

2010

Email Marketing Benchmark Report

Note: This is an authorized excerpt from the full 2010 Email Marketing Benchmark Report. To download the entire Handbook, go to: <http://www.SherpaStore.com> or call 877-895-1717

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Table of Contents

Table of Contents	ii
Director’s Note	2
Executive Summary	3
#1. <i>Past Email Marketing Challenges Will Increase in Importance in 2010</i>	3
#2. <i>How Email Marketing Budgets Changed in 2009 by Industry</i>	4
#3. <i>Tactics That Take More Work Get Bigger Payoff</i>	5
#4. <i>Marketers Are Happy With Social Media’s Influence on Email</i>	6
#5. <i>Email is Social, and It’s Not Going Anywhere</i>	7
Chapter 1: Challenges to Achieving Email Marketing Objectives	8
<i>What Email Marketers Work Hardest to Achieve</i>	8
1.01 Email Marketing Objectives Ranked by Importance	8
1.02 Email Marketing Objectives Ranked Very Important, by Organization Size	9
1.03 Email Marketing Objectives Ranked Very Important, by Target Market.....	10
1.04 Email Marketing Objectives Ranked Very Important, by Email List Size	11
1.05 Primary Objective of Email Marketing Campaigns for Agency Clients	12
1.06 Balancing Objectives With Consumer Reaction to Branded Email Marketing	13
<i>Learning From Past Challenges and Preparing for Challenges Ahead</i>	14
1.07 Challenges to Email Marketing in the Past 12 Months.....	14
1.08 Past Year’s Top Email Marketing Challenges, by Organization Size	15
1.09 Past Year’s Top Email Marketing Challenges, by Target Market.....	16
1.10 Past Year’s Top Email Marketing Challenges, by Organization Type.....	17
1.11 Challenges Facing Email Marketers in the Next 12 Months	18
1.12 Email Marketing Challenges Increasing in Importance Next Year, by Organization Size	19
1.13 Email Marketing Challenges Increasing in Importance Next Year, by Target Market	20
1.14 Email Marketing Challenges Increasing in Importance Next Year, by Organization Type ...	21
1.15 Challenge of Generational Differences in Online Activities of U.S. Adults	22
1.16 Email is Social, and It’s Not Going Anywhere	23
Chapter 2: Email Economics in a Recessionary Economy	24
<i>How Organizational Attitudes Affect Spending</i>	24
2.01 Attitudes About Email Marketing at Budget Time.....	24
2.02 Attitudes About Email Marketing at Time, by Organization Size	25
2.03 Attitudes About Email Marketing at Budget Time, by Target Market.....	26
2.04 Attitudes About Email Marketing at Budget Time, by Email List Size	27
2.05 Trends in Attitudes About Email Marketing at Budget Time, 2007 to 2009.....	28
2.06 Attitudes About Email Marketing at Budget Time for Agency and ESP Clients	29
<i>Finding a Place for Email Marketing in the Budget</i>	30
2.07 Where Email Marketing Resides in the Budget.....	30
2.08 Where Email Marketing Resides in the Budget, by Organization Size.....	31
2.09 Where Email Marketing Resides in the Budget, by Target Market.....	32
2.10 Trends in Where Email Marketing Resides in the Budget, 2007 to 2009.....	33
2.11 Online and Email’s Share of the Average Marketing Budget – Orgs Over 500 Employees .	34
2.12 Online and Email’s Share of the Average Marketing Budget – SMB	35
2.13 Email in Comparison, Share of Online Budgets – All Respondents.....	36

2009 Email Marketing Budget Landscape 37

 2.14 Email Marketing Budgets, by Organization Size 37

 2.15 Email Marketing Budgets, by Target Market 38

 2.16 Email Marketing Budgets, by List Size..... 39

 2.17 Changes in Email Marketing Budgets..... 40

 2.18 Changes in Email Marketing Budgets, by Organization Size 41

 2.19 Changes in Email Marketing Budgets, by Target Market..... 42

 2.20 Changes in Email Marketing Budgets, by Email List Size..... 43

 2.21 Changes in Email Marketing Budgets for Agency Clients 44

 2.22 Only Two Line Items “Benefit” From The Downturn..... 45

Staff Costs Are a Major Portion of Email Marketing Spending..... 46

 2.23 Staffing Levels for Email Marketing 46

 2.24 Staffing Levels for Email Marketing Responsibility, by Organization Size 47

Email Marketers Play Multiple Roles in Online Marketing..... 48

 2.25 Email Marketers Who Manage or Perform Other Online Tactics 48

 2.26 Email Marketers Who Manage or Perform Other Online Tactics, by Organization Size 49

 2.27 Email Marketers Who Manage or Perform Other Online Tactics, by Target Market 50

Chapter 3: Optimizing the Tactical Effectiveness of Email Marketing 51

How the Effectiveness of Email Marketing Is Changing..... 51

 3.01 Effectiveness of Email Is Still Strong 51

 3.02 Changes in Email Marketing Effectiveness, by Organization Size 52

 3.03 Changes in Email Marketing Effectiveness, by Target Market..... 53

 3.04 Changes in Email Marketing Effectiveness for Agency Clients 54

Balancing Level of Tactical Effectiveness With Level of Effort Required 55

 3.05 Which Tactics are Worth the Effort? 55

 3.06 Email Tactics Rated as Highly Effective, by Organization Size..... 56

 3.07 Email Tactics Rated as Highly Effective, by Target Market 57

 3.08 Email Tactics Rated as Highly Effective, by Email List Size 58

Content Relevancy Is the Top Challenge and the Most Effective Tactic..... 59

 3.09 How Marketers Improve the Relevancy of Email Content..... 59

 3.10 Email Marketers Who Said ‘Delivering Highly Relevant Content’ Is ‘Very Important’ 60

 3.11 Implemented Relevancy Tactics in the Past 12 Months, by Organization Size 61

 3.12 Implemented Relevancy Tactics in the Past 12 Months, by Target Market 62

Email Optimization Strategy: How Relevance Lifts Conversions 63

Relevancy Based on Recipient Preferences and Behaviors..... 66

 3.13 Information Collected and Used to Improve Email Relevancy 66

 3.14 Information Collected and Used for Relevancy, by Organization Size 67

 3.15 Information Collected and Used for Relevancy, by Target Market..... 68

 3.16 Information Collected and Used for Relevancy, by Email List Size..... 69

Notes From the Field: Identify Segments and Customize Emails According to Preferences 70

