E-MAIL MARKETING IN 2019
E-MAIL
MARKETING
CHALLENGES
TO OVERCOME IN
2019

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INTRODUCTION

Everything About

EMAIL MARKETING

"MASTER THE FUTURE TRENDS & CHALLENGES OF EMAIL MARKETING"

LATEST EDITION

PUBLISHED BY
KEVIN MORRIS

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OVERVIEW

Email has become almost an indispensable part of our lives, a few billion emails are exchanged on an everyday basis- 250 billion to be exact. This number is supposed to spike up to 275 billion emails by the end of 2019. Initially developed for communication between two people, Email today has reached far beyond its original limitations.

Email today is extensively used by businesses and serves as an official communication channel within a particular company and between other companies as well. Although two individuals communicating using email has drastically reduced with the emergence of new technologies, the power of email and its use in marketing activities is still mostly untapped.

Email has farfetched potential and the ability to reach any corner of the globe with consummate ease. These days the term "Email Marketing" is mentioned extensively in businesses of all kind. The majority of the companies have already been utilizing this as marketing collateral and put in considerable time and effort in formulating a strategy and a budget for it.

With E-mail being what it is, let's see how it all started with the idea of Email.

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1 EMAIL AND IT'S ORIGIN

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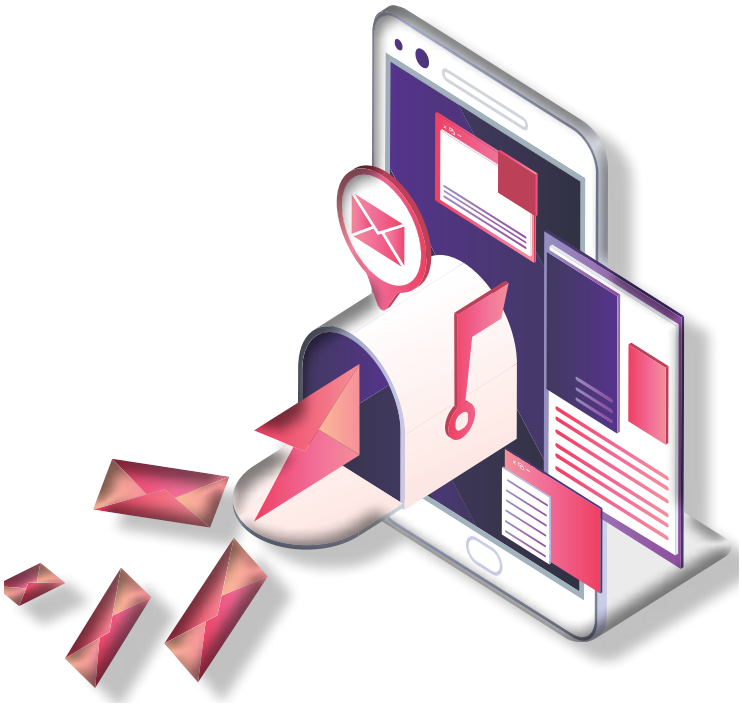
"92% of adults online use email, and 61% of them use email on an average day."

- Pew Research



1965

The Prototype of the Email can be traced back to as early as 1965 when it was put to use in MIT computers for their program titled "Mail-box." The purpose of the "Mailbox" program was to enable users of the MIT computers to leave messages for other users on the computer at the time they logged in and could view the messages.

This system was capable, but it had a limited reach as two people needed to be using the same computer for the message to reach them.

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1969

In 1969, The US Department of Defense initiated the ARPANET (Advanced Research Projects Agency Network) which connected various computers within the organization to facilitate internal communication.

1971

In 1971, Ray Tomlinson came up with the concept of Email and developed it. The idea of sending messages instantaneously to other computers proved highly beneficial, and it spread around very quickly.

However, with the advent of the internal network and the protocols within them for sending the messages, it became complicated.

Another problem that existed was if you sent a particular message, how it was supposed to reach a designated user?

Tomlinson came up with the concept for that, known as '@' and a simple methodology called "Username @ name of the computer" was used to send the message to the desired person. That was the modest beginnings of the Email which we use so frequently today.

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2 THE ROLE OF EMAIL IN MODERN TIMES

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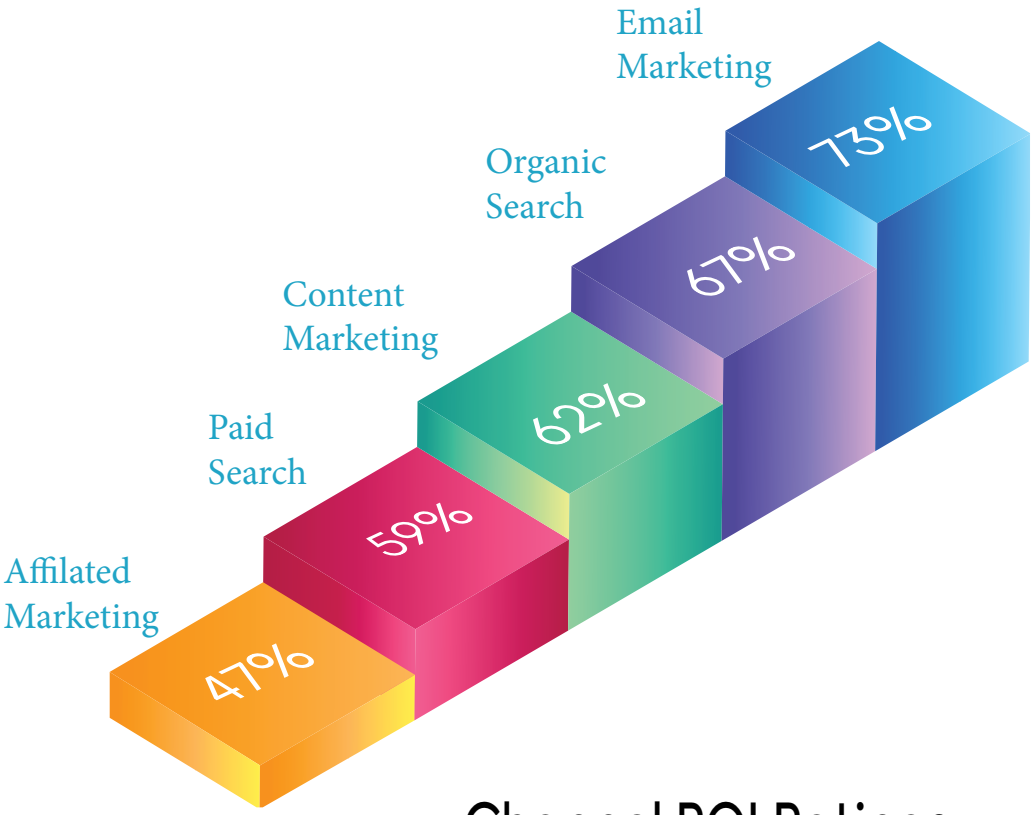
With the changing business landscape, companies look to acquire clients from all around the globe. For this to be possible, they should have an active and seamless communication channel which is accessible by both parties, and E-mail is one such tool. Some of the reasons why email is preferred globally are as follows:

"There is no formula for the perfect email – authentic and honest messaging works."



Channel ROI Ratings

Instant Involvement

The sending and reception of Emails is an instantaneous process; the email reaches the said person even if he/she is two blocks away or present thousands of miles away from the sender. This process makes communication easier between businesses and allows real-time updates to happen. The immediate and continuous flow of information doesn't let the workers slack off and thus enables speedy responses to any inquiries that may arise.

Easy Documentation

The Emails sent will be stored in the recipient's inbox until deliberately deleted. This method makes it easier to store records in an electronic format and is better than maintaining a file which is shoved away in the drawer and looked into once in a while.
With Email, it only takes a few seconds to find the required documents and creates a virtual paper trail which is a lot more useful than printed documents stored in a file and kept in a drawer.

Economical

Businesses often look for inexpensive ways to communicate amongst each other, and one medium they use effectively is Email.

Small businesses can sign up for free email with Gmail, Hotmail or other such email providers. For medium and large sized companies, the cost of maintaining a server is not that high. Compared to the print medium and the cost of printing and distributing, Email is much cheaper and has a broader base of distribution.

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A Better Marketing Collateral

Email helps companies effectively spread information about their products/ services to both existing and potential customer. For example, a marketing company may set up a mailing list to which anybody can subscribe. Provision of updates occurs on a weekly basis on the latest tools and strategies. Similarly, a company having an education platform might contact other companies or individuals to inquire whether they might be interested in their services.

Email is an essential tool and has maintained its stature since its inception. Some people believe with the growth of other technologies email has become an obsolete medium of communication and it is better to run a business without it.

> *"There are a lot of important marketing tools in the business world, but they are not as crucial and important or essential than email"*

However, that couldn't be further from the truth, because email is a fundamental tool for many businesses still rely on email as their official channel of communication. Even to this day, it is essential to craft great emails as they serve as one of the many marketing tools for your business.

One thing to understand why email plays such a significant role in the business world is because it is an excellent way of reaching out to potential customers and establishing a dialogue with your existing customers. In some cases, phone calls might not be a feasible option considering the language barriers, time zones, and other such factors. In such scenarios, Email helps you to reach your desired person without you having to encounter any of the issues above.

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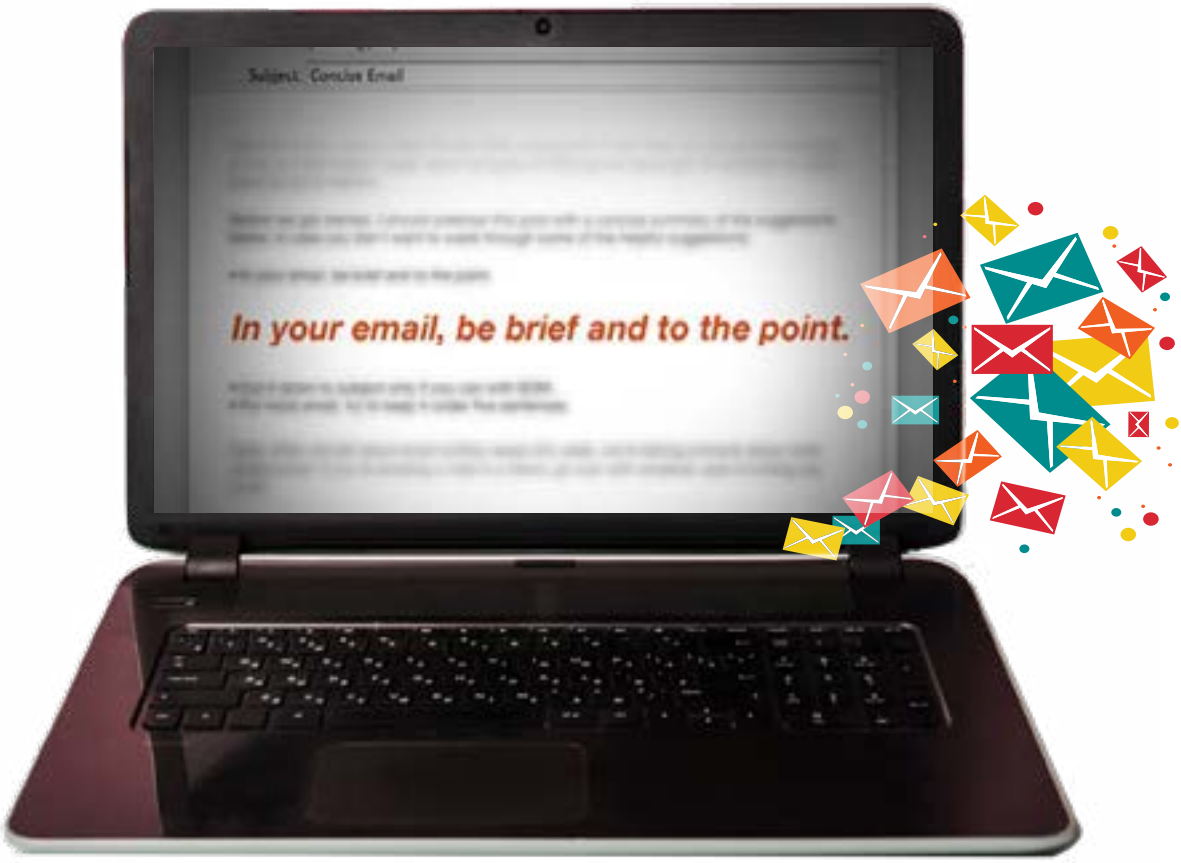
For that reason, it is crucial to craft concise and professional looking emails. You need to employ some extra effort in constructing your emails or hire a person who can create it for you.



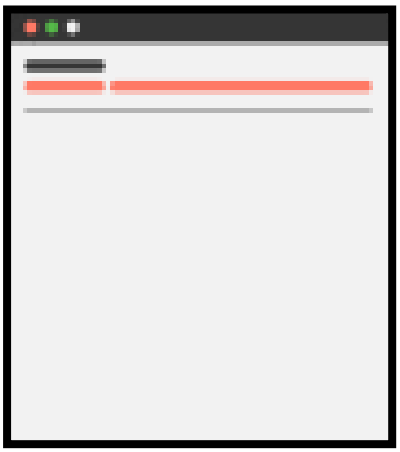
An admirable way to make sure that your business has the best emails is to utilize a hosting service to manage your emails. After all, email is one of your primary marketing tools, and it is proven to be one of the best forms of acquiring new customers. Nearly 85% of retailers in the United States alone say that Email has been a beneficial tool for Marketing and it has helped them obtain many new customers. They say that because email lets you directly contact your potential customer and that gives that personalized feel to the client as compared to social media.

People tend to engage more with the product/ service when it is precisely catered to solve their pain points, and that's one of the many things that makes Email so popular.

Why is the email of today more engaging?

SECONDARY SUBJECT LINE

This part of the email referred to as the Johnson box, which is nothing but a secondary subject line. It is a great way to convey things skipped in the subject line.



NO MORE STATIC CONTENT

Dynamic Content is when the material in the email can change according to the statements. It is a more straightforward way to personalize emails without all the ruckus involved. That is the power of Dynamic content in recent emails.

VISUALLY STIMULATING EMAILS

Today's emails don't just mean text; there is also careful placement of graphics and other visually rich content to spruce up the email content. A good layout coupled with an enticing image can guide the eye movements of the user.

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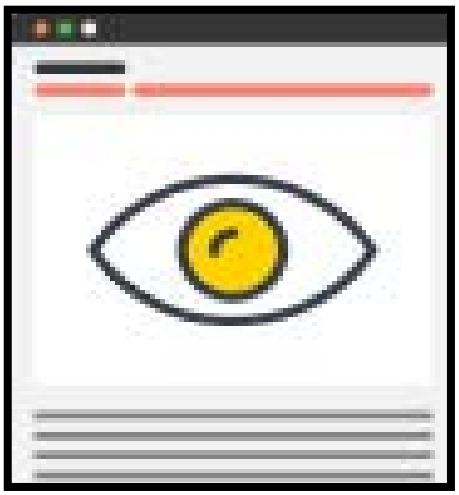
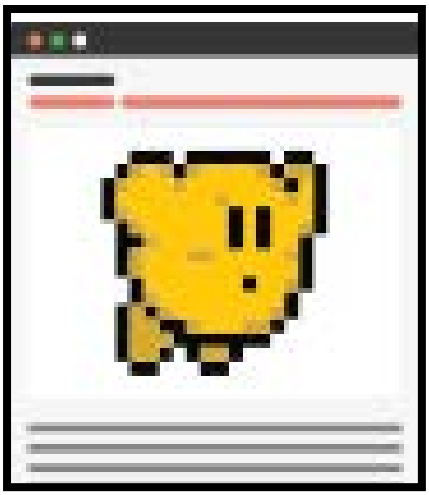
RETINA

When Apple introduced Retina Display when the iPhone 4 was launched, it enabled a better way to view the images with double the previous clarity.



