



The Case for E-mail Marketing

Media Marketers
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REVOLUTION

mediamarketers.com

WEB DEVELOPMENT

GRAPHIC DESIGN

VIDEO & 3D ANIMATION

SIGNS

SEO MARKETING

1. Email Marketing Suits a Vast Audience.

"The vast majority of US online consumers (95%)
have provided at least one company with permission
to communicate with them through email."

- ExactTarget published "2008 Channel Preference Survey"
http://email.exacttarget.com/uploadedFiles/Resources/Whitepapers/ET_WP_Multi-Channel_Marketing.pdf
Note: Survey of US Online Consumers.

"...consumer expectations suggest that
email will be the workhorse channel
around which future online communications will revolve..."

- Des Cahill, CEO, Habeas, Inc. as quoted by
Habeas Inc. in "Habeas Study Confirms Strong,
Ongoing Demand for Email in Direct Marketing, Mobile and Web 2.0 Applications" on May 21, 2008
<http://www.habeas.com/News-Events/Press-Releases/Habeas-Study-Confirms-Strong-Ongoing-Demand-for-Email-in-Direct-Marketing-Mobile-and-Web-20-Applications/>
Note: Consumer survey conducted by Ipsos.

"Sixty-five percent of the demographic between the ages of 18 to 34,
the age demographic most comfortable with IM, SMS and emerging communications
methods, will favor email to communicate with businesses in five years."

- Habeas Inc. "Habeas Study Confirms Strong,
Ongoing Demand for Email in Direct Marketing, Mobile and Web 2.0 Applications" May 21, 2008
<http://www.habeas.com/News-Events/Press-Releases/Habeas-Study-Confirms-Strong-Ongoing-Demand-for-Email-in-Direct-Marketing-Mobile-and-Web-20-Applications/>
Note: Consumer survey conducted by Ipsos.

2. Emails Retain Old Customers.

"...email marketing retained its position as the most effective
— and budget-friendly —
tool for customer retention."

- National Retail Federation "As Shoppers Become More Web-Savvy, Online Retailers Up the Ante,
According to Shop.org and Forrester Research" on Sept 18, 2007
http://www.nrf.com/modules.php?name=News&op=viewlive&sp_id=365
Note: Marketers surveyed by Forrester Research.

3. Emails Foster New Sales.

65% of the respondents reported purchasing a product as a result of email marketing.

- ExactTarget published "2008 Channel Preference Survey"
http://email.exacttarget.com/uploadedFiles/Resources/Whitepapers/ET_WP_Multi-Channel_Marketing.pdf

4. Marketers Report High ROI.

Of UK email marketers who know their company's return on investment, "...more than half of respondents (55%) say their ROI from email is at least three times. Almost a third (32%) say their ROI is five times or more."

- Marketing Charts published "Email Marketing Industry Census 2007" (UK) on May 31-07
<http://www.marketingcharts.com/direct/email-not-used-effectively-most-email-marketers-say-512/>
Note: UK companies survey conducted by E-Consultancy sponsored by Adestra.

"According to this year's [survey] results, direct mail and e-mail generated the best return on investment among media channels in 2006..."

- Harte-Hanks published "HARTE-HANKS: 2007 TARGET MARKETING PRIORITIES ANALYSIS HIGHLIGHTS CONSUMER AND B-TO-B MARKETING ACTIVITY" on July 9, 2007
<http://www.harte-hanks.com/Interior.aspx?CategoryID=18&NewsID=813>
Note: Marketers Surveyed by Harte-Hanks.

5. Full Benefits Missed by Many.

"Email marketers spend a lot of time and energy creating targeted, relevant campaigns but then fail to carry the ball across the goal line due to lackluster landing pages..."

- Elaine O'Gorman, vice president of strategy for Silverpop as quoted by Silverpop in "Email Marketing Campaigns Need Better Landing Pages" on June 20, 2007
http://www.silverpop.com/news/press/06_20_07.htmlNote: The Vice President refers to their study of 150 email marketing campaigns.

"More than half of [UK] Company Email Marketers (57%)
said their organizations were using less than 50% of their email systems' functionality"

- Marketing Charts published "Email Not Used Effectively, Most Email Marketers Say" on May 31-07
<http://www.marketingcharts.com/direct/email-not-used-effectively-most-email-marketers-say-512/>
Note: UK companies survey conducted by E-Consultancy sponsored by Adestra.

"Nearly one out of every five permission-based email messages sent
to U.S.-based ISPs lands in the junk mail folder,
according to the latest email deliverability study from Lyris, Inc."

- Lyris, Inc. published "Nearly 18 Percent of Invited Email Lands in Junk/Bulk Folders
New Lyris ISP Deliverability Study Reveals" on April 16, 2008
<http://www.lyris.com/company/news/?i=1172>

"Eighty five percent of companies failed to personalize the first email message...
Sixty percent of the companies studied never sent a welcome message... "

- Return Path in "Study Finds Top-Brand Marketers Are Missing Out
On the 1-to-1 Marketing Advantages Offered By email Marketing" on Jun 03, 2008
<http://www.returnpath.net/blog/2008/06/study-finds-topbrand-marketers.php>

6. Investment Expected to Rise.

82.4% of the marketers surveyed reported
that their company plans to "increase its use of email marketing".

- Datran Media "2008 Annual Marketing & Media Survey"
<http://www.datranmediasurvey.com/index.php>

"JupiterResearch... projects that e-mail marketing spending will grow
from \$1.2 billion in 2007 to \$2.1 billion in 2012."

- Reuters Business Wire in "JupiterResearch Forecasts Spending
on E-Mail Marketing Will Top \$2 Billion by 2012;..." on Jan 7, 2008
<http://www.reuters.com/article/pressRelease/idUS105540+07-Jan-2008+BW20080107>