Notes From the Field: Six Steps to Personalize Triggered Email Programs and Boost Engagement . 73

Permission Email Trumps Other Tactics for Consumer Acceptance..... 77

 3.17 Permission Email Replaces Other Media to Reach Consumers 77

 3.18 Percent of Time Consumers Spend With Email by Category..... 78

 3.19 Types of Permission Email That Consumers Consider Most Worth Reading 79

 3.20 Consumers Generally Are Receptive to Marketing Messages in Transactional Emails 80

 3.21 Subject Lines That Compel Consumers to Open Permission Emails 81

3.22 Top 10 Actions Consumers Take After Opening Permission Emails	82
<i>Comparing the Effectiveness of Emails and Email Newsletters</i>	<i>83</i>
3.23 Response Rates for Emails (Not Including Email Newsletters) to House List.....	83
3.24 Response Rates for Emails (Not Including Newsletters), by Target Market	84
3.25 Response Rates for Email Newsletters to House Lists	85
3.26 Response Rates for Email Newsletters, by Target Market	86
3.27 Response Rates for Emails Only Vs. Email Newsletters	87
3.28 Numbers of Email and Online Newsletters by Category for 2004 Vs. 2009	88
<i>Notes From the Field: Using Dynamic Content and Testing to Optimize Newsletters.....</i>	<i>89</i>
<i>Optimizing Effectiveness With A/B Split and Multivariate Testing</i>	<i>92</i>
3.29 Testing Email Elements to Improve Campaign Effectiveness.....	92
3.30 Testing Email Elements to Improve Campaign Effectiveness, by Organization Size.....	93
3.31 Testing Email Elements to Improve Campaign Effectiveness, by Target Market.....	94
3.32 Testing Email Elements to Improve Campaign Effectiveness, by Email List Size.....	95
<i>Notes From the Field: Testing Content to Create Best Layout Boosts Email Performance</i>	<i>96</i>
<i>Notes From the Field: Launch, Measure, Analyze and Modify to Improve Autoresponder Series</i>	<i>98</i>
<i>Special Section: The 13 Point Plan to Increase Email Performance.....</i>	<i>102</i>
#1. Raising Opt-Ins: Offer Benefits to Encourage Consumer Subscriptions	102
#2. Raising Opt-Ins: Start with a Field	103
#3. Raising Opt-Ins: Optimize Forms.....	103
#4. Raising Opens: Subject Line Length.....	105
#5. Raising Opens: Include Action Words	105
#6. Raising Opens: Design for the Red 'X'	106
#7. Raising Open & Clicks: Personalization and Segmentation.....	107
#8. Raising Clicks: Design to the Preview Pane	108
#9. Raising Clicks: More Links = More Clicks	108
#10. Raising Clicks: Reduce the Number of Actions.....	109
#11. Raising Clicks: Transactional Email Marketing	110
#12. Raising Clicks on Ads in Emails: Catching the Eye	111
#13. Increasing Reach Through Social Sharing	112
Chapter 4: Building Bigger and Better Lists for Email Marketing Purposes	113
<i>Are Email Lists Still Growing?.....</i>	<i>113</i>
4.01 Trends of People Opting in to Email Lists.....	113
4.02 Trends of People Opting-In to Email Lists, by Target Market	114
4.03 Average Change in List Size.....	115
4.04 Average Change in List Size, by Organization Size.....	116
4.05 Average Change in List Size, by Target Market.....	117
<i>Notes From the Field: Growing Subscriptions with a PPC Campaign for a Major Event.....</i>	<i>118</i>
<i>Notes From the Field: How to Build a Dream List of Newsletter Prospects</i>	<i>120</i>
<i>Opt-In Lists Are Not an Option</i>	<i>123</i>
4.06 Types of Opt-In Email Lists Used for Permission Marketing Purposes	123
4.07 Types of Opt-In Email Lists Used for Marketing Purposes, by Organization Size.....	124
4.08 Types of Opt-In Email Lists Used for Marketing Purposes, by Target Market	125
4.09 Types of Opt-In Email Lists Used for Marketing Purposes, by Email List Size	126
4.10 Trends in Types of Opt-In Email Lists Used for Marketing Purposes, 2007 to 2009.....	127
4.11 Pros and Cons of Opt-in Methods Used to Optimize Deliverability	128
<i>Notes From the Field: How to Build a Subscriber List Inexpensively Using Blogs and Contests</i>	<i>129</i>

