

Email is the fastest-growing channel for marketing ROI

Brands love email. A recent study from eMarketer showed that over 80% of brand marketers said email marketing drives customer acquisition and retention. Organic search, paid search, social media and display marketing were all rated effective by far fewer respondents than chose email. A report from Econsultancy, showed that 73% of marketers rank email as excellent or good when it comes to ROI. Another study showed that email marketing can increase conversion rates by over 50% and can deliver a 50% boost in sales. Email marketing's growth and momentum will continue to rise in 2018.

Digital Tactics that Drive Customer Acquisition vs. Retention According to US SMB Retail Professionals, March 2016

% of respondents

| | Acquisition | Retention |
|-----------------------------|-------------|-----------|
| Email marketing | 81% | 80% |
| Organic search | 62% | 36% |
| Paid search | 59% | 43% |
| Social media | 51% | 44% |
| Retargeting | 49% | 37% |
| Affiliates | 31% | 21% |
| Referral marketing | 21% | 18% |
| Mobile marketing | 16% | 8% |
| Marketplaces | 15% | 11% |
| Comparison shopping engines | 8% | 3% |
| Other | 2% | 5% |

Note: for their organization

Source: WBR Digital and emarsys, "Adapting to the pace of omnichannel commerce," June 7, 2016

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Millennials Love Email Too

Millennials (between 18 and 33) are the largest generation and have \$200 billion in buying power. They are at the peak of consumerism which has forced marketers to understand this generation including how best to communicate with them. Many people believe that millennials are too involved in social media to care about email but that is untrue. Email marketing has real power, even with millennials. Millennials have stated that they want to receive brand communications via email. New research from Adestra shows that 73% of millennials prefer email and according to Litmus, over 70% of millennials believe that email is more likely to be around in 10 years than Facebook, cable TV, Twitter, and other channels. Millennials use email, they just use it differently. Most millennials check email from mobile devices and even though millennials love social media for communicating with friends they specifically cited email as their primary communication vehicle with brands.

Email Integration

Email integration is a trend that will continue this year. Integrating email messaging into other marketing channels can help increase your ROI. Promote your email content across your social media pages and make sure to include social sharing buttons on your emails so your audience can share your email content with their network of friends. You can also use social media to help grow your email subscriber list. If you have an engaging campaign running on a social media site, integrate the content into your email campaigns to further engage your audience across channels and build your brand loyalty.



Email and Mobile Optimization

Consumers across all age demographics are using their smartphones to check email. Brand marketers must optimize their email campaigns to work on all mobile devices or they risk alienating their customers. Mobile has also changed where and when consumers check their email accounts. Marketers should experiment with different send times as well as different creative messaging to see what their mobile customers respond to most.

Engaging, Responsive Email Creative

When designing email messages in 2018, brands should focus on creating engaging messaging and visual content. Less copy and more visual elements produces the best results in email. Take cues from social media and design really great graphics that will make an impact with your audience. Personalizing email messages can also help your creative shine and incorporating interactive content like videos, social media buttons, and animated gifs can help make creative more engaging. Finally, make sure all of your emails are responsive on mobile devices.

Email Marketing in 2018 and Beyond

The key to email success is pushing emails with the right content at the right time to always-on devices. Email marketers should start integrating behavioral, demographic, and contextual data across email campaigns to target customers better and deliver personalized email experiences. Email is thriving, but marketers need to continue to evolve their email tactics to cater to a new audience in 2018 and beyond.

About eTargetMedia

eTargetMedia has the knowledge and experience to implement a comprehensive email marketing strategy that will produce measurable results in traffic, customer acquisition, and revenues. eTargetMedia's services include online and offline direct marketing, including; Targeted Email Lists, Postal Lists, Email Append and Creative Services.

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