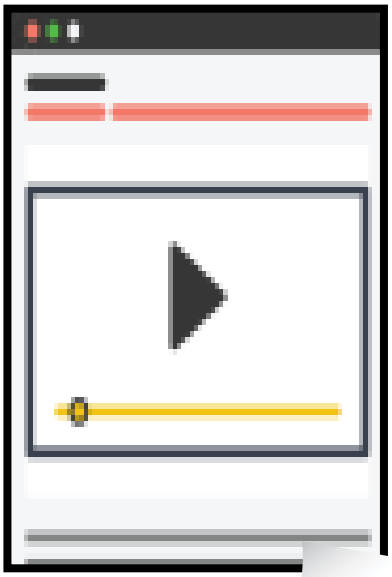


PIXEL ART

With many E-mail providers only displaying the photos in the mail only if the user approves of it. These hurdles have led Marketers to use Alt- text to convey the message even if the images are disabled.

VIDEO IN EMAIL

Embedded video made a great debut and had boosted the opening rates of emails by 19%, but with the availability of poor bandwidth and shoddy email support, it didn't adapt well to the needs of the users. However, with Apple's iOS 10 supporting embedded video in emails;, embedded videos in emails look set to make an epic comeback.



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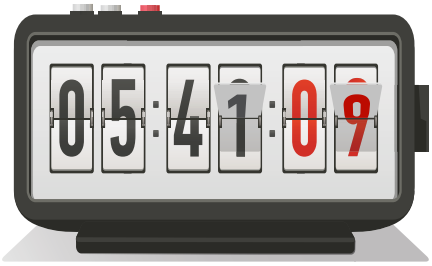
GIF

With GIF being supported by most email service providers and more so because it serves as a suitable alternative to video content, Marketers use GIFs in ample quantity as it replicates video playback but doesn't have the rendering issues that videos sometimes face.

COUNTDOWN

FOMO is a concept that is primarily banked upon by today's marketers to convince the users to take instant action. FOMO is an acronym for "Fear of Missing Out" and can be best seen in countdown timers or limited stock offers.



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3 EMAIL MARKETING AND ITS ROLE IN TODAY'S DAY AND AGE

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What is E-mail Marketing and what shape has it taken in today's day and age?

> *If Social Media is the cocktail party, then email marketing is the 'meet up for coffee.' The original 1 to 1 channel.*
>
> – Erik Harbison

Email has involved from just being an internal network to communicate with each other in a particular institution to reaching out to people all over the world and talking about product/ service with the hope of bringing them onboard as a paying customer.

The process of reaching out to such prospects all around the world and effectively pitching your product and acting persuasively towards the closure of the sale is a part of the phenomenon called Email Marketing.

Here, we seek to discover how email marketing started and how valuable it is in today's day and age:

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The Evolution of Email Marketing

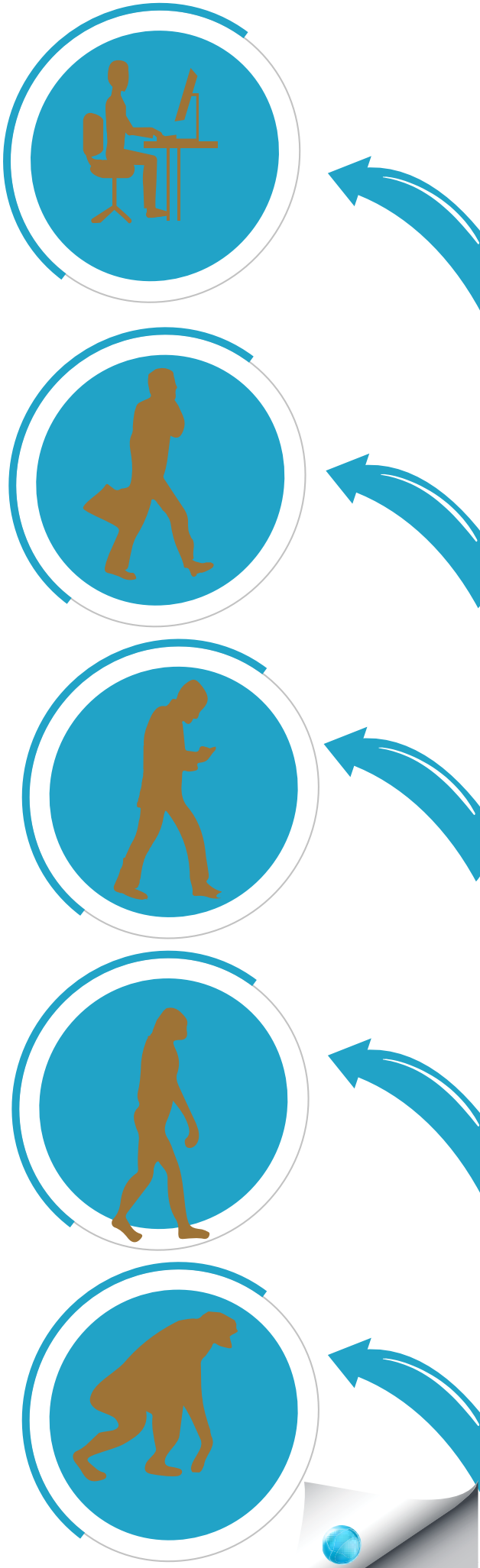
Email Marketing started with Gary Theurk sending the first Marketing Email. Gary Theurk was a Marketing Manager at Digital Equipment Corporation. His task was to promote the new T-series of VAX Systems in 1978. His primary goal was to reach hundreds of interested customers at the same time.

With the usage of email becoming commonplace during this time, Gary and his assistant Carl Gatley came up with the idea of reaching hundreds of interested customers both on the east coast and on the west coast in one swing motion. So they typed out an Email in all capital letters about an informational event about T- Series and sent it to 400 customers.

The result of this campaign according to Theurk was a whopping $13 million in sales for DEC Machines. He also admitted that "complaints" also started coming in almost immediately, but the positives greatly outweighed the "complaints."

Today, an average person receives 123 emails and sends 33 emails according to Radicati Group report. The email imbalance between the transmitted and received messages further highlights the impact of Email Marketing.

Even if an average email user stopped sending emails, they would continue to get emails from health care companies, retailers and other such companies where they expressed an interest in it, this is the level of Email Marketing today.



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The gates to the Internet Swing open

Tim Berners Lee in the year 1989 started working on creating HTML, HTTP and the first web pages that the world would later know at CERN. Two years later the organization published a paper called "The New World Wide Web," which many consider as the "birth" of the internet.

This idea was hugely advantageous to people as there existed a global service at their fingertips and anybody could participate in it. Within a Within few years came Hotmail! , which was the world's first free email service provider. This free service meant that the companies could send information about their products/ services to anyone they wanted. Corporations also started placing their ads for loans, cars, crash diets, cheaper pills and everything in between within the emails.

This process kicked off the origin of spam as many people began to receive emails from companies they knew nothing about, and it only acted as a nuisance to them. However, all was not bad as the brands were on a streak to send as many emails as they possibly could. It was fast, didn't require a stamp and always got to the intended destination.

NEXT

The software company Xoom did one of the most infamous email marketing campaigns. In December 1996, they sent out an advertisement to nearly six million internet users about a product known as the "Email Robot." This software was proclaimed as the "spam to kill all spam," and its function was to block all spam emails coming to a user's account. However, the product failed to take off, and Xoom came to be known for their email marketing campaign rather than the actual product.

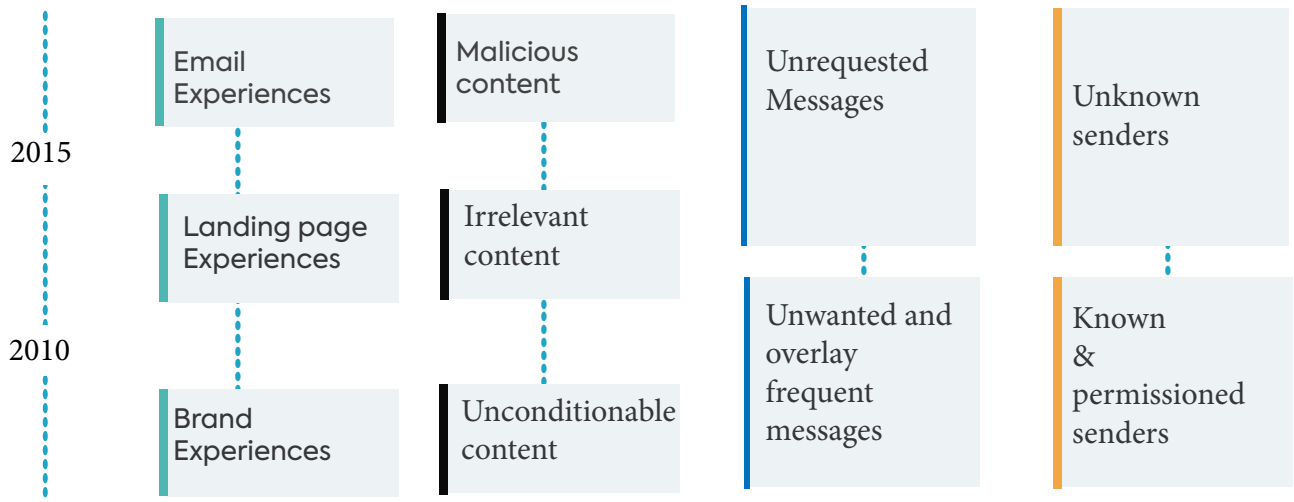
After two years of this event, The United Kingdom and Northern Ireland came up with the Data Protection Act which governs the use of personal data of users, and they put in regulations that an opt-in/ consent would be required for any direct marketing communications to take place between the clients and the companies.

The Millennium Bug, a computation bug that would cause various issues like incorrect display of dates and wrong ordering based on computerized records came into being and created mass fear and hysteria to both the general public and the companies.

Spam email marketing reached a new high during this period to capitalize on the public's fear.

The Evolution of Spam

How consumers' definition of spam has changed over the years



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Email Privacy Laws

To put a stop to such spam emails the Data Protection Act was introduced in 1998 to ensure that all marketing emails had an opt-out option. The Can-Spam law came into being in the US in the year 2003, and they set the regulations for commercial emails.

During the same year in Europe, the Privacy and Electronic Communications regulations came into being, and they defined rules for marketing permissions.
The presence of these laws prevent-sour inboxes from filling up with spam content.

A Sender Policy framework was introduced in 2004 to verify the sender's IP address and also to come down significantly on spam and irrelevant emails that came into our inboxes. These laws limit the number of spam emails we receive, and as of 2018, there are about 2.8 billion email users worldwide.

The marketers had to find a way to continue their marketing efforts despite the changing laws and regulations; the companies added a new touch to their email marketing campaigns and completely avoided spam words. The email hosting services now provided an automatic spam filter which would flag the email as spam if it contained certain trigger words or if the text was in all in caps, had exclamation points, a disproportionate content to image ratio, fonts in different colors or had a low opening rate. In addition to this, the consumers could mark a particular email from a specific company as spam.
To give Email Marketers some feedback on their campaigns AOL created a program in 2004 to help the marketers know what their customers thought of their emails and were able to give further insights about how to improve their email campaigns. Yahoo and Hotmail developed similar programs to give marketers more metrics and insights about their customers.

NEXT

The Internet-based companies wanted to limit the spam that came into our inboxes and thus came up with tools like Windows Live Sender Reputation Data which gave the users the option to see whether the email was spam or not. Hotmail's Sweep and Google Priority Inbox, both launched in 2010 were designed to keep your inbox clutter-free.

The companies that relied heavily on email marketing were forced to change their strategies if they were to pass the spam filter and be read by their existing and potential customers.

Some companies chose to add animations to their ads, others released ads in line with specific anniversaries and Amazon decided to personalize their deals based on the user's interests.

This technique helped Email regain its place as a viable marketing tool to reach the your intended audience.

The latest report confirms that in 2018, almost 40% of all emails were considered to be spam. These laws help restrict the flow of spam into our inboxes; they also help businesses efficiently reach their prospects instead of their emails just being marked and deleted as spam.

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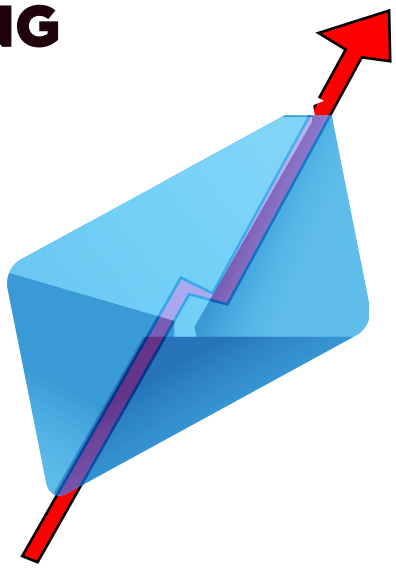
The Future of
EMAIL MARKETING



The Future of E-Mails

Several debates have happened over the issue of "Email Marketing paving the way for social media to function effectively." However, as of late, the Email industry has undergone radical changes including pushing out interactive email designs, and the addition of more personalization, and with efficient segmentation, it has put email on the homestretch to success.

The addition of these features means that the user spends more time engaging with the email which gives an improved chance for lead generation activities.

NEXT

HOW TO UTILIZE CURRENT CAPABILITIES TO MANIFEST FUTURE POSSIBILITIES

MULTI-DEVICE SUPPORT

With wearables on course to become the next tech disruption and increased use of smart devices, it is essential that your emails are catering to every intelligent device. With technologies such as the Internet of Things (IoT) has made email integration a possibility in various gadgets. It is not far from the time where you can get your grocery list on your refrigerator and email your car to switch the air conditioner on.

AUTOMATION & MACHINE LEARNING

Machine Learning has made remarkable progress since its inception in everyday business.It has helped create greater personalization of lead generation and drip marketing emails. Enhanced machine learning helps in blending the collected data and provides a better customer persona. Chatbots and Recommendation engines have undergone a significant facelift in the past few years and can function efficiently.

NEXT

EMAILS FUNCTION AS MICROSITES OF YOUR BUSINESS

With emails, not being just unattractive pieces of text anymore, infused with interactive elements there is bound to be an increase in the user experience so much so that your email functions as a microsite for your business. More permutations and combinations can be done using:

- Integrated forms
- Tabbed browsing using accordions
- Tooltip effect in emails

Emails will soon contain effective CTA's and hyperlinks to facilitate the end user to complete the task without there being any dependence on supporting applications. This approach increases the possibility for Omnichannel Marketing where both the digital and brick and mortar stores are connected and help both consumers and retailers. Just like a purchase generates a receipt in real life, a digital purchase collects the data and forms a digital folder which will then be used to formulate detailed customer persona

NEXT

Emails to soon function as microsites to your business with the addition of interactive content in emails.