<i>Getting Personal With Email List Segmentation</i>	132
4.12 Information Collected and Used for List Segmentation and Email Personalization	132
4.13 Email List Segmentation Information Collected and Used, by Organization Size	133
4.14 Email List Segmentation Information Collected and Used, by Target Market	134
4.15 Email List Segmentation Information Collected and Used, by Email List Size	135
4.16 Trends in Information Collected and Used for Email List Segmentation, 2007 to 2009	136
<i>Notes From the Field: Four Steps to Improve Subscriber Acquisition and Retention</i>	137
<i>How Offers Encourage Opt Ins and Use</i>	140
4.17 What Consumers Want in Exchange for Opting In	140
4.18 Opt-In Tactic Effectiveness for Business Products	141
4.19 Opt-In Tactic Effectiveness for Business Services.....	142
4.20 Opt-In Tactic Effectiveness for Consumer Products	143
4.21 Opt-In Tactic Effectiveness for Consumer Services.....	144
4.22 Emailed Coupons Used in Online Stores.....	145
4.23 Emailed Coupons Used in Offline Stores.....	146
Chapter 5: Managing Deliverability More Effectively	147
<i>Email Deliverability Issues Are Changing for the Better</i>	147
5.01 Marketers Gauge Changes in Email Deliverability Issues	147
5.02 Changes in Bounce Backs and Undeliverable Email	148
5.03 Average Email Bounce Rates	149
5.04 Changes in Opt Outs and Unsubscribes.....	150
5.05 Top Reasons Consumers Unsubscribe From Email Lists.....	151
5.06 Average Email Unsubscribe Rates	152
5.07 Changes in Spam Complaints	153
5.08 Trends in Average Quarterly Spam Levels for 2008 and 2009	154
<i>Notes From the Field: How to Make Your Preference Center CAN-SPAM Compliant</i>	155
<i>Marketers Continue Efforts to Improve Email Deliverability</i>	157
5.09 What Marketers Do to Improve Email Deliverability	157
5.10 Top Deliverability Tactics Implemented in the Past 12 Months, by Organization Size	158
5.11 Top Deliverability Tactics Implemented in the Past 12 Months, by Target Market.....	159
5.12 Top Deliverability Tactics Implemented in the Past 12 Months, by Email List Size.....	160
5.13 Trends in Deliverability Tactics Implemented, 2007 to 2009.....	161
<i>The Best Solution for Sending Email</i>	162
5.14 Email Solutions or Providers Used to Send Campaigns to House List	162
5.15 Email Solutions or Providers Used to Send Campaigns, by Organization Size	163
5.16 Email Solutions or Providers Used to Send Campaigns, by Target Market	164
5.17 Email Solutions or Providers Used to Send Campaigns, by Email List Size	165
5.18 Trends in Email Solutions or Providers Used to Send Campaigns, 2007 to 2009	166
5.19 Most Popular Email Client Software in Use – Consumers	167
<i>Notes From the Field: Overnight Send Time for Email Lifts Open Rate, CTR and Registrations</i>	168
Chapter 6: Measuring Success with Email Marketing Analytics.....	170
<i>Measuring What You Need to Know</i>	170
6.01 Email Campaign Metrics Tracked.....	170
6.02 Email Campaign Metrics Tracked, by Organization Size	171
6.03 Email Campaign Metrics Tracked, by Target Market	172
6.04 Email Campaign Metrics Tracked, by Email List Size	173
6.05 Trends in Email Campaign Metrics Tracked, 2007 to 2009	174

Notes From the Field: Achieve Up to 1,2000% Increase in Clickthrough Rate With Newsletter Links and Bonus Content 175

Conversion Is a Key Email-to-Website Metric..... 178

 6.06 Defining a Website Conversion from an Email Clickthrough..... 178

 6.07 Defining a Website Conversion, by Organization Size..... 179

 6.08 Defining a Website Conversion, by Target Market..... 180

 6.09 Defining a Website Conversion, by Email List Size 181

Notes From the Field: Autoresponder Produces 10-Fold Boost in Ecommerce Revenue Per Email 182

The Money Trail..... 184

 6.10 Financial Metrics Related to Email Marketing Being Tracked 184

 6.11 Email Marketing Financial Metrics Tracked, by Organization Size 185

 6.12 Email Marketing Financial Metrics Tracked, by Target Market 186

 6.13 Email Marketing Financial Metrics Tracked, by Email List Size 187

 6.14 Email Marketing Financial Metrics Tracked, 2008 Vs. 2009 188

Chapter 7: Special Report on Social Sharing — an Emerging Email Tactic..... 189

Why Email and Social Media Are Made for Each Other..... 189

 7.01 Email Marketing Goals That Social Sharing Helps You Accomplish..... 189

 7.02 What Social Sharing Accomplishes, by Organization Size 190

 7.03 What Social Sharing Accomplishes, by Target Market 191

 7.04 What Social Sharing Accomplishes, by Organization Type 192

Marketer Insights on Social Sharing 193

 7.05 B2C Marketers Share Insights on Social Sharing 193

 7.06 B2B Marketers Share Insights on Social Sharing 194

Overcoming Obstacles to Social Sharing..... 196

 7.07 Barriers to Adopt Sharing Email Content With Social Media Sites..... 196

 7.08 Major Barriers to Adopt Social Sharing, by Organization Size 197

 7.09 Major Barriers to Adopt Social Sharing, by Target Market..... 198

 7.10 Major Barriers to Adopt Social Sharing, by Organization Type 199

 7.11 Email Is More Important Than Social Media, by Target Market 200

 7.12 Number of Marketers Who Agree That Social Media Will Become a Standard Tactic Like Email, by Target Market..... 201

Notes From the Field: Promotional Email Inspires Interaction and Drives Social Sharing 202

Integrating Email and Social Media..... 204

 7.13 Status of Social Sharing Strategies in 2009..... 204

 7.14 Integrating Social Media Into the Marketing Mix 205

 7.15 How Well Does Social Media Fit With Other Marketing Tactics? 206

Notes From the Field: How Social Sharing Buttons Increase Email Interaction..... 207

