



Email is the Jason Bourne of online — somebody's always trying to kill it. It can't be done.

John Caldwell, Principal of Red Pill Email



For every \$1 you spend on email marketing, you average **\$44.25** in return



Email marketing generates 50% more leads for **33% less investment** 

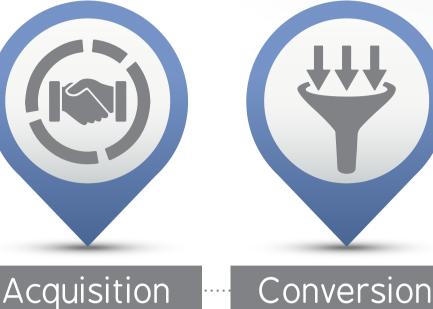
# EMAIL MARKETING IS VERSATILE

On the highway to user / product love, lifecycle emails are road signs providing timely guidance, not annoying billboards.

Samuel Hulick User Onboarding Champion at UserOnboard









In general,

marketers

agree that email

marketing is the

best strategy for:



Awareness



More people opened emails on iPhones (38%) than all desktops



email on their phone at least once per day



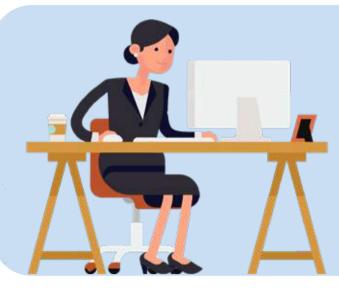
combined **(34%)** in 2014



64% of decision makers read emails on a mobile device



35% of professionals check their work email on mobile devices



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37.5% of desktop users spend 15+ seconds reading email



34% of mobile users spend 15+ seconds reading email

## LUTLL LUVL **GUALITY EMAILS**

Losers try to convince people they're thirsty. Winners sell ice water in the desert.

**Perry Marshall**, Growth and Marketing Expert



84% 71.2% 95% of recipients delete of opt-in email of people between 18-34 use an email emails that don't recipients say emails are somewhat or preview function display properly very useful of adults check their

of people say they open emails from their favorite companies



email first thing in the morning



### EMAIL SYNERGIZES WITH SOCIAL MEDIA

Empower your readers with social sharing buttons.

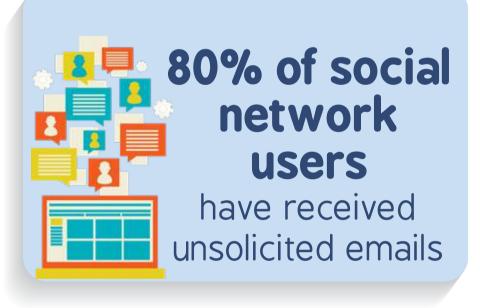
Mike Stelzner CEO of Social Media Examiner

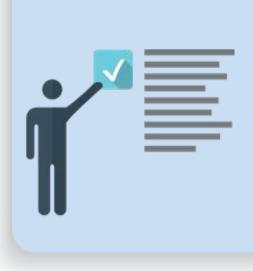












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Email marketing converts **3x as many** customers as social media



Customers converted via email spend 17% more than others

#### **PURCHASE** Customers who



buy through emails spend 138% more than others

### 4 HOW TO SUCCEED WITH EMAIL MARKETING

Bait without a hook is just food.

John Hayes CMO of American Express







Marketing automation / triggered emails can **increase** conversions by 50%



Personalized calls to action convert **42%** better than generics



**Button-based** CTAs get **28%** more clicks than text



Optimizing your emails for image blocking increases ROI by 9%



The two biggest factors in open rates:

✓ Who sent the email ✓ The subject line

#### 5 EMAIL MARKETING Email is the new email. Jordie van Rijn Email Consultant FOCUSED ON LEAD **MORE LIST** MORE PERSONALIZATION GENERATION SEGMENTATION 89% of marketers say email is Personalization yields List segmentation yields their primary 26% more **39% more opens** lead generation and 28% fewer channel opens unsubscribes **MORE AUTOMATION AND TRIGGERED EMAILS Triggered emails** 91% of THE NEXT STEP: have a 70.5% **USERS** say higher open SMS MARKETING automation is rate than regular important to email marketing their success Marketing Companies using automation **Email subscribers** yields a **34%** automation earn **53% more** under 25 prefer text increase in conversions messages to email revenue

SOURCES: http://myemma.com/brainiac/stats

http://www.emailstatcenter.com/ROI.html https://litmus.com/lp/2016-state-of-email-report http://www.gleanster.com/gleansight/marketing-automation https://www.salesforce.com/blog/2013/07/email-marketing-stats.html http://mailchimp.com/resources/research/email-marketing-benchmarks/ https://www.campaignmonitor.com/resources/guides/email-marketing-new-rules/ http://nonprofithub.org/nonprofit-marketing-plan/20-marketing-stats-trends-2015/ http://blog.hubspot.com/marketing/personalized-calls-to-action-convert-better-data http://www.pardot.com/blog/10-must-know-marketing-automation-stats-infographic/ http://www.mailigen.com/blog/infographic-segmented-emails-is-what-the-future-holds/

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