketing is already a top-notch machine, how is your sales performing? Would a 30% uplift in closing rate have a real impact to your business?  
To make it concrete for sales process: if your salespeople would know in advance that a prospect is an introvert, they should not paint a big bright picture of a great future, but rather stick to numbers and facts. And the other way around for the extroverted prospects. Easy.

Who on your sales side would be the right person to talk to about this some more?

Cheers,  
Tomi

Regards,  
Tomi Räsänen  
Customer Success and Marketing  
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Traitspotter Oy

**Want to learn more about content creation for introverts and extroverts? Find more [here](#) or drop us an email: [contact@traitspotter.com](mailto:contact@traitspotter.com)**