TAKEAWAYS

01 HTML emails became the preferred option over plain text emails in the 1990s

02 Interactive content came into use in 2014 with the integration of HTML and CSS

03 With content available in ample quantities, the attention span of the user has dwindled to 8 seconds. Capturing their interests through exciting and eye-catching emails is necessary

04 GIF's help in driving user engagement without the bandwidth requirements of an embedded video

05 C6 ountdown timers are a part of the FOMO strategy used by marketers to accelerate the impulse action in buyers and eventually create more sales

Related: How Big Data and Machine Learning are beneficial to each other

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A modern-day marketer knows that everything in the digital space is continually changing or updating. As we get more insights using data, technology and the strategies we utilize, the tools we use to facilitate our business will evolve and so will our target audience and eventually our business objectives too.

One such communication tool is email, and it has been growing in popularity since its inception. Today, nearly half of the world's population consider email to be effective marketing collateral and also act as a digital communication tool.
With the Marketing trends changing on a regular basis, it's important to stay on top of them.

With the popularity and the effectiveness of email, and more so because it has the highest revenue potential among the various marketing collaterals, it is no surprise to see businesses, small or large, use emails to generate positive ROI effectively.
The typical ROI of Email Marketing is a massive 4400%. For example, if you invest $1 in Email Marketing, the potential ROI is $44.

When using email has such massive potential for profits, it shouldn't come as a surprise that as a company you should maximize on the email practices available.
With the above statistics in mind, here are a few ways Email will evolve over the next few years.

NEXT

More Segmenting and Targeting in Automation

Automate email campaigns when possible

Picture the following situation;

You want to buy a hat and visit an online store for the same, you pick out a couple of designs you like, but you feel you need more time to decide and click off the website with the items lying in your virtual cart.

Does this ring a bell?

This situation is a commonplace occurrence for various e-commerce stores on a daily basis.
A little later into your day you might receive an email that contains the same product you were looking for a few hours ago. Albeit this time there is a 10% discount or a similar offer to incite your interest.

These are Trigger Emails.

Trigger-based emails are sent out automatically based on prospect behavior and activity.

Related: Simple ways to automate your marketing techniques

Some of the prominent examples of trigger emails are include "Welcome," "Thank You" and "Transactional" emails like order receipts, confirmation emails and the like.

A study conducted by Epsilon shows that trigger emails perform on a much higher scale as compared to traditional emails:

-Improved Email opening rates that range up to 49%.

This statistic is significantly higher than the opening rates of regular emails.

The click-through rates (CTR) are almost double as compared to the CTR's of traditional emails.

Trigger Emails are among the many strategies used by the best websites in the world to convert as much as 40% of their entire traffic.

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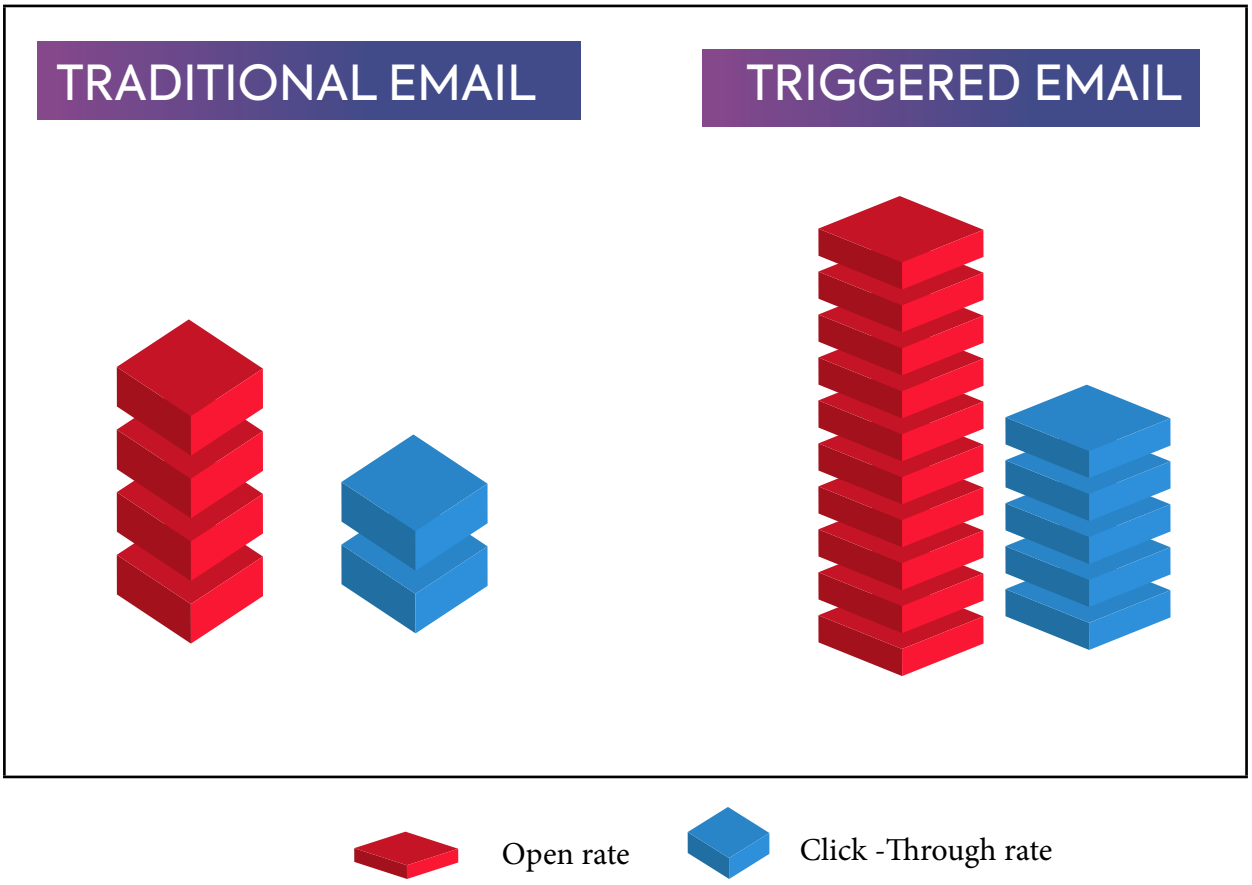
Traditional Email Campaigns Vs Triggered Email Campaign



Triggered emails help generate up to 5 times the opening rates in emails and also boast of a 15 -times increase in click-through rates as compared to your regular email.

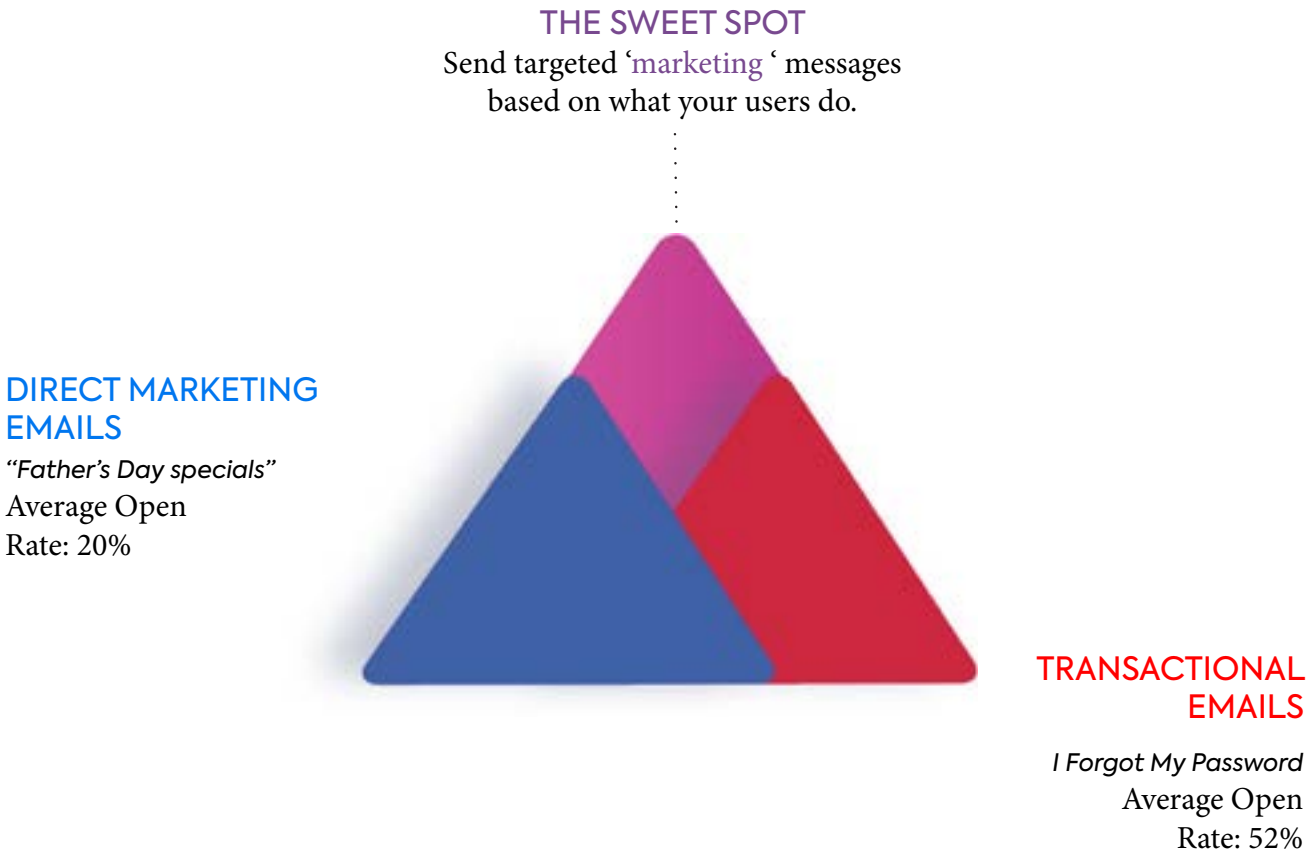
However, the power of triggered emails has not been wholly tapped into by today's marketers. A study shows that only 25% of them use such triggered emails and makeup just for 2.6% of their overall email volume.

NEXT

However, Marketers are yet to realize that it can be much more useful and can contribute to nearly 20% of the email ROI.

These emails have such high opening rates because they tap into the essential needs of the consumer and they always hit the email marketing's sweet spot

If you're wondering what an email marketing sweet spot looks like:



Triggered email campaigns can happen by using autoresponders to imitate the automation process.

If you think that setting up these emails is complex and burns a hole in your pocket, think again!

It doesn't have to be.

If you're wondering how to start with trigger emails, we got your back. Use the following examples and formulate your customized trigger email.

Here are some examples of trigger emails you can send;

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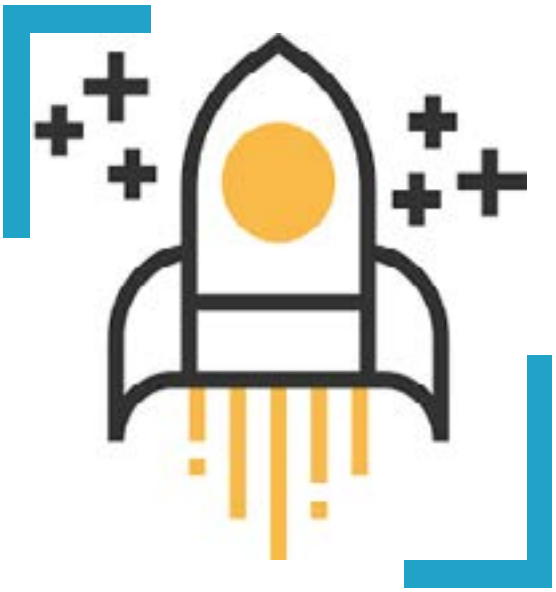
- **Activation**

When a user registers to use your product, but he/ she remains dormant and doesn't put the product to use within the first seven days. Here, an "Activation Campaign" does the trick. You can send an automated email which contains their login credentials, how they can get started using the product and if possible also include a video demonstration that summates the content of your entire email



- **Win- back**

This type of trigger email is supposed to bring the dormant customer back to becoming an active customer. The customer's subscription might be nearing the end of his/ her subscription period, and it is necessary to create an impressive "win back" email that grabs the attention of the customer and pushes them to continue with your product/ service subscription for another year too. A common strategy would be to list the upcoming products/ services and tap into the Fear of Missing Out emotion

1. A same study as the above revealed that the results from the semi-dormant portion of the customers were much more impressive than the loyal customers

2. This group who hadn't shopped with the store more than a year represented a revenue increase of $108,000 which was $3,000 more than the most loyal customers of the retailer

3. A few takeaways from this case study include the segmentation of your customers based on loyalty and to target them with a campaign that runs parallel to their level of activity

4. The other valuable lesson is to focus on reactivating inactive customers rather than providing incentives to current customers

- **Surprise**

Customer Loyalty is still as relevant as ever. To keep your loyal customers, you can surprise them by giving out something for free now and then. These "surprises" can range from anything as simple as a gift card to providing a free yearly subscription for your product/ service. It is a small cost to the company, but it will keep the customers satisfied and would make them come back for more
Generally, an 80/20 relationship exists in e-commerce companies between the total customers and the total amount of revenue generated.

Meaning to say that a few loyal customers drive a large number of sales.