Why Email Needs Social Media 210

 7.16 Marketers Planning to Use Social Sharing as a List Growth Tactic, 2008 to 2009 210

 7.17 Where Buyers Receive Information About Your Brand, Products and Company..... 211

 7.18 Visitors to Social Media Sites Are More Likely to Spread What They Find 212

Why Social Media Needs Email..... 213

 7.19 Email Is the Most Acceptable Channel for Permission-Based Messaging..... 213

 7.20 Acceptability of Messages Sent via Email Vs. Social Networks..... 214

 7.21 Email is Social, and it's Not Going Anywhere 215

Chapter 8: Special Report on B2B Email Marketing..... 216

Adding Value to the B2B Email Marketing List..... 216

8.01 Adding List Segmentation Criteria Adds to Email Campaign Targeting Ability	216
8.02 Targeting or List Segmentation Criteria Very Likely to Be Used, by Organization Size	217
8.03 Targeting or List Segmentation Criteria Very Likely to Be Used, by Email List Size	218
<i>Notes From the Field: 'B2C Style' Promotional Content Beats Informational in B2B Test</i>	<i>219</i>
<i>Lead Nurturing and the B2B Sales Cycle.....</i>	<i>221</i>
8.04 Average B2B Sales Cycle From Lead Generation to Sales Conversion	221
8.05 Once a Lead Is Generated, Which Stage in the Process Is Most Challenging?	222
8.06 Length of the Buying Process Today, by Purchase Amount.....	223
8.07 Number of People Involved in the Buying Process Today, by Purchase Amount	224
8.08 Information Resources Used During Key Stages of a Purchase Decision Process	225
<i>Notes From the Field: How to Optimize a Lead Nurturing Campaign That Boosts Conversions.....</i>	<i>226</i>
Chapter 9: Special Report on International Email Marketing	229
<i>Email Delivered Across National Borders for Marketing Purposes</i>	<i>229</i>
9.01 Transnational Email Sent.....	229
9.02 Transnational Email Sent, by Organization Size.....	230
9.03 Transnational Email Sent, by Target Market.....	231
9.04 Transnational Email Sent, by Email List Size	232
<i>How High of a Priority Is Transnational Email.....</i>	<i>233</i>
9.05 Ranking the Importance of Transnational Email	233
9.06 Ranking the Importance of Transnational Email, by Organization Size	234
9.07 Ranking the Importance of Transnational Email, by Target Market	235
9.08 Ranking the Importance of Transnational Email, by Email List Size	236
<i>Best Practices for Localizing Email Content to Foreign Recipients.....</i>	<i>237</i>
9.09 How Transnational Email Is Localized	237
9.10 How Transnational Email Is Localized, by Organization Size	238
9.11 How Transnational Email Is Localized, by Target Market	239
9.12 How Transnational Email Is Localized, by Email List Size	240
9.13 How Transnational Email Is Localized, by Importance Given to Transnational Email.....	241
Chapter 10: Special Report on Consumer Attitudes	242
10.1 Why They Hit "Spam"	242
10.2 Consumers Use the Report Spam Button to Unsubscribe	243
10.3 Perceived Frequency of Spam Hasn't Changed 2007-2009.....	244
10.4 Perceived Frequency of False Positives Rises 2007-2009.....	245
10.5 Actions Taken to Fight False Positives	246
10.6 Our Growing Definitions of Spam – Unfamiliar Companies	247
10.7 Our Growing Definitions of Spam – Familiar Companies.....	248
10.8 Number of Inboxes Maintained by Consumers	249
10.9 Use of Social and Mobile Technologies.....	250
Appendix 1: Demographics of the Email Marketing Benchmark Survey	251
A1.01 Number of Employees in Organization Worldwide	251
A1.02 Email Marketers Involvement in Other Marketing Tactics	252
A1.03 Type of Organization Marketer Works for.....	253
A1.04 Primary Target Market of Organization's Email Marketing	254
A1.05 Organizations Maintaining a House Email List for Marketing Purposes	255
A1.06 Size of Organization's Email Marketing List	256
A1.07 Organization's Primary Industry	257
A1.08 Average Percent of Organizations by Email Marketing Budget Ranges for 2009.....	258

Appendix 2: Email Marketing Glossary.....	259
Appendix 3: Partnered Research.....	281

Director's Note

Welcome to MarketingSherpa's Email Marketing Benchmark Report for 2010.

As always, this annual edition has been completely and comprehensively re-researched and rewritten. If you have an older edition around, stick it on the library shelf and start working from this new, seventh edition - numbers have changed (in some cases dramatically) in the past 12 months. In addition to all the basic email marketing stats you would expect, including cost and response data, we have included major *new* studies in this Guide:

#1. 2009 Email Marketing Benchmark Survey

1,493 real-life marketers from a range of business and consumer-focused firms answered our extensive survey (and some discussed their answers in follow-up calls) in August and September of 2009. Discover how your internal tactics and stats match up against the norm. You may be surprised.

#2. Special Report on Social Sharing

Social media has taken the marketing world by storm, and its effects extend to email. This section looks at the effect and tactics of 'social sharing' while putting the role of social in perspective for direct marketers.

#3. Special Report on Consumer Attitudes

Marketers have one idea of what Spam is, consumer have another. Get insight into their views and how they use email differently today from in the past, thanks to this survey conducted in partnership with QInteractive.

#4. Focus on Business to Business Email Marketing

The problems and opportunities of B2B are unique. This chapter explores how the role of email is integral and changing in marketing to the long sales cycle.

#5. Year Two of Sherpa's International Email Study

For many organizations, marketing overseas has gone from the back burner to an essential opportunity for growth. Learn how your peers are looking out of the country for new names and customers.

All in all, this year's edition of the Email Marketing Guide features almost 200 charts, tables and graphs. It's almost 300 pages long and we hope of real, practical value.

