

EMAIL

TODAY & TOMORROW

Seven email marketing rules to follow in 2016

EMAILS

CHAPTER I

WHY



EMAIL

54% of marketers rate email as the most effective type of digital marketing and the least difficult to execute.

54%

89% of marketers said that email was their primary channel for lead generation.

89%

BROADCAST EMAILS

VS.

SEGMENTED EMAILS



Relevant emails drive 18 times more revenue than broadcast emails.

3%

8%

General email click-through rate, compared to segmented email click-through rate

Marketers who segmented their email lists experienced:

34%

Greater email relevance

39%

Increased open rates

28%

Lower unsubscribe rates

It is an important part of where email is heading. However, there are weaknesses in a purest approach to this topic, which I see being overlooked. I would encourage people to think about their customers. Stand in their shoes - consider what actions and behaviors they show. Then, starting thinking about how you could make them observable.

TIP

- Tim Watson, Direct Marketing Association.

Sources:

Direct Marketing Association, Zettasphere, Hubspot.

MAILIGEN

Infographic made by MAILIGEN

Mailigen is an email marketing company that helps marketers communicate with their audiences via email and thus grow their businesses.

www.mailigen.com

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