

Email marketing the untapped potential

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Email Marketing is a vital emerging tool

We all receive emails daily; sometimes we might be eager to click, open and read while majority of times might just transfer directly to the junk folder!

Nowadays, with the high technology tools, fast pace and time constraint consumers' expectations and needs are higher than ever. In this essence, they expect a holistic and individualized approach from the corporations and products they deal with, through every stage of their business. On the other hand, companies are utilizing the targeted direct to customer emails, which is considered a trending marketing tool across several industries. Consequently, the more those consumers feel satisfied with email messaging and its value proposition, the more likely they are to engage and optimistically purchase.

Importance of an effective email marketing strategy?

An email marketing strategy is a contemporary part of the overall marketing strategy and business plan. Utilizing email marketing as a channel, you are holding a key factor for potential success. Marketing your products/services with the use of the email channel capitalizes opportunities for making higher revenue and achieving goals. Any effective email marketing strategy takes into consideration your target customers, their inclinations and outcomes they are looking for, as well as your products and services that most fit their interests.

Benefits of email marketing strategy?

- ✓ Massive reach for potential customers
- ✓ Highly agile marketing tool
- ✓ Simple and fast to initiate
- ✓ Target and segment messages
- ✓ Relatively low risks and costs

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Conclusions from IBM's 2015 Email Marketing Metrics Benchmark Study analyze email marketing trends for 3,000 worldwide brands. The data revealed by analysts at IBM Silverpop illuminated that engagement can lead to higher sales. "Engagement is most certainly the gateway to conversion and then sales," says Dave Walters, strategic marketing evangelist at IBM Silverpop. "Engagement is the magic first step. For e-commerce companies it can translate directly into revenue. For other industries, it might prompt a deeper conversation [with customers] or even spark new conversations."

The untapped potential



Nowadays, we still have an untapped potential in the email marketing field. For instance, in the automotive industry, 21% of automotive brands are never sent a follow up email after registration. The majority (63%) of car brands send monthly or less.

Some industries have higher email open rates, such as the travel industry (>56%), which is 10 times more than some lower-performing industries. According to the study, lower performers embrace the retail and e-commerce industry (33.8%) opens. The report illuminated that today's customer's mandate "perfect moments" from products and brands, simple transactions, competitive price on items or services, at the right time, on the right devices embraced with high value.

"The choices from the consumer side are almost astronomical, and the challenge for marketers is to be that chosen provider or vendor. Perfect moments do that," Walters articulates. "It's getting that moment when the customer is primed for the purchase, is listening, and understanding. And marketers need to use all of that [customer] info to provide the right product and time to drop a perfect email at the perfect moment."

Walters emphasizes that the causes undermining success or failure are apparent. Travel brands, for instance, utilize visuals and comprise numerous deals in every email, so receivers have higher engagement with click-through rates (CTRs) of more than 15%. On the other hand, email marketers in retail have poor engagement rates.



“Personalization homes in on the fact that you have to build a relationship with people,” he says. “With all of the consumer choices, its incumbent upon marketers to know their customers – who they are, what they've bought in the past, and what they need next.” The report highlighted that the top three performing industries for CTRs are: computer hardware (16.3%), lodging and travel services (15.2%), and consumer products (14.6%). While the lowest are, automobiles (8.8%), retail (7.5%), and media (6.2%).

The research also illuminated that brand marketers asking for an action or follow up for customer's previous action such as a purchase or password update usually trigger email campaigns and get higher engagement. For instance, transaction emails produced an open rate of 72% and an average CTR of about 30%. There are plentiful opportunities for email marketers to escalate by just modest tactic like segmentation of email newsletters that delivers a high positive impact. In essence, marketers that use segmentation declare that their ROI is very good attaining 95% more often than those who don't.

An effective email marketing strategy transforms ideas into actions

Generally, companies look at competitors benchmarking activity analyzing the standard metrics as opens and clicks, but that might be considered as a starting point emphasizing actual and essential actions that should be considered.

Primarily, set your business goals and ultimate objectives with respect to the email marketing, link between strategy and actions and consider these 3 steps:

1. Strategy: How you are going to achieve your goals.
2. Email marketing tactics: detailed actions.
3. Actions: How you going to implement your tactics.

The intensity of the customer messaging

An appealing, well-structured, pitchy welcome email is a good start to initiate a relationship with prospects. How intense your messages are experienced in the inbox among others depends upon frequency of contact, category of message and the appeal of your subject lines.

How to optimize for behavioral engagement

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Email marketing messages should be optimized for maximum engagement considering both emotional engagement as feelings, emotions and brand affection and behavioral engagement encompassing an action as open, read and click.

Think of engaging email

Recipients usually do not interact with email that doesn't provide a compelling subject line, or email that principally focus on direct purchases, as they have no alternative in case that they do not want to buy. Additionally, email where the entire message is in the email itself doesn't encourage any activity "beyond the read". Typical messages that enclose a repeated message have no incentive for active recipients to further engage with the brand.



**E-MAIL
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Email is a pronounced impartial channel of engagement, but its real strength lies in the fact that it can be combined with other channels to achieve an intensified level of personalization for consumers driving genuine value and significance for customers.

Nader is a performance management, talent development, and succession planning expert working at Impact Business Consultants Inc. Canada with over fifteen years' experience with Pfizer Inc. (Fortune 50 company) & Otsuka Co., Ltd. His professional expertise and consultancy services includes marketing, training, sales and directing enterprise initiatives. Nader holds several academic degrees, sales and marketing certificate from Humber College - Canada 2015, MBA degree (HRM) from University of Leicester - UK 2013, in addition to a bachelor of Oral and Dental Medicine - 1994. Nader is certified Training and Development Professional (CTDP), registered Canadian Marketing Professional (MCInst.M), PMI member and organization project management expert who thrive for continuous development & improvement in all business aspects to build highly competitive teams, enhance retention, maximize potentiality, capture business opportunities and capitalize stakeholders' loyalty by creating, developing and implementing innovative projects. Nader has diversified volunteer roles with numerous foundations and highly dedicated to the non-for-profit sector across Canada providing time, expertise and effort to support people and the community.

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