Our goal is to make your job easier. If you can't find a needed marketing stat here, please let us know. We will be sure to continue to widen our research efforts to see if we can add it next year.

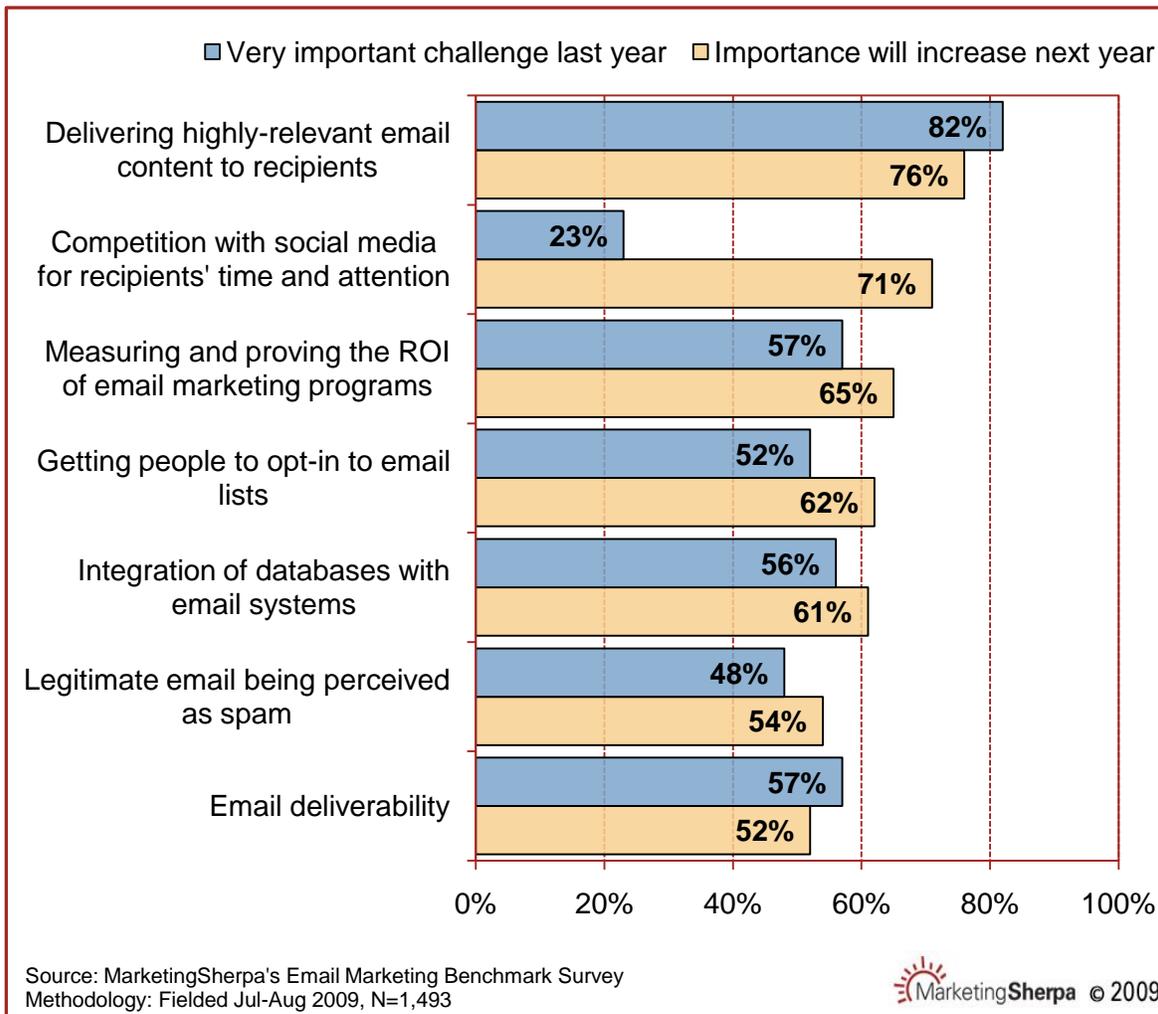
In the meantime, best of luck with your campaigns over the next year.

Stefan Tornquist

Research Director, MarketingSherpa Inc.

