

**192.2 BILLION EMAILS  
WILL BE SENT DAILY IN 2016!**

**STAND  
OUT**



# B2B - 'Bot' To Business

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## Email Marketing

“For every dollar spend on email marketing, you can expect an estimated return of \$46”, according to a research study, "The Truth About Email Marketing," by Simms Jenkins

- “Most B2B emails are opened within 24 hours of being sent, or not at all!”
- “59% of B2B marketers say email is the most effective channel in generating revenue.”
- There should be a concrete marketing process planned in order to effectively utilize automation tools.

With new technologies introduced every second in this digitally advanced world, email marketing is still one of the preferred channels: "Return of Investment (ROI) from email marketing exceeds banner ads (\$2) or keywords ads (\$17) by a whopping \$40." – MarketingPros.

Get to know what email marketing is and what it isn't:

### WHAT IT IS

- Email marketing is an important medium, marketers use to identify, contact, sell, connect and engage with their audience through email campaigns.
- It is a preferred channel used to compliment new marketing channels such as social media.

### WHAT IT IS NOT

- Email marketing not about obtaining huge lists
- Is not about 'bulk blasting' emails
- Despite being around for decades, it is not redundant and is considered an important touchpoint with customers.

### EMAIL MARKETING - RULE OF THUMB

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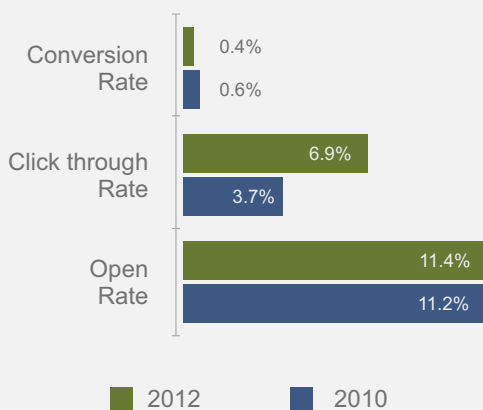
- Email Marketing may be cheap but emails are not free
- Recipients pay for emails they receive (through bandwidth cost, ISP bills, etc.)
- Marketers need to request permission before emailing recipients

## Why Email Marketing Is Alive and Kicking

Although email marketing has been around for a long time, it now shares space with social media and digital ads to influence customers. Irrespective of new marketing channels, statistics published by two authoritative organizations CMO Council and Direct Marketing Association (DMA), reinstate why email marketing is still alive and kicking!

In June 2012, for house lists there was a 2.6% improvement in average open rates and 1.1% increase in clickthrough rates (CTR) of U.S. emails as compared to 2010. House lists are defined by DMA as a list of emails from present and past customers from a company's in-house database.

### Prospects Lists 2012 ~ 2010



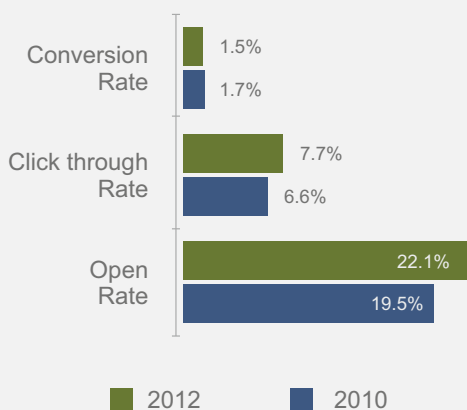
For prospect lists, there was a more than double increase in percentage in click through rates.

### So, what's the reason behind such a robust channel?

With the introduction of new implementation tactics such as data segmentation and marketing automation, targeted, personalized and relevant communication is possible therefore increasing engagement rates.

The 'elephant in the room' however seems to be the fact that increase in engagement rates need not necessarily translate to higher sales. The slight decline in conversion rates says it all.