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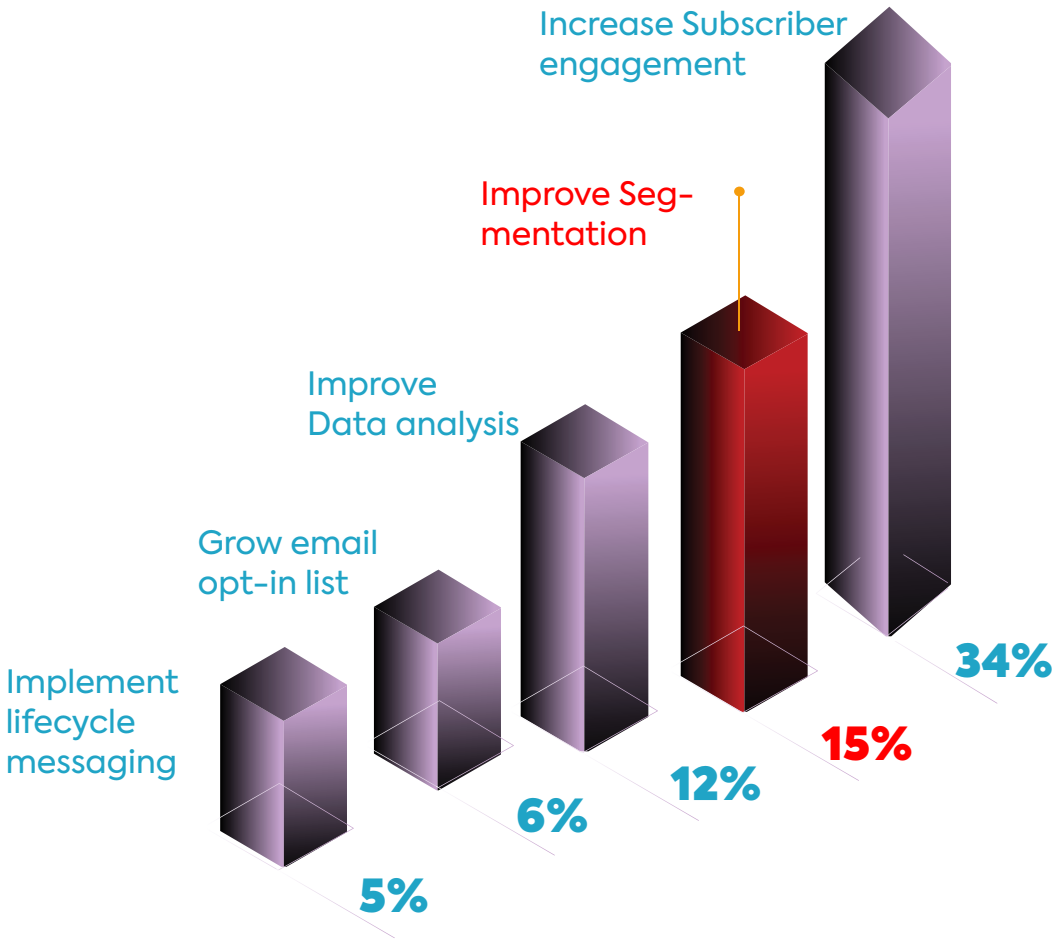
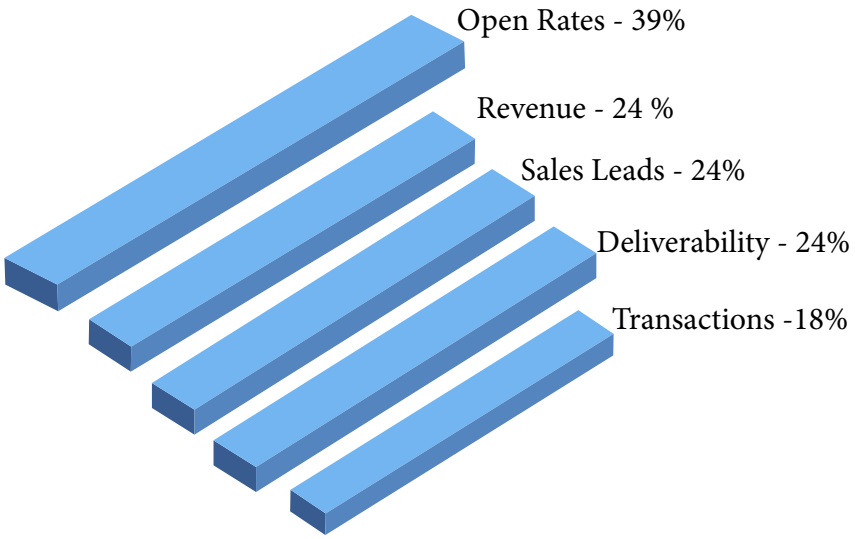
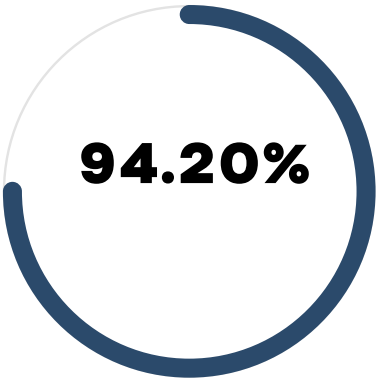
EMAIL MARKETERS' TOP INITIATIVES

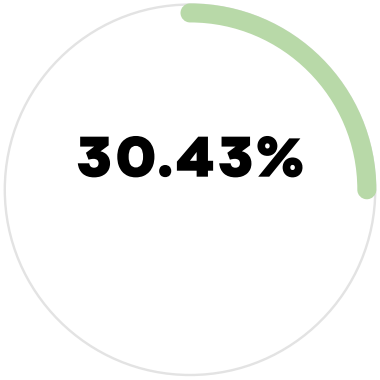


Results from email list segmentation





OPEN RATE



CLICK RATE

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With email marketing becoming a useful medium to reckon with, its primary users will be business owners, entrepreneurs and other such people looking to maximize their ROI. Here, the process of targeting and segmenting the data comes into the picture as segmented contacts can be used to maximize profits.

A HubSpot article reveals that the emails which are segmented and targeted bring bout nearly 60% of all earnings of a particular business. These emails can also amp up a business's profit almost 18 times. Such jaw-dropping statistics will make email marketing look enticing for entrepreneurs and marketers alike, and they will be relying heavily on it.
Email Marketing doesn't just involve sending emails to random people hoping that they might be interested in your product/ service and may eventually buy it from you.

Today's Emails are smart; Email Marketers look to send the emails to people who find value in their content. Some new practices such as removing the email address if the contact hasn't opened your emails for a long time are also in practice. Other occasions like the targeting of a particular user who has visited the website several times and has also opened your emails many times can also happen, and when these leads are effectively nurtured with relevant content and automated emails, it incites them to take action.

NEXT

More Text-Only and Interactive Emails

If you're a Marketer, you would understand that segmenting and targeting aren't the only things that will be creating an impact on email marketing. The way you design and send your Emails as a part of your Email Marketing Campaign also plays a significant role. The emails of the future will consist of plain text and interactive content unlike the emails of the yesteryears which incorporated a page full of graphics, sales oriented and promotional messages. People these days want to see only value-added content in their inboxes instead of a bevy of advertisements and promotional materials.

Since Marketers are ever alert and want to avoid their emails getting stuck in the spam filter, they would generally look to avoid putting too many graphics in their message. Although this makes the email look visually rich, users are shy to open it as it comes across as intrusive and creates undue pressure. There is also a high chance for it to end up in the spam folder.

Another way of sending emails that have high opening rates is to make them interactive. Some marketers may feel that plain text emails don't have that interactive quality to keep the audience engaged, so, they use quizzes, GIF's, survey contests and more to harbor the user's attention.

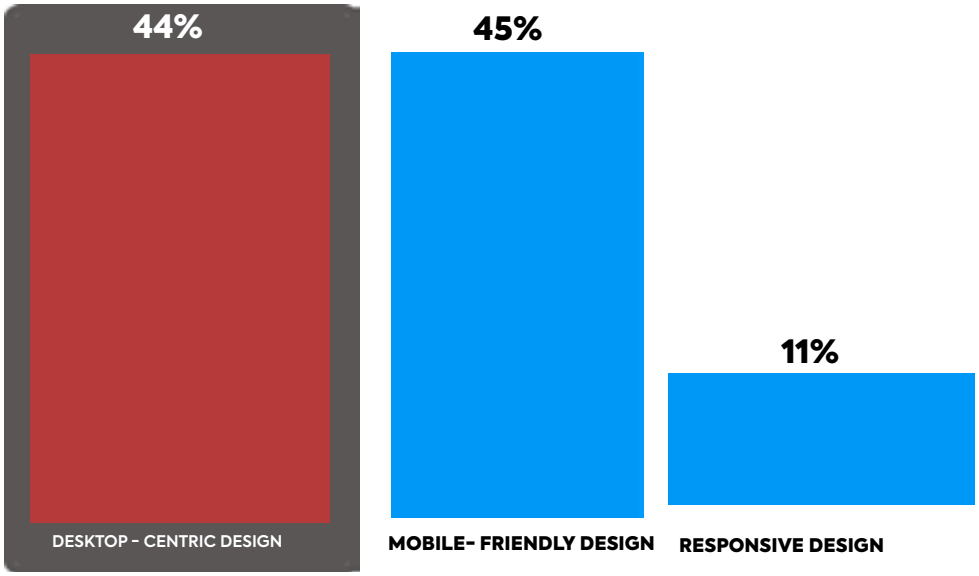
NEXT

More Storytelling in Content

Plain text and Interactive content provide increased opening and engagement rates among audiences; the use of compelling storylines to grab the user's attention is known to influence the recipient's behavior.

Email Marketers generally include a story at the beginning of the email and they integrate it with the agenda of the sent email as the content progresses. An impressive storyline can be the difference between a successful email marketing campaign and one that's not. Storytelling is a unique concept adopted by Marketers to tap into buyers' persona. The power of good storytelling has been in demand for many years, but many marketers only realize that very late. They must be aware that this is an effective way to keep the audience engaged and wanting to know more about the product/ service.

More Mobile Please: percentage to brands that use Desktop - Centric Design vs Mobile- Friendly Design for the promotional emails



Of all the Marketing emails sent in 2012, only 27% of the recipients were seen using a mobile device.

This number steeply increased to 42% by 2014.

Now, it is as much as 61%.

These numbers are off the charts!

What is the first thing you do as you open your eyes every morning?

A majority of us like to check their emails, social media updates and calls or messages.

If you do these, then, you're not alone, you're a part of a whopping 61% of people doing this every morning.

When you don't optimize the emails you send, what do you think will happen?

They unsubscribe or delete your email. No brownie points for guessing that!

However, still almost half the emails sent aren't optimized for mobile.

When Email campaigns are optimized to suit mobile devices they are known to bring in increased revenue.

The average ROI per email sent for a mobile device is $0.40, which is four times higher than that of a desktop only compliant email according to a study by Yesmail.

A recent report also concluded that nearly 55% of users made at least one purchase after receiving a promotional email on any of their mobile devices.

NEXT

SOME TRICKS TO CREATE MOBILE-FRIENDLY EMAILS ARE:

Be Consistent in your design and content

This technique applies to emails in general. However, it is more relevant when a mobile phone is used to view the email. Since the screen size is small as compared to a desktop, keep your content concise and focus only on the essentials.

Use a single, clear call to action

Make sure your call to actions are un-ambiguous, and an excellent place to put your CTA would be at the top of your email. Having Multiple CTAs doesn't bode well with the limited space on the phone. Weave the content in such a way that it is evident for the recipient to understand AND ensure that the CTAs function well and place them in a way that induces action from the reader.

NEXT

Avoid tiny fonts

Don't make your emails ambiguous; use fonts that make reading your text easy. An approved font size would be 22pt font for the Headlines and 14pt font for the common subject. Also, use a sharp contrast of colors to make it easier for people on-the-go to read.

Take it easy on images

Don't use pictures which aren't relevant to your email content.
Apple's iOS displays the images by default while Android's OS doesn't display them by default. If the option is disabled, the image(s) shows up as white chunks of space in the email which is a sign of a poorly designed layout.

Compose short subject lines

Your subject lines must be in tune with the content of your email. This strategy doesn't mean you have to have a super-long subject line- keep it succinct and make the user understand the context of the email in as few words as possible.

A general benchmark for subject lines would be to keep it under 40 characters or less. This increases the chances of the user viewing the email.

Don't make your call to action an image

Don't commit this common mistake. As aforementioned, some OS's have default image display while some don't. If your CTA is in an image format and it doesn't display on the user's screen, then, the chance of improving your click-through rates is dead in the water.
If an image is a vital part of your email, then make sure that it has a descriptive ALT tag that is similar to the text that is present in it, something like "Avail this offer," "Get this Deal" and so on.
Following this tactic helps show the text even when the image is not displayed.

NEXT

Don’t stack links

Heaping of links on each other causes problems in navigation and the user may end up clicking on a wrong link.

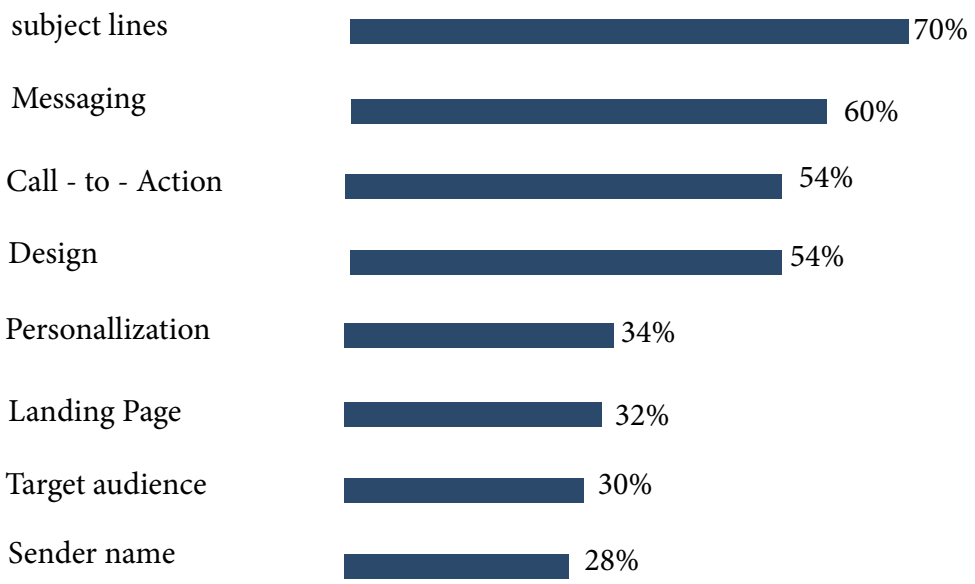
Google
Yahoo
Bing

Such poor structuring of the email may frustrate the receiver and cause him/ her to close it off. It is okay to use multiple links in an email, but make sure there is enough whitespace between them so that the user can navigate to a hyperlink of his/ her choice without much fuss.

Don’t worry; you don’t need to buy a dozen mobile phones to test your emails properly.

Test with different content for a variety of devices:

Which email campaign elements do you routinely test?



NEXT

The last President of the United States put Email Testing (A/B Testing) to use to check and improve his content for the Presidential campaign.

Don't believe it?

How email marketing played a vital role in Barack Obama's 2012 presidential run?

By making small but succinct changes to the subject line, the team behind the marketing campaigns for Barack Obama's presidential run was able to calculate the amount of donation that they could collect.

Small changes in the subject line like "I will be outspent" got him more traction than the other subject lines and was supposed to rake in $2.5 million in donations.

That's a significant increase in donations just based on a single subject line.

Testing isn't just limited to subject lines. Using it, you can also test:

• From Address: The person who is sending the email also has a huge impact and can be the very reason why the recipient chooses to open or ignore the email. Test out your "from address" by using various combinations like the person's name/ person's name + company or the name of the CEO+ company to capture the recipient's interest

NEXT

Plain text vs HTML campaigns:

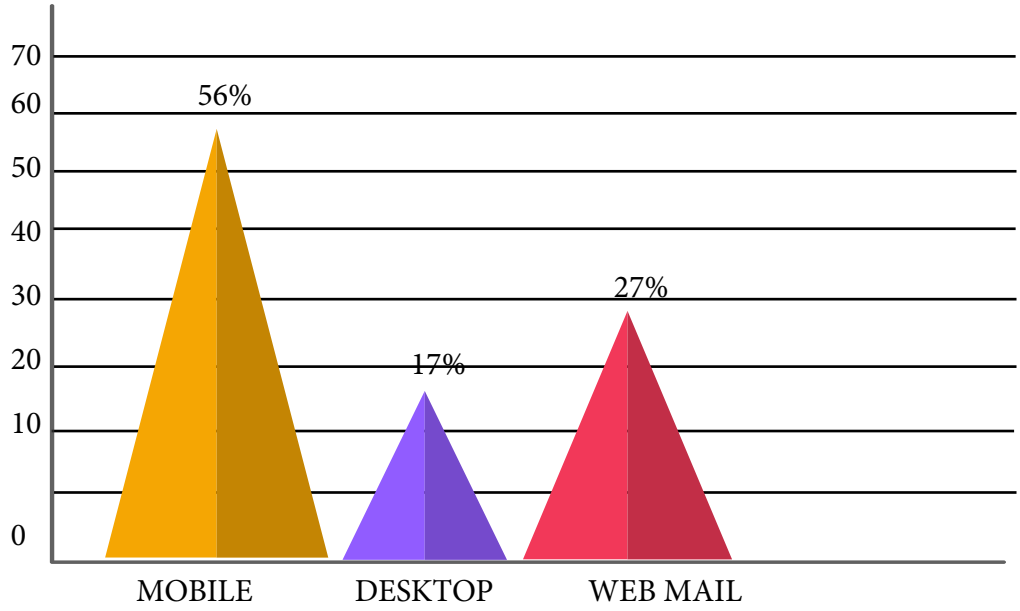
As mentioned above there is always a debate that occurs in a marketers mind on whether a plain text email is enough or should it be laden with HTML campaigns to get better open and click-through rates.
A better strategy would be to test a plain text email and check how it is performing and then send an HTML based email and see which is the best among the two and utilize the same for the rest of your email campaign

Long vs. short emails:

If you want to know what type of content works best for your business, whether long or short, test it. See which content is better received by your audience, and use the same material to accomplish your business objectives

Percentage of brands that use desktop-centric design vs mobile – friendly design for the promotional emails

PERCENTAGE OF EMAILS OPENED IN DIFFERENT DEVICES



Creation of emails has to happen in a way that retains the same user experience when viewed on various devices. Earlier, people who wanted to see their emails on their phone had to scroll left and right which created a poor user experience and caused many users to unsubscribe.