Executive Summary

#1. Past Email Marketing Challenges Will Increase in Importance in 2010

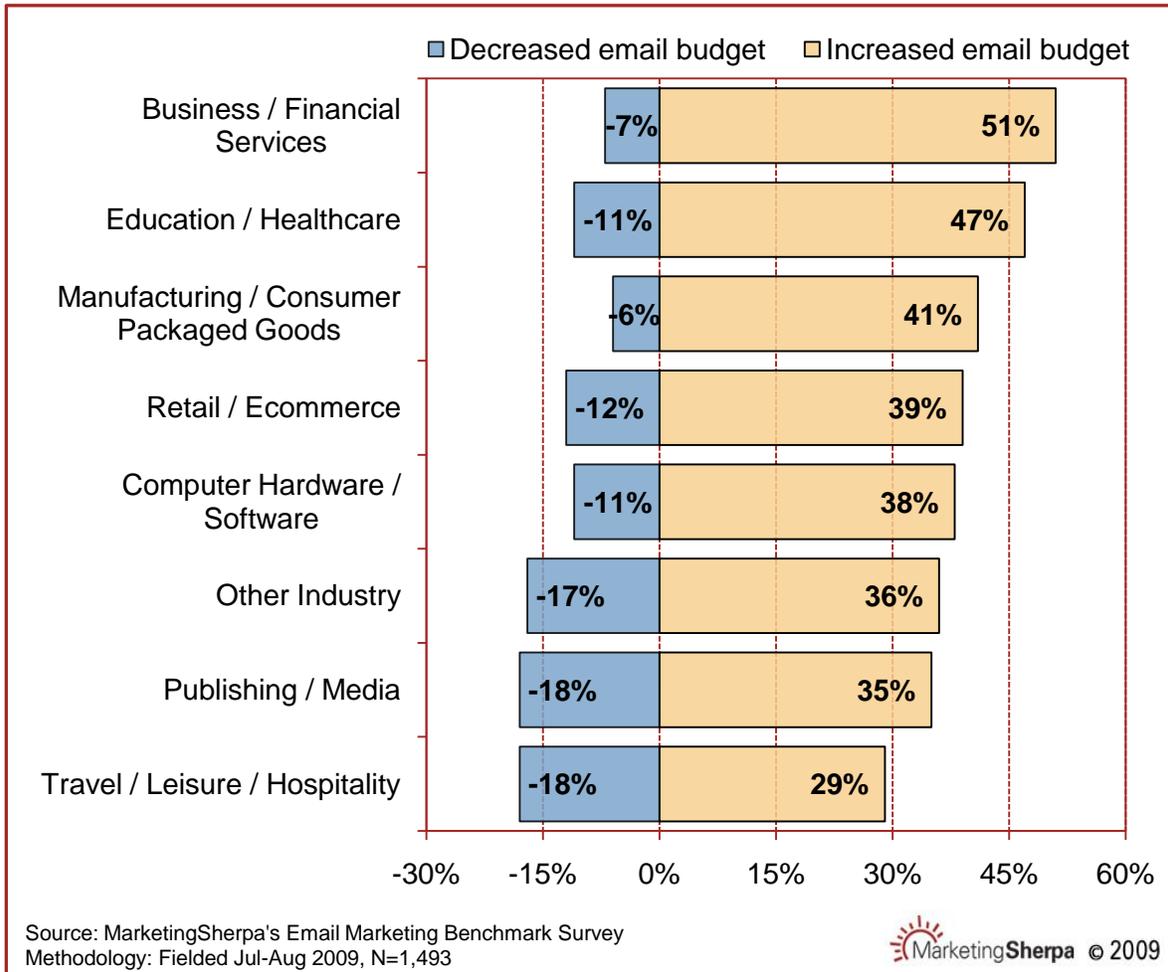


Much can change in a year impacted by the enormous pressure of an economic recession. Though many of last year's challenges will become more important going forward, one challenge stands out. More than three times the percentage of email marketers who thought "competition with social media for recipients' time and attention" was very important last year think its importance will increase next year.

Return on investment, list growth and database integration are also gaining in importance as we look ahead.

While "delivering highly relevant email content to recipients" continues to rank at the top, it is declining slightly as email marketers conquer the complexity of this essential tactic and consider it less challenging.

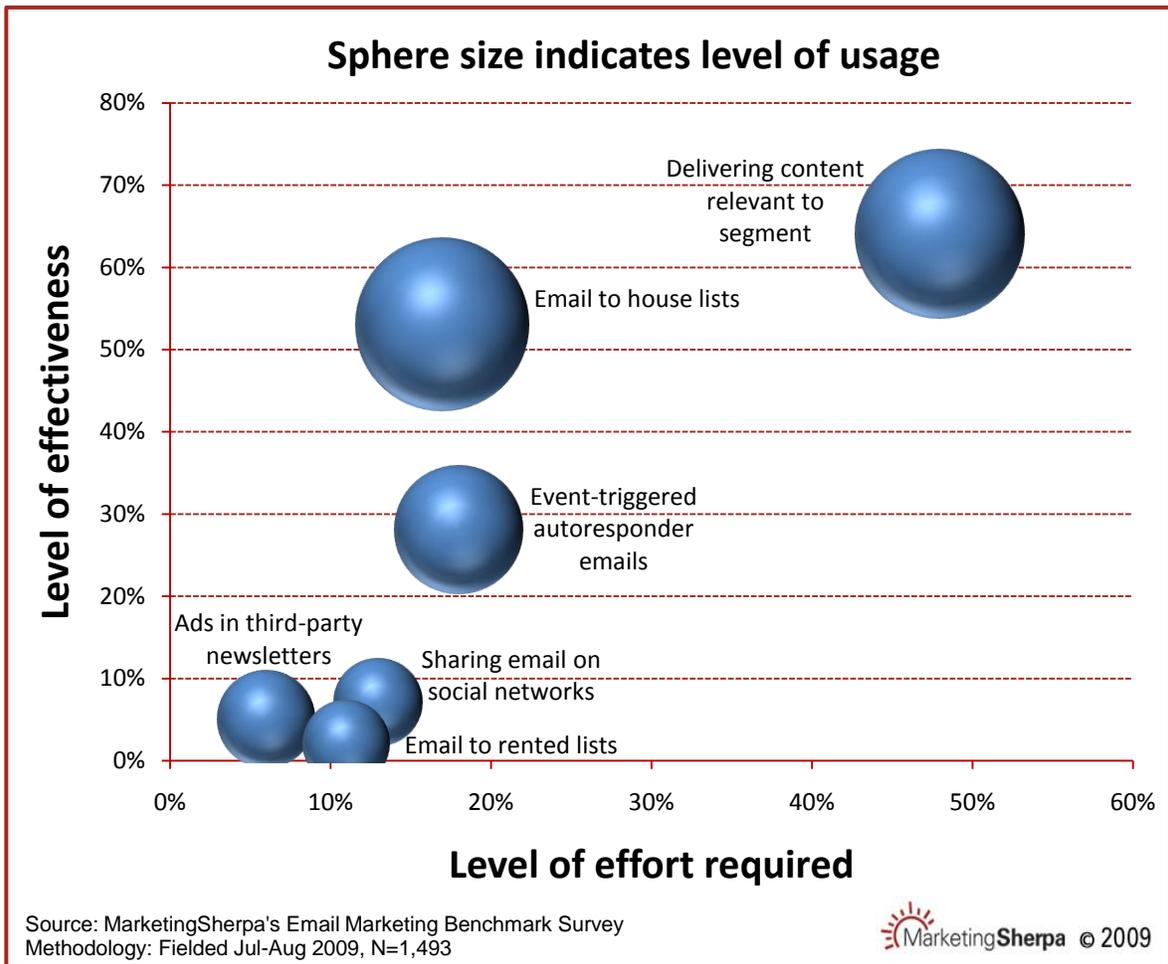
#2. How Email Marketing Budgets Changed in 2009 by Industry