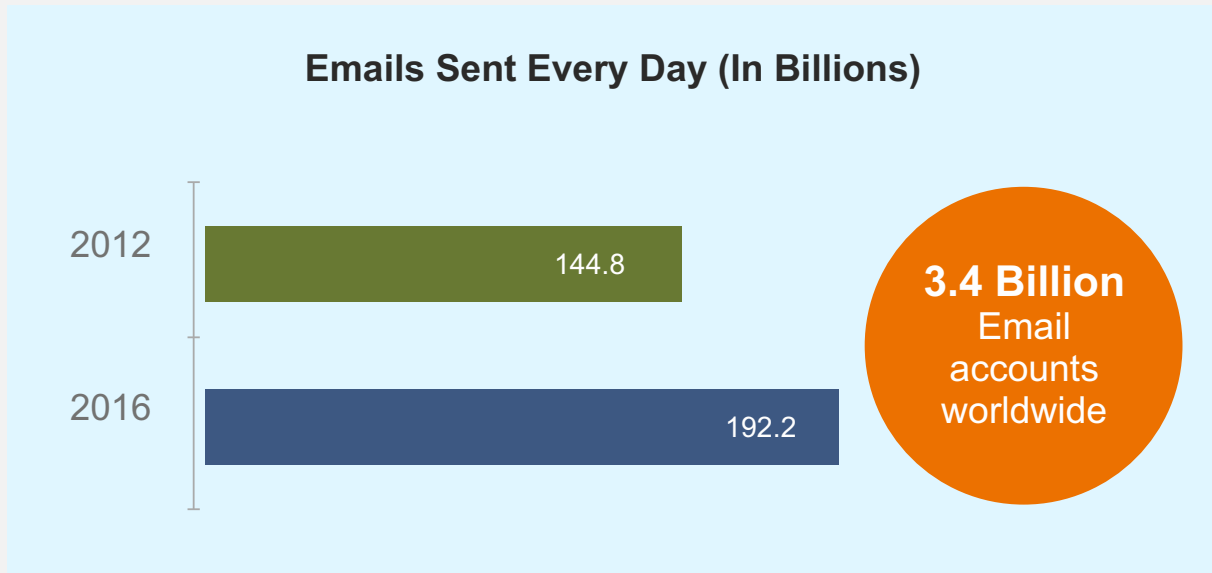
### House Lists - 2012 ~ 2010



The reason behind this is observed to be other channels grabbing conversion share. Customers who converted through email earlier are now finding new ways to connect such as through social media, search or retargeted display ads.

No matter what new marketing channels emerge, email marketing is still rated as "the most successful digital marketing tactic" by marketers worldwide. And email marketing will be the preferred medium, not because it is the easiest, because it works!

## Email Stats That Are Nothing to Yawn About



- 144.8 billion emails are sent every day in 2012
- 192.2 billion emails will be sent daily in 2016
- 3.146 billion email accounts existed worldwide at the end of 2011
- 105 email messages are typically received and sent by corporate email users daily!
- And only 83% of all emails reach the Inbox.
- “Most B2B emails are opened within 24 hours of being sent, or not at all!”
- “Triggered email messages get 119% higher click rates than “business as usual” messages”
- “59% of B2B marketers say email is the most effective channel in generating revenue.”

Sources: -

- Radicati Group (A technology research firm)
- IBM's Email Deliverability benchmark study)

Here’s a checklist that will give you a gauge of how well you know the **‘Why, What and How’ of Your Customer**

- Why customers join email lists
- What customer expect from business emails
- How customers read emails through various devices

|     |   |  |
|-----|---|--|
| 1.  | Do you know Why customers join email lists?                                     |  |
| 2.  | Do you know What customer expect from business emails?                          |  |
| 3.  | Do you know What makes your customers tick and click?                           |  |
| 4.  | Do you know When customers read emails the most?                                |  |
| 5.  | Do you know Why customers delete emails without reading?                        |  |
| 6.  | Do you know How customers look at poorly designed emails?                       |  |
| 7.  | Do you know How customers read their email, through which device the most?      |  |
| 8.  | Do you know How customers treat emails that are not readable on mobile phones?  |  |
| 9.  | Do you know Your customers’ touch points and is your email campaign integrated? |  |
| 10. | Do you know Your target audience and different segments they fall under?        |  |

## Conclusion

It is really important to determine your objective before rolling out an email campaign. Your goal could be to turn prospects into customers, to strengthen relationship with your existing customers or to implement better and cost-effective marketing. Whatever the aim, what really matters is, that it should sync with your organizational goal and business policies.

In a nutshell, businesses that do not study the performance of their email campaigns have a higher probability of lower ROI on marketing investment. Marketers need to evolve with changes in email marketing. Content relevancy, mobile optimization and personalization should be the primary aspects to consider, making campaigns successful and ensuring that emails are click worthy.

## Earn Email Campaign ROI

### Connect with Your Target Audience Relevantly

### Create Conversations, Develop Dialogues

### Make Emails CUSTOMER CENTRIC!

Customer Acquisition. Customer Retention. Customer Loyalty

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