One aspect of a well thought out email strategy would be to optimize email for mobile usage. The recent stats suggest that emails are first viewed on the phone rather than on a computer which states that nearly 53% of people open emails on their mobile phones and 23% of them will revisit that particular email. An interesting statistic here is that out of 900 million Gmail users 75% of them open their emails on their mobile; these stats should give you the picture of why email optimization is required based on mobile phones. Out of the existing Gmail user base of 900 million, nearly 75% of them use their accounts on mobile devices. These remarkable statistics grab the attention of marketers, and thus email optimization for mobile users is vital as more email views happen over mobile than on computer screens.

Data Privacy is a primary concern:

While some people may freely share their emails with companies, there are some people who don't want to subscribe to every mailing list they come across and want to maintain a certain sanctity to their email inbox. In places like the United States, there are strict regulations in place for the use of personal information.

This dilemma will hinder the marketing efforts of many companies. A General Data Protection Regulation is in effect since May 2018 in Europe, and it prevents the gathering and sharing of third-party information.

More Personalization

PERSONALIZED
&
ENGAGING CONTENT

In today's state of filled and overflowing inboxes, there is a need to make your email stand apart from others. Personalized subject lines, witty content and smart CTA 's make this possible. Email Marketers today don't look to capture the prospect's email but instead focus on generating trust and providing them with a wholesome experience.

NEXT

" Personalisation is no longer about simply using custom fields so that Bob can see his name at the top of an email "

With Data Privacy and Protection becoming a fundamental issue, it is not possible to send generic emails and hope to get a response from the recipients.

Email marketers are using personalization in their emails, where the reader's name is displayed either in the beginning or in the first or the second paragraph for this very reason.

When using Automated Email services, it prompts you to add personalization to your emails by using the first name of the person.

Some companies also make use of buyers' persona to segregate contacts according to their personalities and frame content relevant to their actions. Such unique strategies make the content material feel more personal and tailored and is likely to generate more engagement.

"It is very much necessary for brands to build profiles over periods, " says Bobby Jania, VP, Salesforce Marketing Cloud.

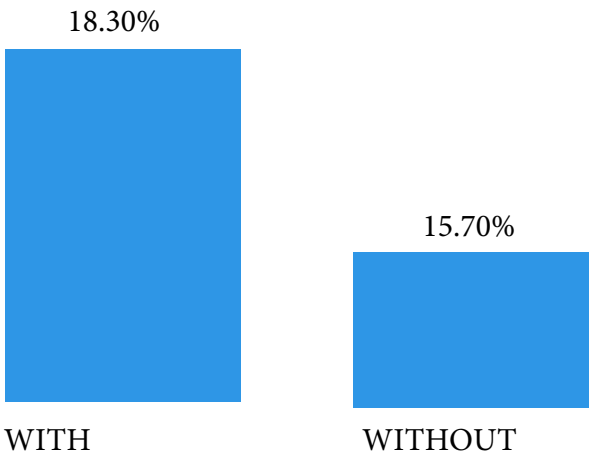
A company that preaches and practices personalization to the very end is Amazon. All of their emails are personalized. They prefer addressing you by your name like "Dear David" rather than putting in a generic statement like "Dear Customer."

Amazon doesn't use email as just a marketing channel; for them, it is an essential tool to maintain overall customer experience. No wonder that 35% of all Amazon's product sales come from email and on-screen recommendations.

Such results are not just limited to Amazon; a lot more companies are jumping onto the personalization bandwagon as of late. A study by the Experian found that personalized emails deliver six times higher transaction rates as compared to regular emails.

NEXT

OPEN RATES WITH RECIPIENTS NAME IN SUBJECT LINE



More Artificial Intelligence

"AI is getting smarter, but mostly in the backend of the email campaign strategy."

With email personalization being the need of the hour, many companies are turning towards AI to make their email strategies stronger and their emails more personalized.

AI is used to help email marketers come up with witty subject lines, visually rich images and will also predict how a particular lead will interact with the email based on past data. It can even analyze when a specific lead/ user might unsubscribe from your from your mailing list.

NEXT

AI for Marketing Automation is a hot topic in today's market scenario. The expected value of this field is supposed to reach $2.7 billion by the year 2025.
With time AI is only going to get more intelligent and will help email marketers make effective decisions thereby bringing more success to their email marketing campaigns.
The Email Marketer in today's market should use smart strategies and tools in tandem to provide effective, personalized and sincere messaging to improve his/ her email based marketing efforts.

To use visual content in emails – Yay or Nay?

" Your subscriber opens up a glittery email , psychedelic and engaging . Three days later, they receive a text -only email following up"

With Marketer's continually stressing over what kind of material is appropriate for the Email Marketing campaign, some argue that "Graphic Heavy" emails are a thing of the past and end up in the spam folder of the user.
While some others feel that "Plain Text" emails make the content look boring and might decrease engagements rates.

NEXT

The right strategy to follow here is to achieve a proper balance between the interactive and the text-based content as both need to function in conjunction to each other and give out the feeling that a friend or a family member sent the email.
This process of connecting deeply with your audience is becoming more commonplace in 2018. If this becomes a standard procedure in the years to come, then there is no surprise in it.

3. Look to Nurture your Prospects before making the sale:

Literally my favourite email marketing trend.The death of the claustrophobic hard e-sell.

Identifying the intention of your target audience is a significant part of keeping them interested. If a prospect visits your blog/website he/she may not want to buy your product/ services. Avoid hoarding their inboxes with your marketing emails as the next thing you'll find is your emails are in the spam folders.
We can take a leaf out Gary Vaynerchuk's book Jab, Jab, Jab, Right Hook, wherein he says provide the ultimate value in your content on a consistent basis and ask for a sale at the end of it.

NEXT

Many marketers think this advice bodes well for social media, but little do they know that it should be used for email marketing as well.

Email Marketing should be used to advance the customer's journey towards the hard sale effectively.

"The complete focus should be on the entire customer journey," advises Neil Lim, optimization coordinator for a marketing agency, WiderFunnel
"If your visitors aren't completing a purchase or signing up for your product, then consider aligning the message in the email and redirect the client journey towards the hard sell."

2019 – The Year of Innovative Content

" in a hyper commercial world, techniques such as humour are making campaigns memorable "

With the people continually paying attention to their contact list, there is a need for sarcasm, humor and daring content. Like KFC's FCK we're sorry campaign or one of many Old Spice commercials often stand out amidst the creative clutter. This method implies that a lot more efforts is needed to improve the brand image and the brand voice. It means that Marketing will go back to its true self and not involve spraying emails and praying the recipients to reciprocate to your efforts.

What is interesting about 2019 are the trends that are beginning to be defined by the human again. Not the technology. Creativity is returning; intelligence is making a long-overdue comeback. They are more than welcome if you ask me. Email marketing is forcing people to play nice, and it is putting the fun back in the marketing industry again.

Combine Email with your other Marketing Channels

As aforementioned, Email is an excellent marketing tool with impressive ROI, but like any other marketing tools, it can only do so much when functioning on its own. A better strategy would be to combine Email marketing to your overall Marketing Strategy and see how effectively it can help you nurture your leads and drive sales.

"Successful email marketing campaigns go well beyond email marketing and marketing automation to optimize your customer's experience for the entire customer journey," says Jason Vande Boom, founder, and CEO of marketing automation platform, ActiveCampaign.

This statement is especially true with the onset of GDPR where explicit permission is needed from each person for them to be receiving a marketing email from your side. However, this does not apply to transactional emails like the confirmation of an online order or the like.
So when utilizing email marketing make use of it in conjecture with the other marketing tools and look at it as part of a more significant campaign strategy than solely focusing on it.

NEXT

Iterate Often

Equip yourself with the required data and insights needed for the success of your Email Marketing Campaigns. Usage of constant codification and user insights is common for executing lucrative email campaigns. Methods like A/B Testing make this possible.

A/B testing consists of testing the subject lines, the length of the content; it can also be used to understand the applicability of the material consistent with your audience's needs. Establishment of when to ask the customer to buy your product/service and where he/she is in the customer journey.

"Successful email marketers are always striving to improve and optimize their campaigns continuously," says Lim.

"Analyze your endeavors, get real-time insights. Utilize these to improve your email marketing strategies."

"There is also the availability of additional insights required for usage across other channels."

NEXT

Keep Clean Lists

As much as it is good to have a bulked up email list to impress your manager, it is also essential to keep these lists clean.

Keeping them clean means looking into the lists on a regular basis and removing emails of the people who have unsubscribed or whose email addresses are invalid. You can also take the opportunity to delete the emails of people who aren't regularly engaging with your product/ service. This way your list is regularly updated and will have better opening rates which often lead to more sales conversions.

Related: How to improve your Email Verification and Validation rates

NEXT

Make your Emails Mobile friendly:

1. Check to see how the email works on different devices and tweak the content and the images based on your insights.

2. The reader's experience is your priority.

3. Check for yourself whether you as a person would engage with that particular email if you received it.

If the message is relevant to you and displayed correctly on your phone or not.

Instead of putting your reader in this undesirable scenario, you can easily create mobile-friendly emails that display accurately on any device.

NEXT

BIG DATA PERSONALIZATION & MACHINE LEARNING

"In God we trust. All others must bring data."

– W. Edwards Deming

Big data allows the collection of data that shows the likes and preferences of various users, and based on these insights we can group the users and personalize our marketing collaterals to go in conjunction with their needs and interests.
Subscribers respond better to emails when the content caters to their interests and needs.
Related: 5 reasons why Big Data is crucial for modern businesses
WW

OUR EMAIL COPILOTS

Will learning ,AI,and predicive software ever determine the majority of the content(subject lines, images,copy,etc)in marketing emails

Source - Email Marketing in 2020

Faster and Better A/B Testing

Big data and AI allows for rapid A/B testing. Marketers have always used A/B testing to calculate the success of their campaigns efficiently. However, with the availability of insights from Big Data, marketers have been able to substantiate their campaigns effectively.

Before Big data and AI, Marketers had only two options in A/B testing, and they couldn't accurately pinpoint the reason why their campaigns were not working out. However, with AI and insights available it is now possible to hyper-target the user using a variety of permutations and combinations. AI also allows for proper testing and determines which campaign you have to choose for better accuracy and ROI.

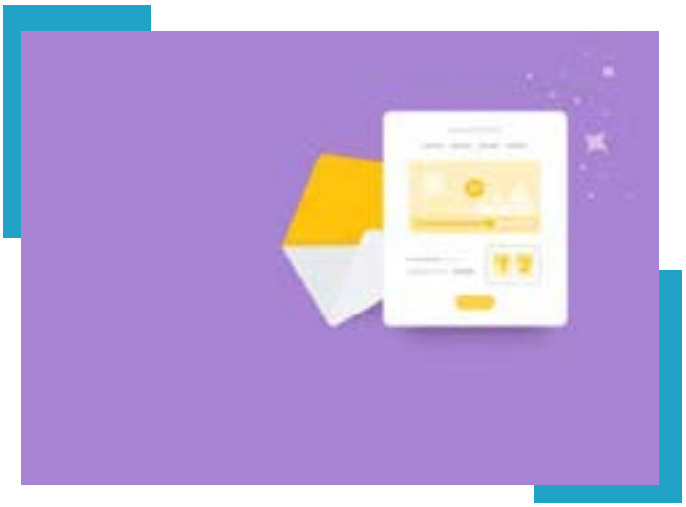
NEXT

Optimizing Send Times

Send times can have a tremendous impact on email opens and clicks. Email Marketers can manually segment their campaign based on time zones but isn't quite as useful as an AI-powered version.
Machine learning in association with AI helps modern-day marketers send emails that are based on the behavior and actions of the prospects. Such emails are more likely to be opened and read through, thus significantly boosting email conversions statistic.

Interactivity and Rich Content

In 2019 putting a link to your website in your email and redirecting the user to it will be a redundant technique as many users and marketers are looking to add more interactivity in the emails.



This process implies that the menu's carousel ads, videos, and purchases can be made directly from your email by your readers.

With Apple stating that support for HTML5 video will be made available with the release of iOS 10, embedded video is bound to have a big year ahead. With or without Apple's statement, interactivity in Emails was already high among email

Wearables

Wearables are the new sensation in the technology space; it started when Google came out with the Google Glass in 2013, although the real breakthrough for wearable devices came through the introduction of the Apple Watch in 2015, which provided the foundation for wearables category of devices.

In the coming years, it has the potential to be a disruptor based on how the marketers position it. A negative for wearables is its small screen and its inability to support images and have web browsing capabilities.

These limitations give a tough time to brands who want to measure the impact of their emails on their audience. Until there are wholesale changes brought into this space, the wearables market is something that doesn't stoke the interest of today's marketers.

NEXT

Internet of Things

With IoT, Email Marketers have two advantages:

-It gives an even more profound sense of customer understanding through the availability of many data sources

- IoT helps to personalize and segment your desired set of audience

-Companies like Fitbit have shown the value of IoT powered personalized email, and with such a step forward we can genuinely say that – the best is yet to come

Voice interfaces

If you thought IoT and smart devices were disruptive, you're in for a shock as there is a wave of voice-only interfaces coming to town. Prime players in this business like Apple's Siri, Amazon's Alexa and Google Assistant have already positioned themselves to cater to this niche market.

AT&T recently announced that you could compose and send messages using the Amazon Echo, with such progress, sending an email through voice is a farfetched concept.