No matter what industry your organization is in, chances are your total marketing budget decreased substantially in 2009. But there is good news for email marketers. As this chart shows, a much larger percentage of organizations increased their email marketing budgets than decreased them. This positive change occurred in only two marketing tactics: email and social media.

In this age of cost consciousness and demand to justify ROI, email marketing continues to prove its value as a highly cost-effective tactic.

#3. Tactics That Take More Work Get Bigger Payoff

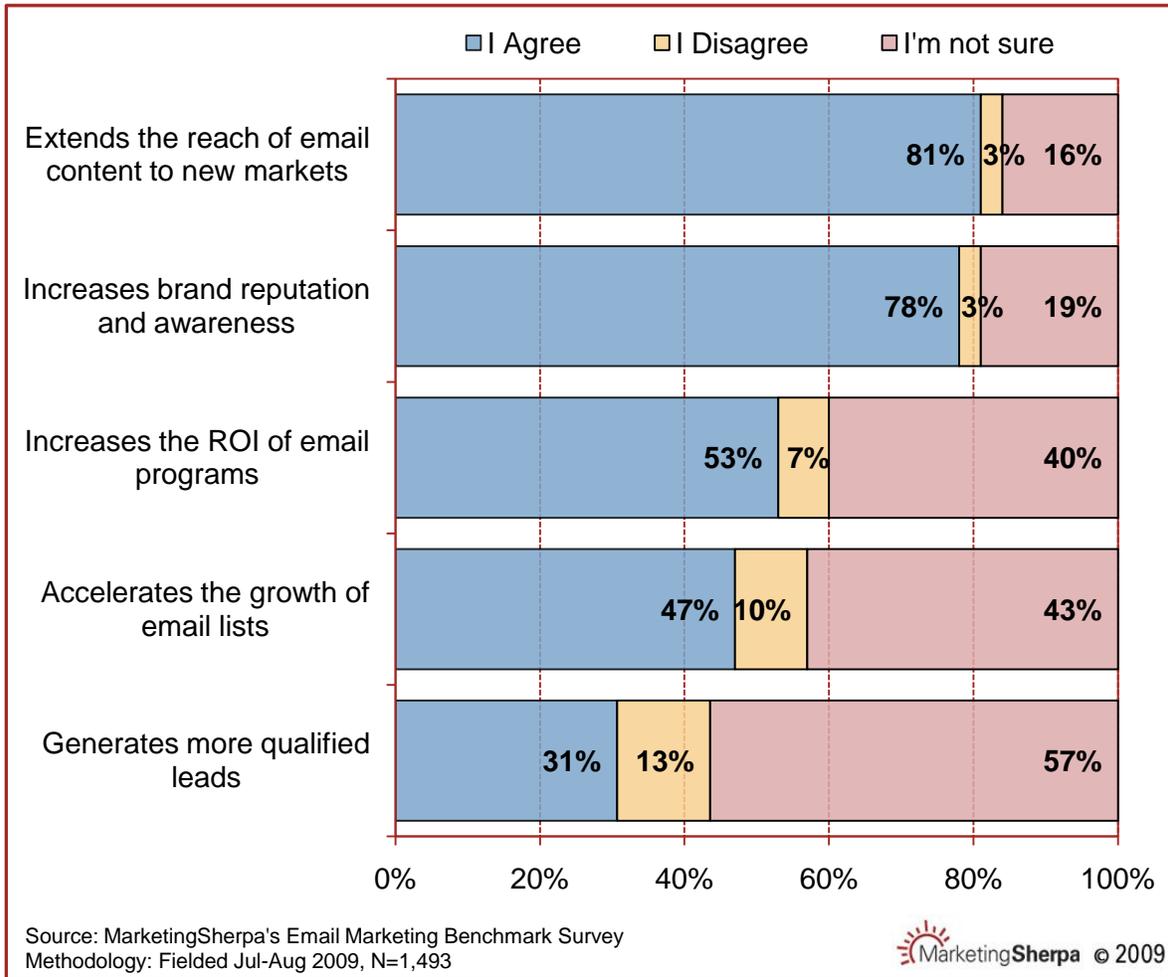


In today's economy, it is common for marketing departments to be understaffed and overburdened. This makes the amount of time and effort required to implement a tactic an important consideration. This chart shows the balancing act that marketers do to maintain maximum email effectiveness with minimal effort.

“Email to house lists” and “delivering content relevant to a segment” are roughly equal in usage. However, the latter increases campaign complexity and requires a greater level of effort, but is also much more effective.

As the name implies, “event triggered autoresponder emails” are automated and require some setup time but much less ongoing effort to implement than the tactic of delivering relevant content. They are also about half as effective.

