

# 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

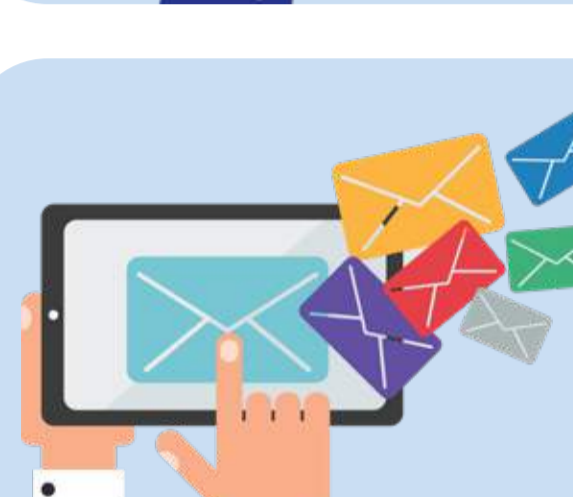
**91%** of consumers check email on their phone at least once per day



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



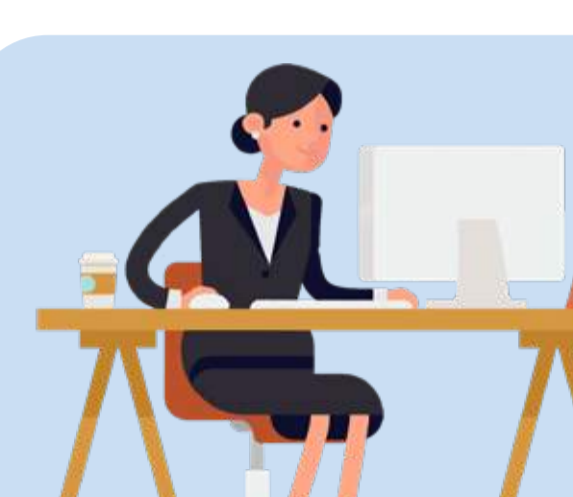
**64%** of decision makers read emails on a mobile device



**35%** of professionals check their work email on mobile devices



**37.5%** of desktop users spend 15+ seconds reading email



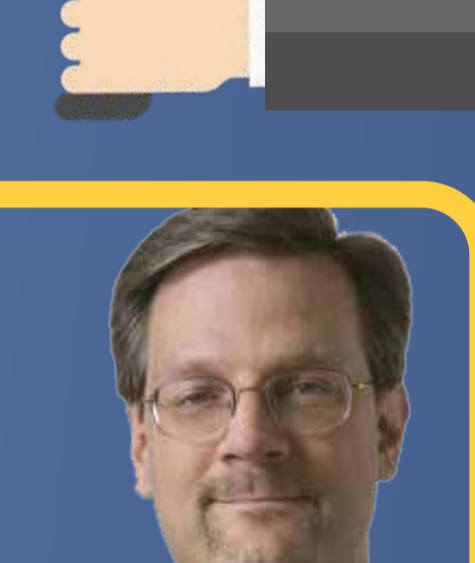
**34%** of mobile users spend 15+ seconds reading email



## 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



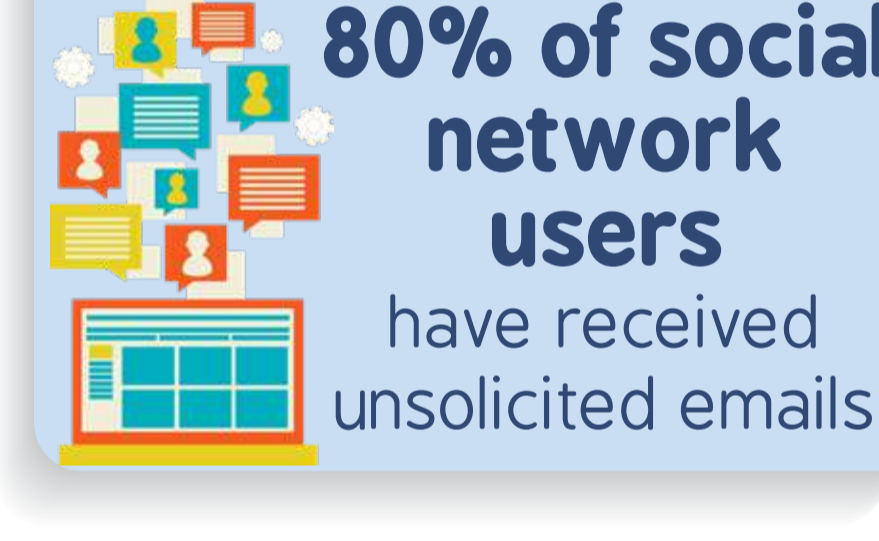
Email is **40x better** at getting customers than Facebook and Twitter