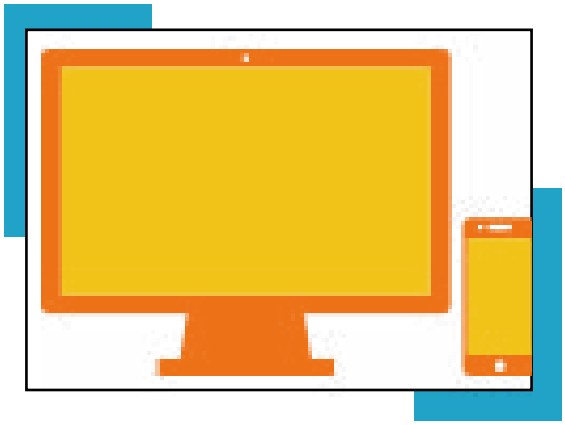
While Email is a well-established technology, it is tough to think that it will stay in this form in the years to come. Email content, email clients and how marketers can cater to different niches in the market will all differ in the days to come. The best strategy for this is to stay ahead of the trends and capitalize on it.

Related: Simple Tactics to build a customized buyer persona

THE LOWDOWN OF CREATING GREAT EMAILS

Email Design has evolved continuously since the days of its inception, but it isn't foolproof as of yet. There is a possibility that some email clients can cause havoc and lead to the introduction of specific changes in policy (CAN-SPAM Act).

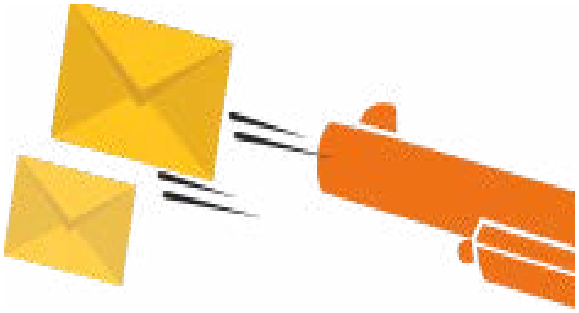
Outlook 120dpi Mishap



Spongy Layout

If a user is viewing his/her emails on a screen with a larger resolution than 1920 * 1080, the placement of images becomes skewed, and the fonts might appear thicker, and there might also be the presence of gaps in between layouts. Pay close attention to this detail.

The idea behind triggered Emails



In today's Email Marketing Scenario, the marketer who reaches the emails of the prospect at the right time is likely to make the sale. The reason why triggered emails and email automation came into existence was for this very reason. As soon as the user subscribes to your email list or newsletters, the first step down the sales funnel is to send them a welcome email.

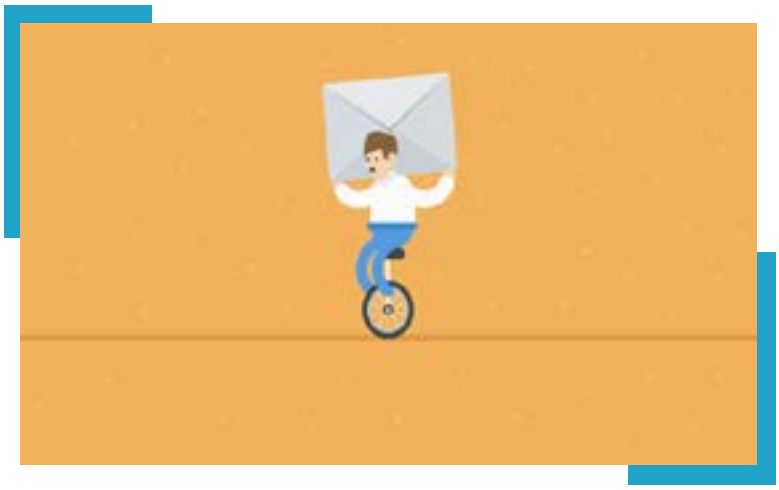
Better support by ESPs

These days Email Service Providers (ESP's) are making crucial changes concerning the GUI (Good User Interface) aspect.

This methodology means they are ditching the process of skimming through lines of code and moving to simple drag and drop.

4 COMMON CHALLENGES OF EMAIL MARKETERS

"Good content is a readily available commodity; great content is a scarcity."



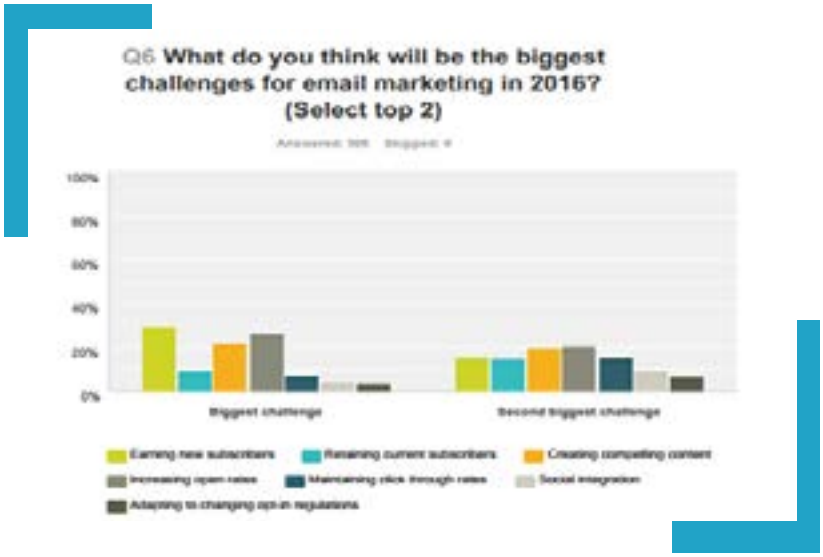
Marketers when they accurately adopt this strategy, see the impressive reach and remarkable ROI for their efforts; there are also a few challenges that marketers have to overcome to tap into the immense potential of email marketing.

The great news nevertheless is that a solution is available to these email marketing hurdles.
Let's see how modern marketers combat the regular dilemmas they face and how they effectively resolve them.

NEXT

1. Earning New Subscribers

One of the pressing problems encountered by email marketers is the challenge of acquiring new subscribers to their mailing list.



Solution

The most likely way to overcome the issue of not earning new subscribers would be to provide the essential benefits to your customers. Your product/ service should have a clear value proposition and should address the common pain points of people; this will ensure that people will hit the opt-in button to receive more information about your product/service.

Give them proper reasons on why they should subscribe to your mailing list and what benefits they will receive from doing the same.

Earning Subscribers can be done either organically or buying curated lists that are tailor-made to suit your business objectives. To organically grow your website have a popup or a sidebar opt-in option to enable the users to subscribe to your mailing list.

Provision of a free trial or exclusive content to prompt users to part with their email ID for more correspondence from your side.

2. Increasing Open Rates

As mentioned above one of the profound adversities of Email Marketers was not getting increasing opening rates for their emails. A report from the campaigner shows that it was one of the biggest email marketing challenges of the year. 26.3% of the respondents said that it was the top challenge for email marketers today.

Solution

One of the ways to increase the opening rates for your emails would be to write catchy subject lines. The subject line is what the recipient first notices when he/she first receives an email and based on the subject it may cause them to open or ignore the email or worse yet delete it straightforward.
Great subject lines make subscribers want to read the rest of the email content.
A report from Sidekick Research states that personalized subject lines garnered more attention and were 20% more likely to be opened than the generic emails.
It also helps when the subject is catchy and within the 30 character limit.

NEXT

3. Improving Deliverability

Deliverability is another issue that keeps email marketers awake at night. You can have the most incredible content and the best offers, but it is of no use if it goes straight to the spam folder. Consistent low deliverability rates may result in you getting blocked by internet service providers. When there is low deliverability of emails, it is a sign of wasted time and money.

Solution

One of the proven ways to avoid getting filtered by spam is to prevent the usage of spam words in your subject lines. Some of the typical spam words include cash, earn, save, prize, cheap, free, and click. Try avoiding these keywords in your next email to combat the threat of your emails being considered spam.

There is also the case of full inboxes being reasons why your email deliverability rate is low.

Now, it is difficult to put your finger on an exact solution, but a feasible option might be to check how many people haven't opened the last few emails sent by you and make a list of them. Once you determine that they are inactive for an extended period, then you can strike them off your email lists.

Some non-existent emails will also bring down your deliverability rates, so to combat this problem you can ask the users during the opt-in process to confirm their email by sending a link to their specified email addresses.

Give your users the option to easily update their email addresses if they change them or if they lose access to their current ids.

NEXT

4. Retaining Subscribers

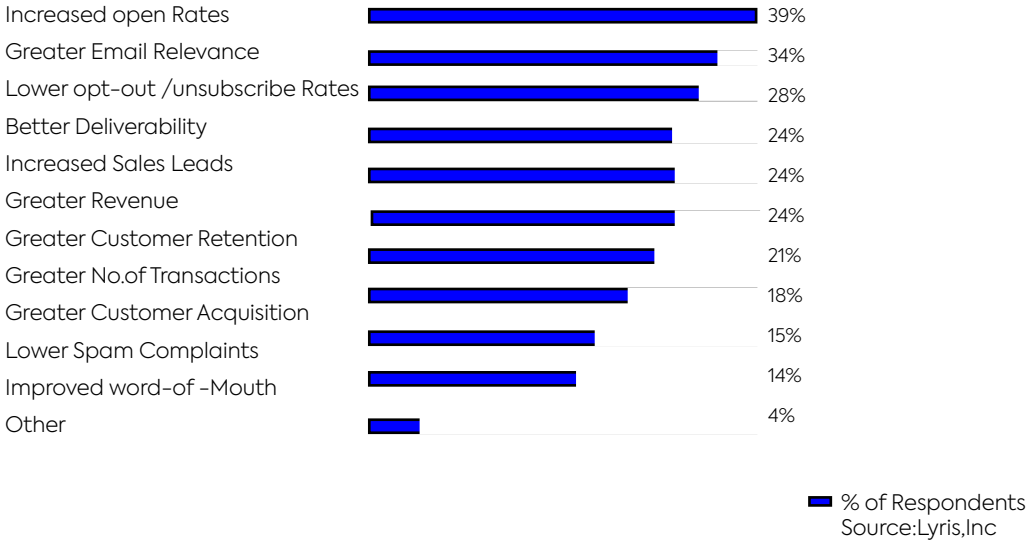
You can keep growing your email lists but if you're also losing subscribers every minute, what's the whole point of it?
Retaining customers is among the top challenges of email marketers according to Campaigner Report. If you have an existing set of customers, make every effort to keep them.

Solution

The best way to keep your subscriber count as it is or in a growing state is to send the relevant content to the right audience. This process entails segmenting the content to meet the various needs of your subscriber base which can be found out using Big Data and AI.
A report from Lyris states that segmentation of email lists results in a 28% lower unsubscribe rate and 21% higher customer retention rate.

NEXT

Email List Segmentation Results



5. Low Click-Through Rates

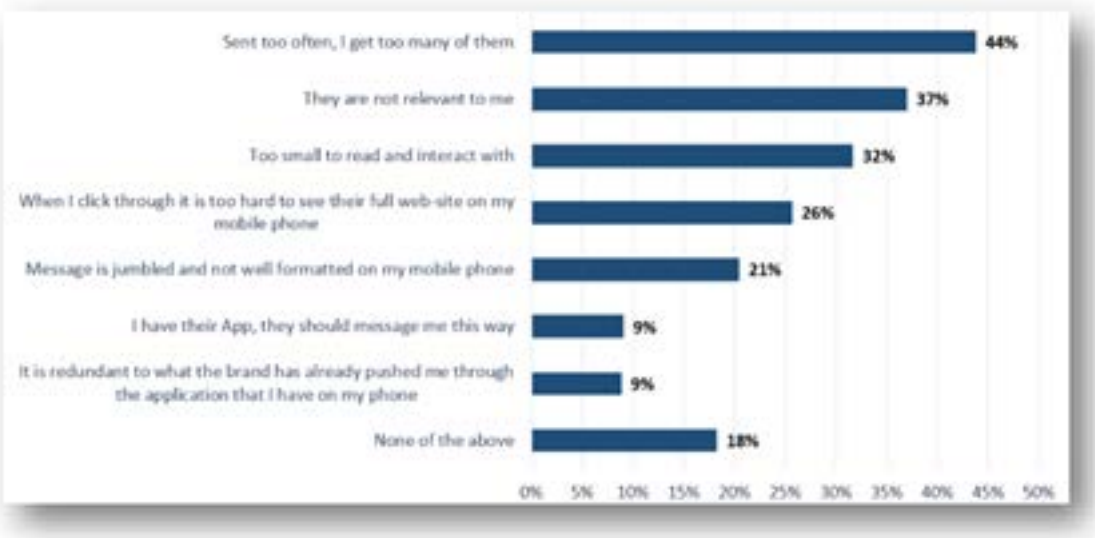
Another one of the many challenges that come with email marketing is maintaining a constant click-through rate. Suppose your email recipients are opening your emails and reading through them, but they aren't clicking on the links present in it, there is a good chance they won't convert into paying customers.

NEXT

Solution

Email list segmentation not only helps with subscriber retention but also with click-through rates. Your low click-through rates may be merely a result of disinterested subscribers. Create a re-engagement campaign every year to fix this issue. Send out emails asking subscribers if they want to keep receiving your emails and offer an opt-out option.

If you're sending your emails too frequently, that could also be a reason for low click-through rates. A study conducted by The Relevancy Group and Live Clicker revealed that the reason for companies getting low click-through rate was that their emails were sent too frequently, and their customers didn't very well appreciate this and thus lead to low click-through rates.



Question Asked: What don't you like about getting email marketing messages on your mobile phone? (Select all)
Source: The Relevancy Group, LLC 2014 Consumer Survey n=1011 3/14, US Only

NEXT

6. Achieving Measurable ROI

Another one of the challenges of email marketers includes the measurement of the performance of the campaigns undertaken. This challenge takes place because emails' opening rates and click-through rates do not directly contribute to leads or conversions at that very moment, and thus it is difficult to measure the ROI of the campaign.

Solution

Closed loop marketing is a practical solution to this common problem faced by email marketers. This kind of marketing entails the monitoring of a customer from the point of the first contact till the sale happens, and he/ she becomes a paying customer.

A significant part of successful inbound marketing is Email Marketing, but there are numerous challenges to make the most out of this critical marketing tool.

NEXT

5 OVERCOMING THE COMMON CHALLENGES OF EMAIL MARKETERS

NEXT

Why should you choose the right Email Marketing Service?

Successfully conquering the many challenges of Email Marketing
"Email marketing is easy if you want it to be. Simplify it before it get's complicated."

Now that we have listed the everyday challenges of email marketers, it's time to move on to the solution part of these challenges. In short, how to overcome these challenges that will make you a better email marketer and bring in more revenue to your company or business.

NEXT

Email is amongst the most economical ways to successfully promote your business. A few risks associated with email marketing include lesser open rates, low deliverability and your messages going to the spam folder of the user instead of your recipient's inbox.

So, before choosing an Email Marketing service make sure that your mailing list is good enough and has all the right data.

While you can get email subscribers through tools like OptinMonster, the actual deliverability of the email is a different ball game altogether. If you aren't watchful, you might end up paying more than required for crummy features and poor deliverability (which costs you more money in the long run). A good Email service should help you create compelling content and be able to segment your subscribers into groups to personalize the content to suit their needs.

Here are our favorite tools you can use to ramp up your email marketing services:

- Constant Contact
- MailChimp
- Aweber
- Drip
- Convert Kit
- Get Response

NEXT

What are the everyday challenges of Email Marketers and their solutions for 2019 and beyond?

Challenge#1

Earning New Subscribers

One of the ways to show your Manager that you're making some progress in Email Marketing is to show him/ her the subscriber count and how it has changed since implementing Email Marketing.