#4. Marketers Are Happy With Social Media’s Influence on Email



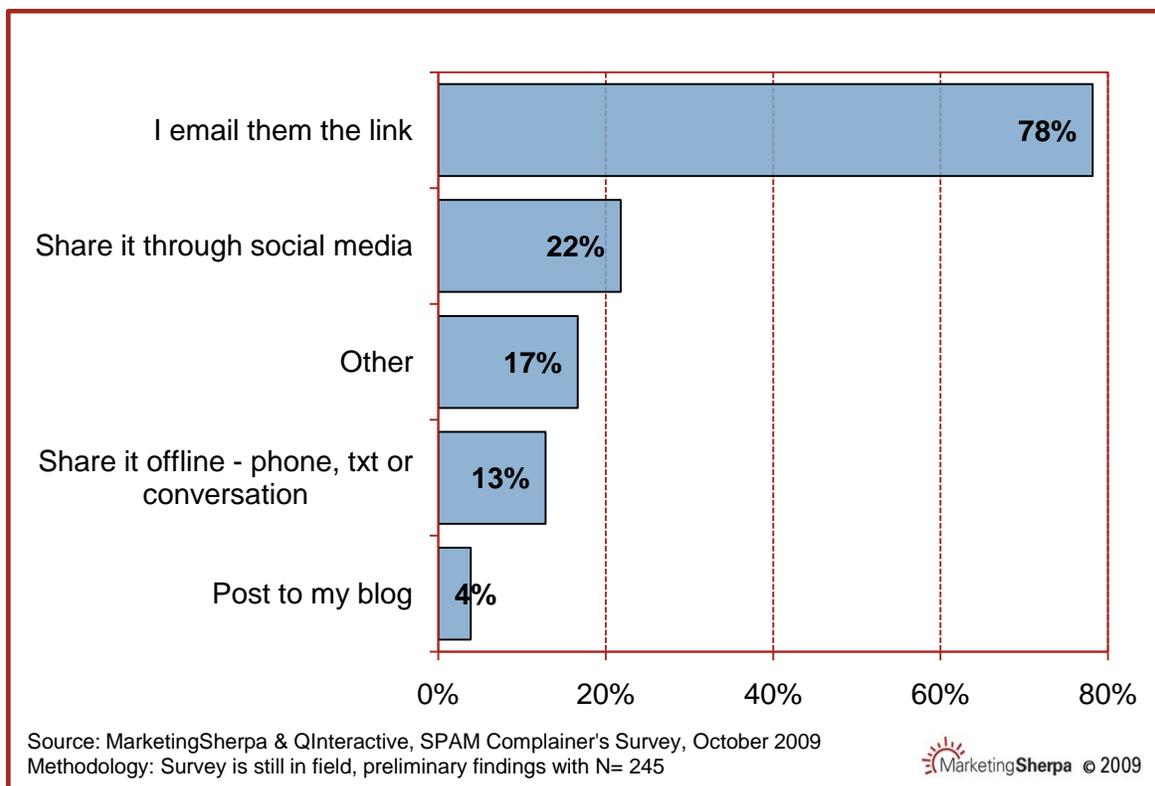
“Social sharing” allows email recipients to share email content on popular social networks and other social media sites. It is a rapidly emerging email tactic and, as this chart shows, about eight in 10 marketers agree that social sharing “extends the reach of email content to new markets” and “increases brand reputation and awareness.”

We have dedicated a chapter of this Benchmark Guide to a special report on this topic with insights from marketers on strategies unique to social sharing. Many have already learned some valuable lessons.

For example, one marketer told us, “As with any messaging intended to build a relationship with prospective customers, the email content shared on social media sites must NOT be sales oriented. We began sharing content that was heavily geared toward promotion. This was not effective in the social environment. We now concentrate on educational and informational topics that our prospects and customers will find interesting rather than on aggressive selling information. This is building a preference for our brand within the social communities we are reaching.”

#5. Email is Social, and It's Not Going Anywhere

Q: When you want to share something from the Internet with your friends or family, such as a video, link or article, what methods do you use?

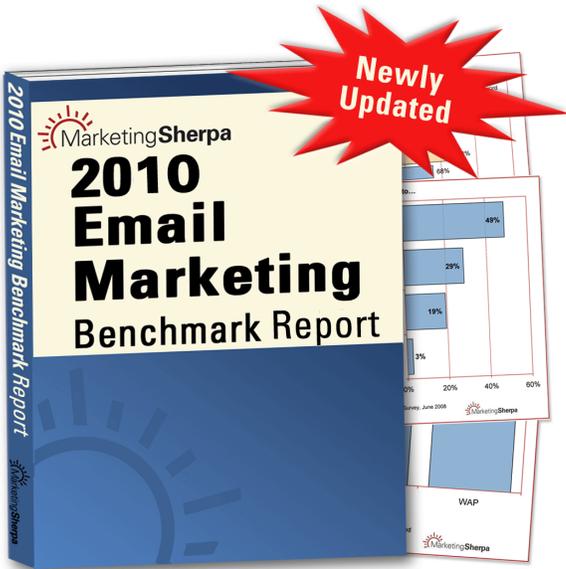


“Is _____ going to kill email?” It’s a question we love to ask every few years when some new technology comes along. RSS sparked the last wave of discussions, and of course, now it’s social. Will social media affect email? Definitely. Will it kill the medium? Far from it. After all, email is the original opt-in tactic, while social and mobile are newcomers, and email works in tandem with most other tactics to increase engagement, deliver relevant content and build contact databases.

In the chart above, we take one view of how email is used to share information, because that activity is so central to social media sites. Email dominates even in this regard. The point is that when we look at media use over the last 15 years, we see a pattern of aggregation and adoption rather than replacement. Some media suffer in the exchange, but none are eliminated entirely. More commonly, their uses get more refined. For example, we may find that Twitter and Facebook gradually reduce our use of email to convey quick messages and content to our social groups, but it’s far less likely that social media would replace email for commercial transactions, receipts and the like.

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