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



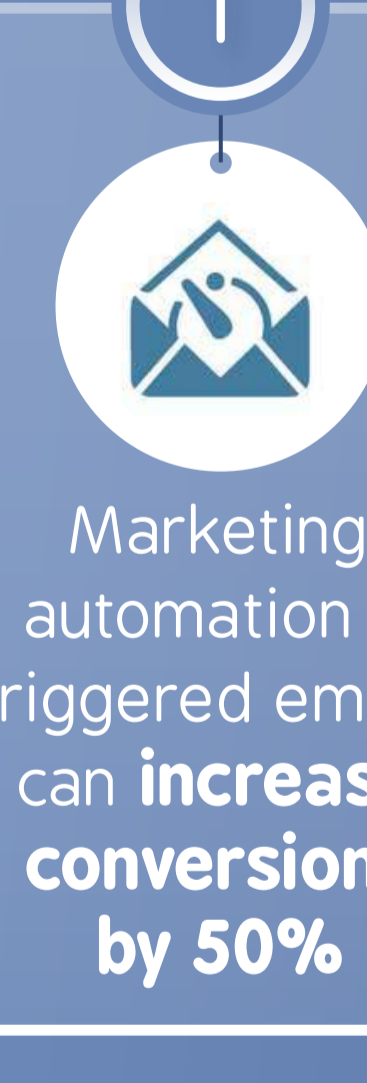
## 4 HOW TO SUCCEED WITH EMAIL MARKETING

Bait without a hook is just food.

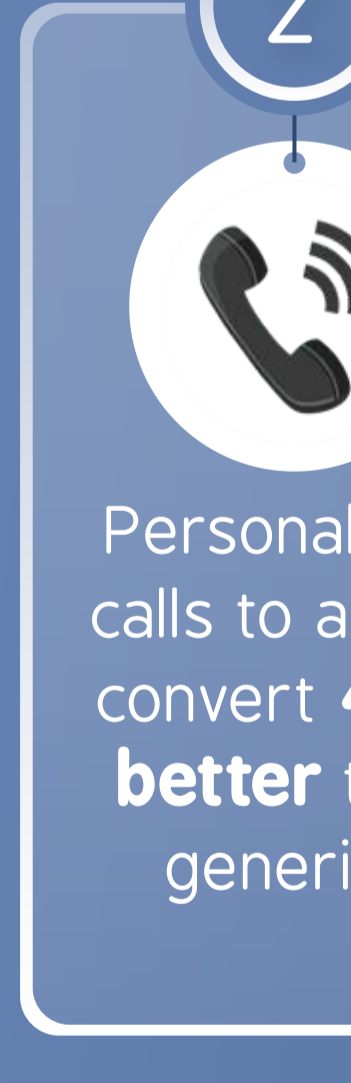
**John Hayes**  
CMO of American Express



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



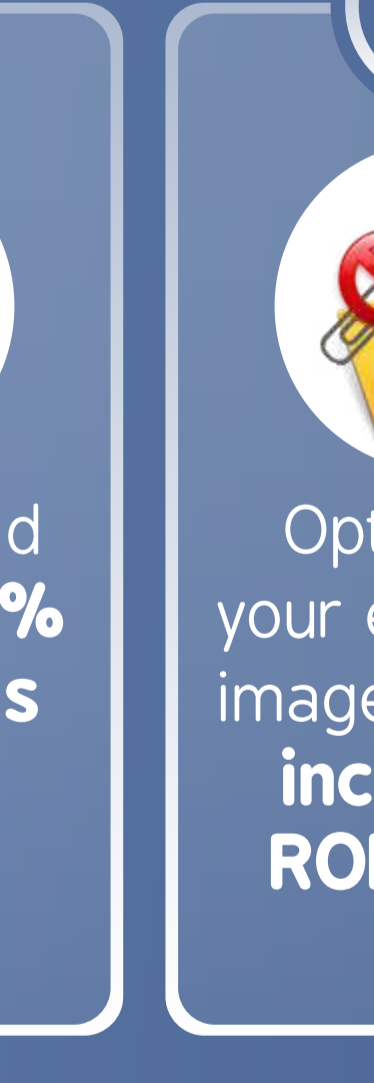
Personalized calls to action convert **42% better** than generics