However, Earning Subscribers in today's day and age is a compelling challenge. With restrictions like GDPR and Data Protection Act, you cannot just spam your way into earning new subscribers.

The only way to effectively get more subscribers is to structure your content in such a way that it is "unmissable" and will keep the recipients waiting for you to get more information and insights on that particular topic.

NEXT

Utilize these strategies to get new and unique subscribers to your content-

1. Make sure that your email subscription is readily available and quick to complete
2. Provide value to your subscribers by giving coupons, bonuses, discounts and more
3. Entice your clients by showing them what they will receive in exchange for their email. It could be something like

-Tailor Made Content

- Thorough Analysis

- Bite-Sized Content

The offer should be such that it should answer the prospect's question of "What's in it for me?"

4. Garnish your content with great CTA's as they will play an active role in getting the reader to subscribe to your mailing list
5. Show the prospects that they are a part of a community or a tribe of like-minded people

A good example would be HubSpot's email subscription text "Join 100,000+ people and receive great marketing content from HubSpot

6. Ask the users to share the content they found useful. Use terminologies like "Sharing is Caring," "Share now" or "Forward to a Friend" and encourage more people to read your content

Challenge#2: How to Bulk up your Mailing List?

As an Email Marketer, one of the few metrics that matter to you would be the increase in the mailing list from time to time. Although there is no instant gratification in this process, it generally means that you have a broader base of prospects to cater to and eventually turn them into buying customers.

A few tricks to help you in your cause are:

• Your Email should be expertly formulated and should be personalized

If your database consists of a lot of inactive contacts, make an effort to revive the interest in your brand/ product. To make this possible, create high-quality content, include sharing options in your emails and compulsively share your email content on social media to attract more people to your mailing list. In the process try making the campaigns more specific by adding a personalized touch to them

- **Here, the Lead Generation offer does the trick!**

Lead Generation offer can range from anything like providing free eBooks/ white-papers to your users. However, it comes with a catch; they have to register their Email addresses to get access to it. Provide a snippet of the content and ask them to subscribe to your mailing list to get the complete version of the eBook/Whitepa-per

- **Leverage the power of social media**

You can promote your content on social media platforms like Facebook, and the advertisement should also have a register/ sign in as an option, where they provide their emails in exchange for some valuable content. Additionally, you can also place effective CTA's and direct traffic to your YouTube Channel

NEXT

Improve your website

Equip your website with hyperlinks that direct to your lead gen forms. These hyperlinks/ CTA's should be enticing enough for them to click but should also have read-worthy content. You can also allow guest blogging and comments from some of the registered users

- **Cooperate with a partner**

The proverb "Two heads are better than one" is ideal in this situation. It is an excellent strategy to combine your efforts with a suitable partner and can share the costs of the campaigns and also allow for cross-promotion on both platforms. It's a win-win situation for both the parties

- **Use two or more marketing channels combined**

Sometimes different Marketing channels may end up crossing each other's paths and thus not be very capable in their tasks. A superior way to combat this situation is the combined use of two or three marketing channels in conjunction with each other.

The best way to integrate various marketing channels would be attending Trade shows, Meet-ups, Conferences and other such events

This system will help you gather up a sizeable amount of data collected from the people who can be the prospects for your business and thus increase your email database.

NEXT

Challenge#3:

How to space your mailing schedule effectively?

Loosely space your mailing schedule so that there aren't many emails sent from your side within a short period. Your content will become less valuable, and the users may feel "Over- mailed" who which may want to unsubscribe from your mailing list and mark your content as spam.

To overcome this Challenge use the following Strategies:

- Make your emails in tune with the needs of your Clients. Have a proper email schedule. For example, The Emails can be sent once every Thursday or on Wednesdays and Saturdays as per your requirements.
- Use Behavioral Marketing Strategies instead of automated campaigns. Such game plans will bring about more engagement to your emails.
- Use Different Frequencies to target the various segments of the customers. For low response customers, you could use direct mail to talk about your product and build up their interest.
- Use Promo Codes, Discount Coupons, and tailor-made offers and encourage your customers to take necessary action.
- Select the best timing keeping your audience in mind and stick to it

NEXT

Challenge#4

When Does It Make Sense To Reduce The List Of Recipients?

Having huge email lists is not as beneficial as having a quality set of appended email database. So, it is best to have a clean database than just filling up your mailing list with random email addresses.

If you have a huge email list and are struggling to get it down to a manageable size, follow these tips and your process will be a walk in the park:

1. Remove Email addresses that continuously bounce.

Bounces are a problem for two reasons-

- If the content has considerably low deliverability issues, then, there are chances that some service providers may blacklist your content
- Two, a meager deliverability rate represents wasted time, money, and effort trying to reach nonexistent contacts

NEXT

Bounces, in general, are of two types-

- Soft Bounce
- Hard Bounce

A soft bounce happens when the recipient's inbox is full, or he/ she is unable to receive your emails at the required moment.

A hard bounce happens when the recipient's email address is invalid or incorrect, and this is a more pressing issue

2. Recipients who aren't responding to your recent emails can be prompted to open with an offer or some material which intrigues their interests. If still, they refuse to acknowledge, then its best to remove those email addresses from your mailing list

3. Remove Email addresses that are role based. Role-based addresses include addresses like info @, Support @, and contact @ and the like

4. To overcome the conundrum of fake/ invalid Email ID, send a confirmation link to that particular email and only add to your mailing list once the given hyperlink has been clicked on by the user

5. Give contacts the ability to update their credentials

There might be particular scenarios where a user changes their email address, but would still want to receive your content. In such a case give the users the opportunity to update their email address.

NEXT

Challenge#5:

How to Customize Your Email

Imagine yourself in your audience's shoes, and imagine you get an email that isn't relevant to your interests.

What do you do?

You either ignore it

Or

You might mark it as spam.

Thus it is essential to create unique content that is relevant to the needs of your consumers.

USE THE FOLLOWING HOW TO LIST TO CREATE SPLENDID CONTENT AND SHARE IT WITH YOUR AUDIENCE.

1. Put some Effort when creating the things Subject Line

The Subject line is the first noticed by the email recipient. Therefore it is a no-brainer that considerable effort has to go into preparing the subject line.

Use Keywords that grab the user's attention and cause them to click on your email.

Use strategies like Reverse Psychology to further increase their interest in your email.

2. Give more attention while creating the header

Introducing a subject line reduces the risk of your mail ending up with the other spam content. However, a Subject line alone is not enough to get your users to open your emails. Having a compelling headline is essential. A headline need not be words itself; it can be the logo of your company, a link to a special offer or more. Nevertheless, it has to be eye-catching to get the attention of the user.

3. Avoid using standard messages and clichés

Please make sure that your emails are personalized. That means to write a great piece of content or hire a professional writer to put all your ideas onto a document. During this process make sure that the tone and voice of the email are in tune with your brand.

NEXT

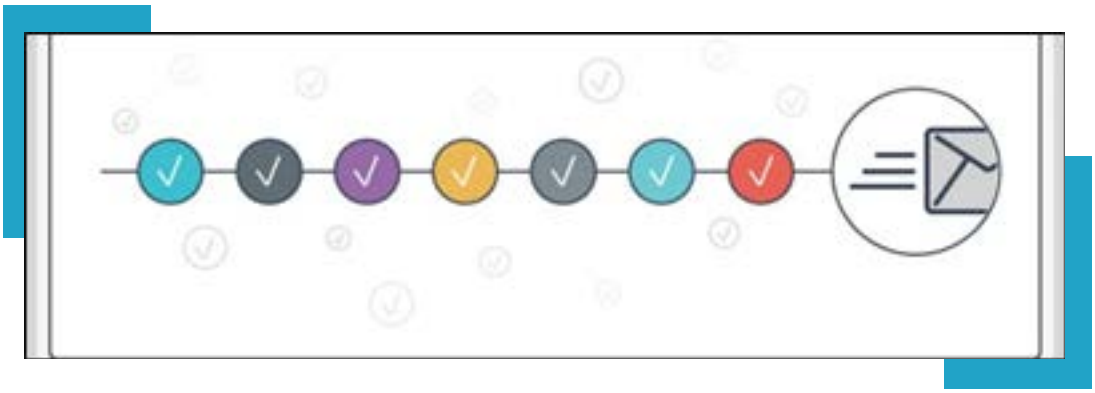
4. Use Necessary Visuals, but don't overdo it

You need to include a picture or a screenshot or a diagram to emphasize your point of view further and drive home the message you're trying to convey. Nevertheless using too many visual aspects in the mail may make the email look awkward and in the worst case scenario, your ESP will blacklist it as spam content.

Even poorly designed imagery make your audience lose interest in your brand, so be careful while using visuals as part of your email content.

5. Consider adding an item list

If you run an online store think of adding a standard list to your emails, this list should display the newly released or appealing items that are on sale in your store. This idea will improve your CTR and also reduce the bounce rate.



Challenge#6
Integrating Email Data with Other Data Systems

With the use of smartphones and smart devices at an all-time high there is a massive influx of data. But not all data is necessary to the Marketer; he wants the required data so he can create the best marketing message with a healthy amount of personalization to it. Such a plan works out when the marketer can ably integrate data from various sources to effectively optimize the content of the emails. This methodology essentially creates better sales leads and provides for a more positive buying experience.

You can utilize these steps to integrate your data and Marketing Efforts properly.

NEXT

- **Acquiring useful data-integration tools.**

The availability of the right integration tools allows to collect and collate the exact data that is required. A splendid example of such a tool would be Hubspot's COS Program which helps you integrate quality data and use it for accelerating your marketing efforts.

Segmentation-

Data, once collected can be compiled and segmented based on various criteria like shared interests, buying persona, habits, behavioral analysis and much more. Through this individual buyer personas can be created that taps into the needs of each client and provides that ideal marketing message. Creation of separate buyer personas is possible for different clients.

- **Develop Content-**

Ultimately the goal of collecting and compiling your user data is to prepare more engaging content.
Once the needs and requirements of your audience are known, Creation of useful content is possible, and this is advantageous because it facilitates in amassing more RPI in the long run.

NEXT

Challenge#7

Achieving Measurable ROI

As mentioned in one of the challenges of Email Marketers it is difficult to put a price on your efforts in email marketing, and thus it is difficult to estimate a reliable ROI for your Email campaign.

Knowing whether your Email Marketing is contributing to sales is a crucial metric that marketers should not ignore.

How many website visits does the prospect make before agreeing to buy the product/ service, this data will help the Marketer determine whether email marketing is performing to the desired level or not.

This method is commonly known as the Closed Loop system. In here the user is closely followed from the first point of contact till the final sale is complete.

A robust closed-loop system will not only help you track your ROI from your email campaigns but also other marketing collaterals like blogs, website optimization, and even social media efforts.

This practice can help you integrate your email data with the regular marketing data.

NEXT

Challenge#8:

Using Email for Funnel Optimization

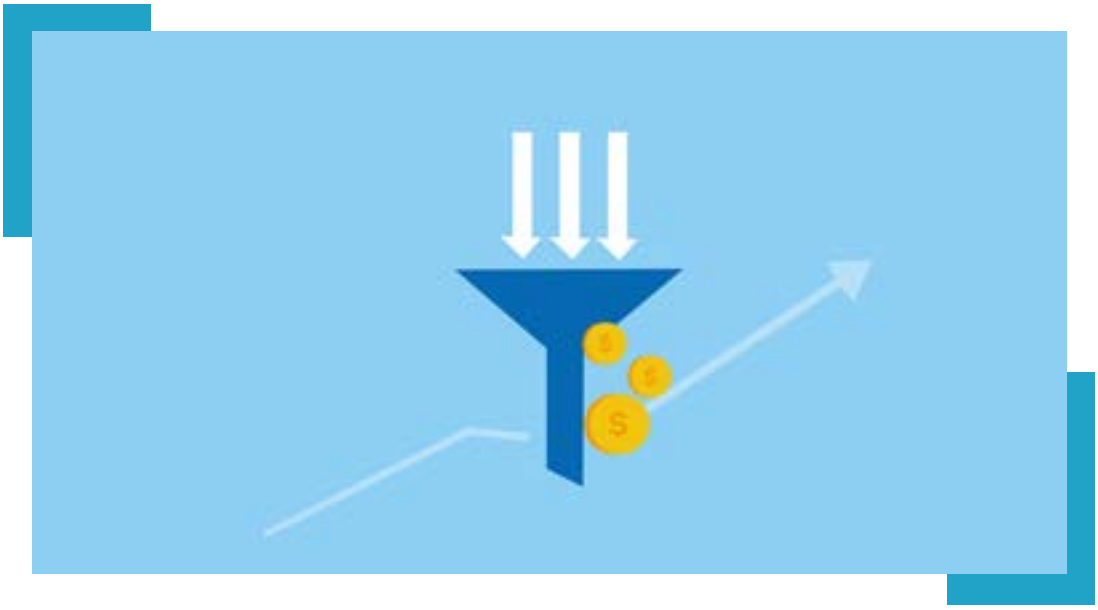
Email Marketing is not the be all end all of your marketing strategy; it is always a part of the solid plan which is either your Marketing/ Sales strategy. Whatever methods of Email Marketing you may follow, the end goal remains the same:

- Increase your Subscriber Count
- Increase your Sales

While some email marketers prefer to send an email blast and tick email marketing off their to do list, there are better practices to speed up your sales cycle.

To properly qualify your leads you may want to set up a system that automates the process of lead qualification. Segmentation of these prospects into previously created lists will help you achieve your business objectives. Such automation saves you the time required to prospect and qualify the lead and would leave to produce original content to nurture your users and convince them to buy the product/ service.

Creating Effective leads relies a lot on your ability to collect data relevant to your customers, and that plays a role in your sales process. A lead nurturing system consists of a list of automated contacts and not just a single email. Effective Lead Management saves you loads of time and money and can be a priceless asset in your effort to increase your sales closure rates.



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Tips to Formulate the Best Email Marketing Strategy:

Ask customers to review the products they've purchased through Email

Almost everybody reads reviews before making a purchase. A recent report revealed that 92% of people trust online reviews while buying a product/ service. Companies like Argos and Figleaves found out that the products with positive reviews had a higher conversion than the ones without reviews.
While this looks easy on paper, it is easier said than done. One of the ways to get reviews is to set up a competition where one of the reviewers gets selected for a prize/ discount coupon. This way you can generate testimonials on your products which in turn lead to more sales conversions and are also able to fix any problems in the product or in the service that comes along with it.

This strategy is best suited when you set up an automated & personalized email that reaches the buyer a few days after his/ her purchase. Here you can utilize A/B testing to test the timing, the prize offered and other factors involved to improve the number of product reviews on various products significantly.

Checkout abandonment is one of the primary areas to give your attention to if you are to increase your sales conversion rates.

If a customer has added your product into the cart and hasn't yet made a decision to buy, we can conclude that they are a well-qualified customer.

