

5 REASON EMAIL MARKETING IS AMAZING



“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**

1 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:



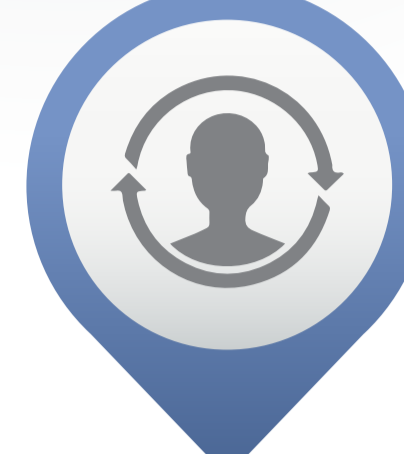
Awareness



Acquisition



Conversion



Retention

91% of consumers check email on their phone at least once per day

More people opened emails on iPhones (**38%**) than all desktops combined (**34%**) in 2014

64% of decision makers read emails on a mobile device

35% of professionals check their work email on mobile devices

37.5% of desktop users spend 15+ seconds reading email

34% of mobile users spend 15+ seconds reading email

2 PEOPLE LOVE QUALITY EMAILS

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

Perry Marshall, Growth and Marketing Expert



95% of opt-in email recipients say emails are somewhat or very useful

84% of people between 18-34 use an email preview function

71.2% of recipients delete emails that don’t display properly

70% of people say they open emails from their favorite companies

58% of adults check their email first thing in the morning

3 EMAIL SYNERGIZES WITH SOCIAL MEDIA

Empower your readers with social sharing buttons.

Mike Stelzner
CEO of Social Media Examiner



Email is **40x better** at getting customers than Facebook and Twitter

Emails with social buttons increase clicks by **158%**

80% of social network users have received unsolicited emails

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

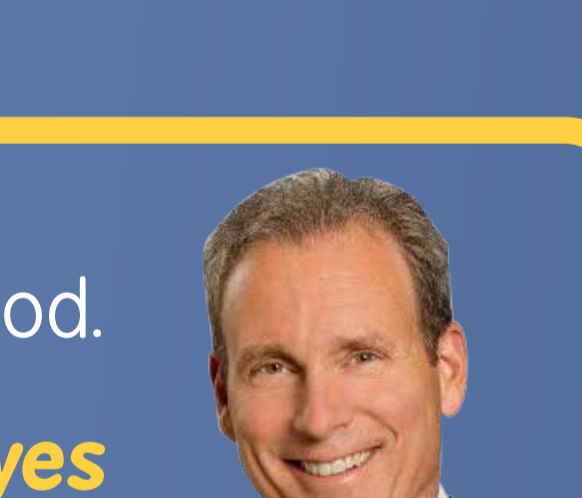
LEADS Customers converted via email spend **17% more** than others

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



1
Marketing automation / triggered emails can **increase conversions by 50%**

2
Personalized calls to action convert **42% better** than generics

3
Button-based CTAs get **28% more clicks** than text

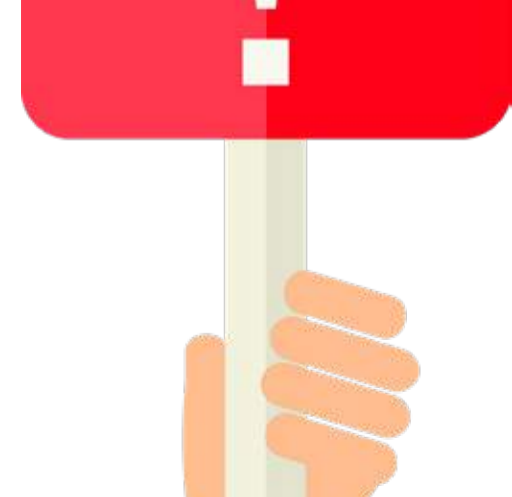
4
Optimizing your emails for image blocking **increases ROI by 9%**

5
The two biggest factors in open rates:
✓ Who sent the email
✓ The subject line

5 THE FUTURE OF EMAIL MARKETING

“Email is the new email.”

Jordie van Rijn
Email Consultant



FOCUSSED ON LEAD GENERATION
89% of marketers say email is their primary lead generation channel

MORE PERSONALIZATION
Personalization yields **26% more opens**

MORE LIST SEGMENTATION
List segmentation yields **39% more opens** and **28% fewer unsubscribes**

MORE AUTOMATION AND TRIGGERED EMAILS
91% of users say automation is important to their success
Triggered emails have a **70.5% higher open rate** than regular email marketing

THE NEXT STEP: SMS MARKETING

Marketing automation yields a **34% increase in revenue**
Companies using automation earn **53% more conversions**

Email subscribers under 25 prefer text messages to email