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



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



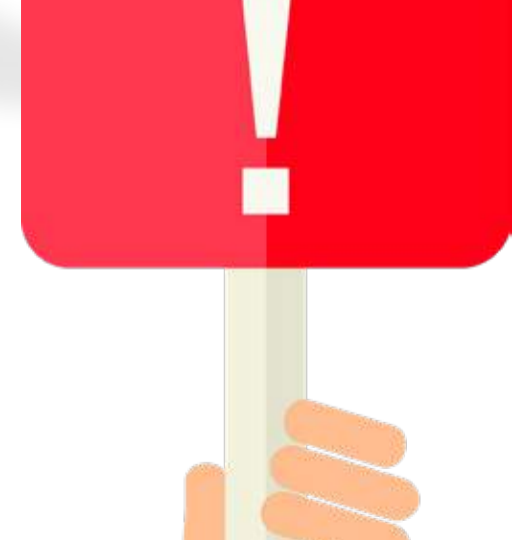
The two biggest factors in open rates:  
✓ Who sent the email  
✓ The subject line



## 5 THE FUTURE OF EMAIL MARKETING

“Email is the new email.”

**Jordie van Rijn**  
Email Consultant



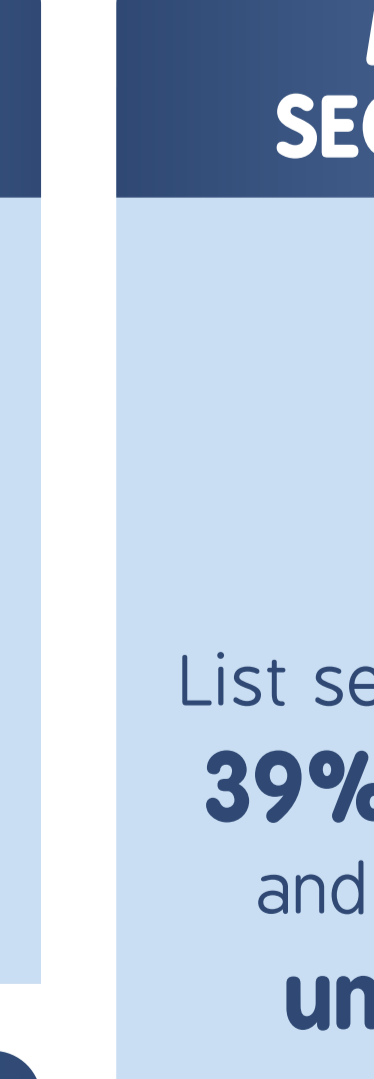
**FOCUSSED ON LEAD GENERATION**  
**89%** of marketers say email is their primary lead generation channel



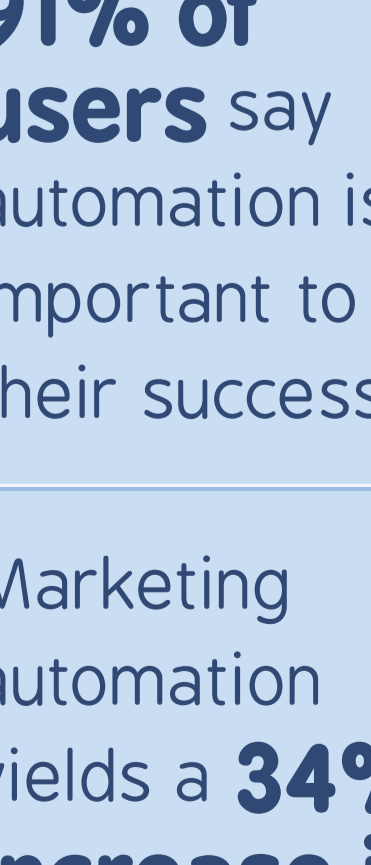
**MORE PERSONALIZATION**  
Personalization yields **26% more opens**



**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



Marketing automation yields a **34% increase in revenue**



Companies using automation earn **53% more conversions**



**THE NEXT STEP: SMS MARKETING**  
Email subscribers under **25** prefer text messages to email