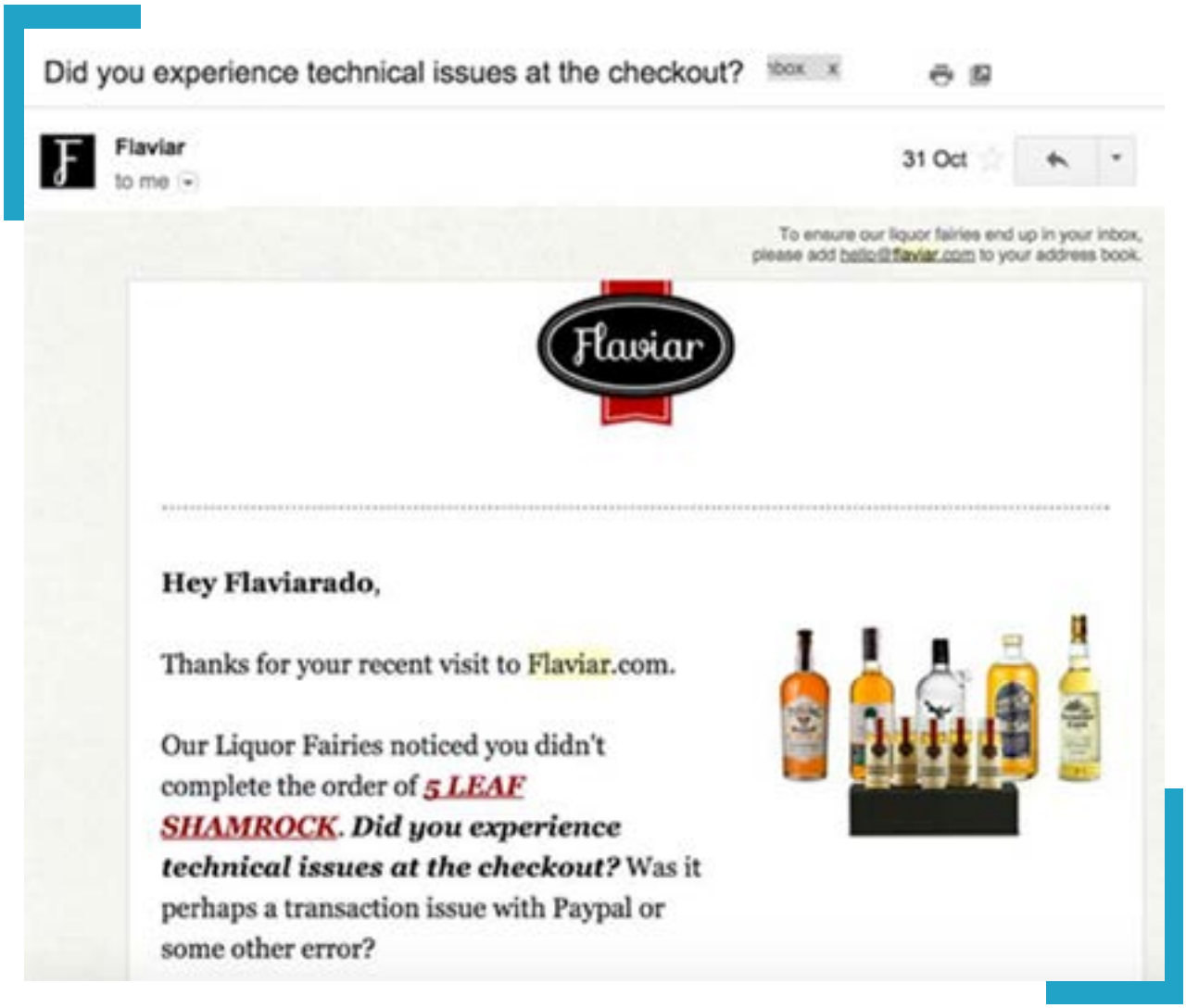
How Email Marketing helps you reduce order relinquishment?

A strategy could be undertaken to make the hard sell to that customer using a variety of approaches like trigger emails or follow up messages asking them if they faced any problems during their checkout process.

NEXT

Such methods are not only a great follow up strategy but are also a magnificent way to crush the technical bugs in your website if present and provide for a smooth and seamless shopping experience to your customers.

These are strategies that make Flaviar's email marketing irresistible. Additionally, their emails have outstanding opening rates and awe-inspiring click through rates (CTR's). It is a much easier way to collect and address customer objections before they turn into a significant problem.



Prepare a product seasonality and local holiday list with a Newsletter Calendar

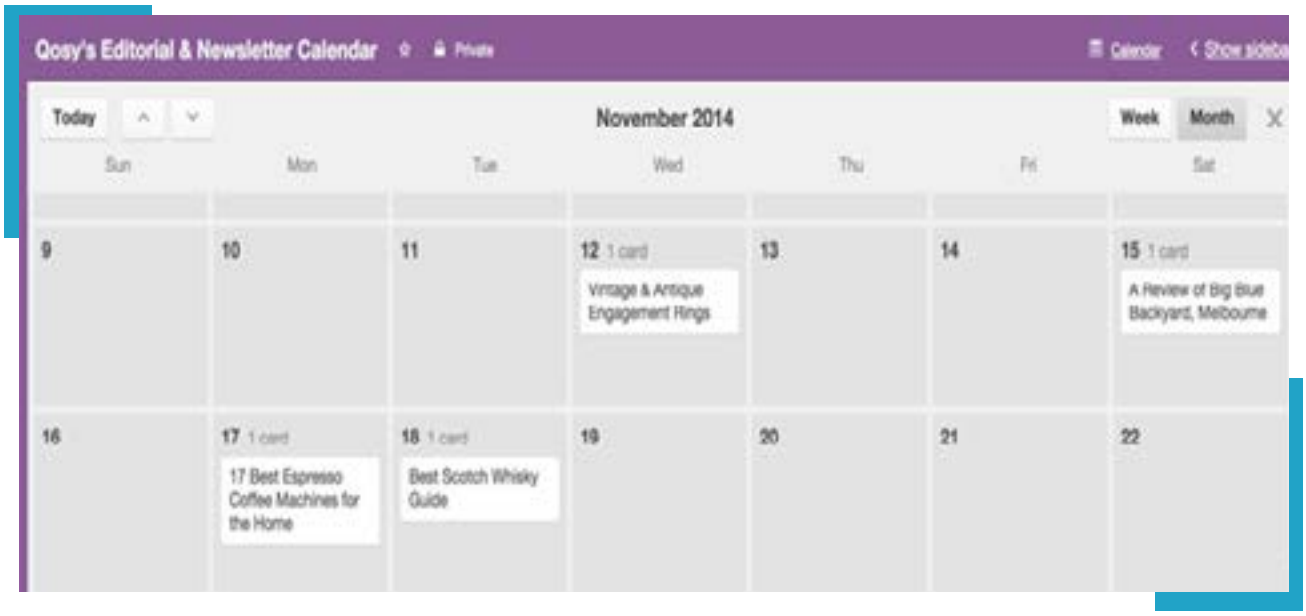
Marketers on one or too many times would have forgotten which event comes up next and might end up brainstorming ideas for Valentine's Day campaign on the 13th of February.

This strategy is not very effective and won't give out the best results. It 's necessary to have a system that tells you what events have considerable revenue potential and what kind of content needs to be created to satiate the demands of the people.

Following such a system ensures that you are always one step ahead of your competitors.

One of the easiest ways to make sure that you have the necessary marketing collaterals for the event is to prepare a 12-month newsletter calendar which consists of all local holidays and the list of occasions that are related to your business.

You can choose to make your 12-month newsletter calendar, or can use tools like Trello or Microsoft Calendar to input the events and the marketing collaterals that are necessary for the success of the occasion.



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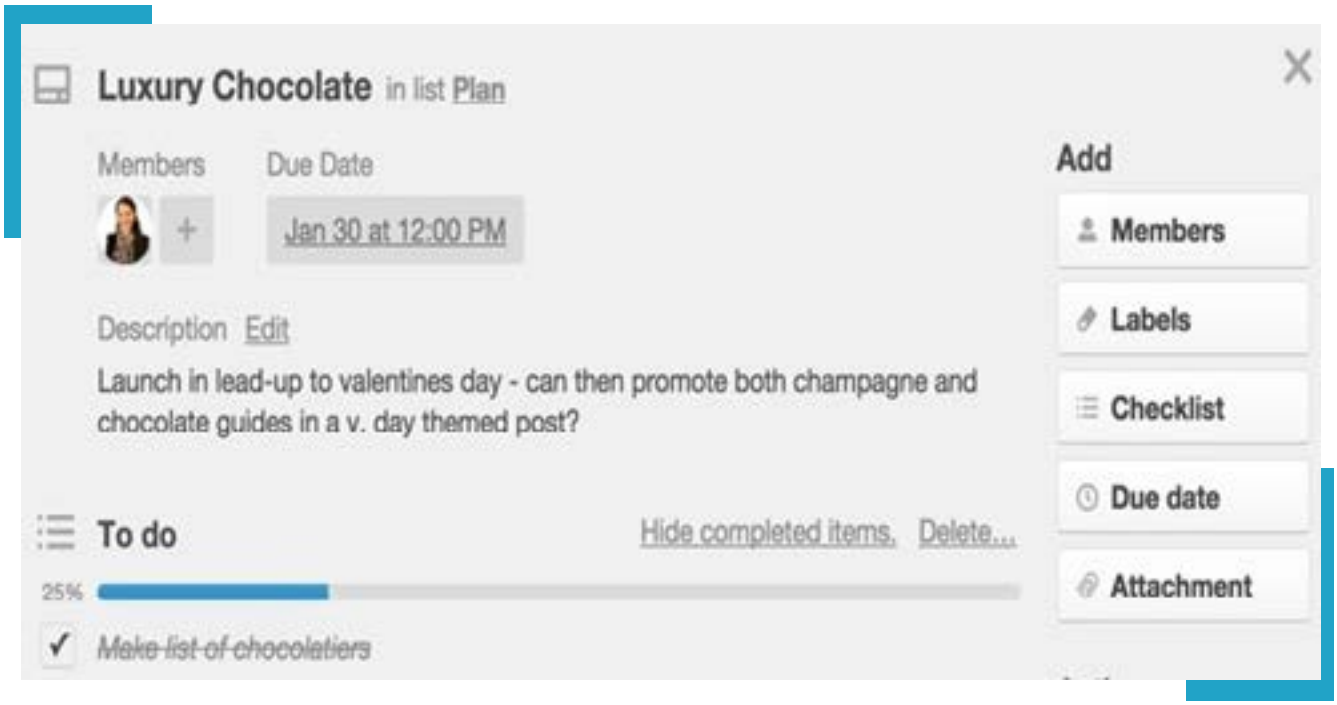

Combine Email Marketing with your social channels:

Over the years to come it is possible to see more e-commerce companies using social advertising as a part of their email marketing campaigns.
In the next few years, we're most likely to come across a bevy of e-commerce companies combining their email marketing campaigns with their social media efforts.
Recently, a Marketing Analysis study happened in partnership with a large US retailer who had 900,000 subscribers.
A/B Testing was utilized to fathom which kind of emails were more likely to be opened- the regular emails or the ones with Facebook ad embedded in them.
The result was, 22% of the people who opened the email with a Facebook ad present in it were most likely to buy a product than the ones who received regular emails.

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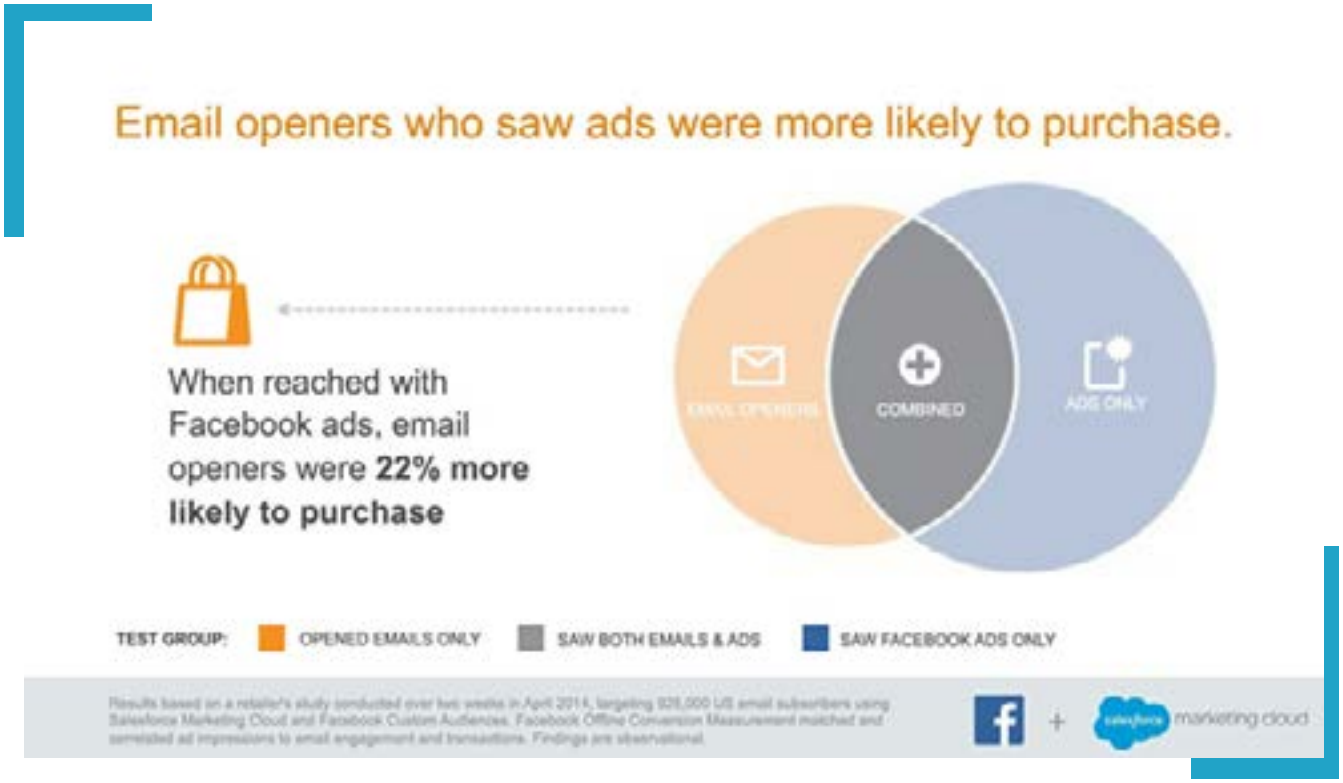

Imitate, but don't copy the same strategies of your competitors:

If you're short of ideas for your email campaigns or have run out of creative juices, create a separate Gmail account and join all your competitor's mailing lists. Once you start receiving the correspondence from them, your idea-mill will begin working. Based on their strategies you can formulate your plan that takes the best elements from their procedure and customize it to suit your business objectives.

NEXT

CONCLUSION

The purpose of this eBook is to provide a thorough understanding of Email Marketing and what lies ahead of it. Great insights and examples don this book which provides an effective lowdown of how any business can utilize email marketing. Collection of data only happened from the most relevant and trustworthy sources. The end goal of this eBook is to cover the entire spectrum of email marketing, its challenges, and the future trends expected in it.
It clearly defines and provides relevant information:

- How Email originated and what was its initial purpose
- The role of email in today's market scenario
- How Big data and Machine Learning contribute to the greater success of Email Marketing
- The Common Challenges of Email Marketers
- The tools, strategies, and tips to help the Marketers make the best use of Email Marketing in 2019 and beyond

This book is practical and result oriented and provides you with all the information you need to know about Email Marketing, so much so that you might start using it right away!

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