

# Email Marketing

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<p><b>Email List Growth Trends++</b></p> <p>Email is consistently one of the highest converting marketing channels available. This report suggests strategies and tactics are marketers using to increase the number of those receiving their email?</p> <p><a href="http://research.ascend2.com/2017-email-list-growth-trends/">http://research.ascend2.com/2017-email-list-growth-trends/</a></p>	
<p><b>The Best Free Business Email Services**</b></p> <p>With more and more customers using mobile devices, reaching them while they're on the go for a low (or no) cost is more important than ever. With email marketing, small businesses can welcome new customers, show appreciation, re-engage customers who lapsed, and more.</p> <p><a href="http://www.nfib.com/content/resources/marketing/best-free-business-email-services/">http://www.nfib.com/content/resources/marketing/best-free-business-email-services/</a></p>	
<p><b>What Does the Future Hold for E Mail Marketing**</b></p> <p>A podcast discussing all aspects on the future of emails what make emails effective communications tools to the sender and recipients.</p> <p><a href="https://www.emarketer.com/Article/Listen-In-What-Future-Hold-Email-Marketing/1016569">https://www.emarketer.com/Article/Listen-In-What-Future-Hold-Email-Marketing/1016569</a></p>	
<p><b>What Are Most Annoying Things about Email? **</b></p> <p>Article and Chart on what email recipients find most annoying in the emails they receive. Includes good information-easy to use tips to consider when managing an email program.</p> <p><a href="https://www.emarketer.com/Article/Whats-Most-Annoying-Thing-About-Email-Marketing/1016480">https://www.emarketer.com/Article/Whats-Most-Annoying-Thing-About-Email-Marketing/1016480</a></p>	<p><b>Annoying Features of Email Marketing According to US Business Professionals, July 2017</b> % of respondents</p> <ul style="list-style-type: none"> <li>Getting emailed too often by a brand: 50%</li> <li>Emails that are too wordy/poorly written: 27%</li> <li>An offer that makes it clear that the marketer's data about me is wrong: 24%</li> <li>An email urging me to buy a product or service I've already purchased: 20%</li> <li>Poor design: 14%</li> </ul>
<p><b>What Are Most Annoying Things about Email? **</b></p> <p>Chart/article on what is annoying about emails- link to 3rd party research</p> <p><a href="https://www.emarketer.com/Article/Whats-Most-Annoying-Thing-About-Email-Marketing/1016480">https://www.emarketer.com/Article/Whats-Most-Annoying-Thing-About-Email-Marketing/1016480</a></p>	<p><b>Annoying Features of Email Marketing According to US Business Professionals, July 2017</b> % of respondents</p> <ul style="list-style-type: none"> <li>Getting emailed too often by a brand: 50%</li> <li>Emails that are too wordy/poorly written: 27%</li> <li>An offer that makes it clear that the marketer's data about me is wrong: 24%</li> <li>An email urging me to buy a product or service I've already purchased: 20%</li> <li>Poor design: 14%</li> <li>Too much personalization, where it is creepy: 13%</li> <li>Too little or no personalization: 10%</li> </ul>
<p><b>Annoying Features of Email Marketing: Survey**</b></p> <p>Chart of top ten email features that are annoying to business professionals.</p> <p><a href="https://www.emarketer.com/Chart/Annoying-Features-of-Email-Marketing-According-US-Business-Professionals-July-2017-of-respondents/211776">https://www.emarketer.com/Chart/Annoying-Features-of-Email-Marketing-According-US-Business-Professionals-July-2017-of-respondents/211776</a></p>	<p><b>Annoying Features of Email Marketing According to Business Professionals, July 2017</b> % of respondents</p> <ul style="list-style-type: none"> <li>Getting emailed too often by a brand: 50%</li> <li>Emails that are too wordy/poorly written: 27%</li> <li>An offer that makes it clear that the marketer's data about me is wrong: 24%</li> <li>An email urging me to buy a product or service I've already purchased: 20%</li> <li>Poor design: 14%</li> </ul>

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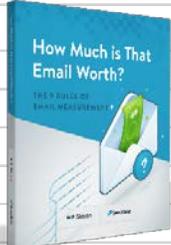
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<h2>E MAIL MARKETING</h2>																									
<p><b>Many Marketers Email is still King**</b></p> <p>As a channel to reach prospects and customers, email continues to thrive, even as other messaging platforms emerge. Nine in 10 marketers in North America say they use email to engage their audience... the most commonly used channel over digital display, owned web content and search.</p> <p><a href="https://www.emarketer.com/Article/Many-Marketers-Email-Still-King/1016393">https://www.emarketer.com/Article/Many-Marketers-Email-Still-King/1016393</a></p>	<p><b>US Marketers Who Use Email Marketing, by Industry, May 2017</b> % of respondents</p> <table border="1"> <thead> <tr> <th>Industry</th> <th>% of respondents</th> </tr> </thead> <tbody> <tr> <td>Healthcare or pharmaceuticals</td> <td>100%</td> </tr> <tr> <td>Travel &amp; hospitality</td> <td>100%</td> </tr> <tr> <td>Nonprofit</td> <td>94%</td> </tr> <tr> <td>Publishing or media</td> <td>93%</td> </tr> <tr> <td>B2B services</td> <td>90%</td> </tr> <tr> <td>Consumer packaged goods</td> <td>89%</td> </tr> <tr> <td>Financial services—insurance</td> <td>89%</td> </tr> <tr> <td>Technology</td> <td>89%</td> </tr> <tr> <td>Financial services—banks</td> <td>88%</td> </tr> <tr> <td>Retail</td> <td>81%</td> </tr> <tr> <td>Other</td> <td>88%</td> </tr> </tbody> </table> <p><small>Source: Data &amp; Marketing Association (DMA) and Demand Metric, "DMA Response Rate Report 2017," June 21, 2017 22834 www.Emarketer.com</small></p>	Industry	% of respondents	Healthcare or pharmaceuticals	100%	Travel & hospitality	100%	Nonprofit	94%	Publishing or media	93%	B2B services	90%	Consumer packaged goods	89%	Financial services—insurance	89%	Technology	89%	Financial services—banks	88%	Retail	81%	Other	88%
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<p><b>2017 STATE OF EMAIL MARKETING++</b></p> <p>The email marketing channel continues to dominate the digital marketing landscape in terms of performance. But what strategies and tactics are having the greatest impact on email marketing in 2017?</p> <p><a href="https://research.ascend2.com/2017-state-of-email-marketing/">https://research.ascend2.com/2017-state-of-email-marketing/</a></p>																									
<p><b>EMAIL MARKETING STRATEGY++</b></p> <p>Strategically, increasing engagement with prospects and customers is a critical email marketing priority. But what tactics are marketers using to achieve this important goal?</p> <p><a href="http://research.ascend2.com/email-marketing-strategy-2016/">http://research.ascend2.com/email-marketing-strategy-2016/</a></p>																									
<p><b>Mobile has Largely Displaces Other Channels of Email**</b></p> <p>The world of email marketing has changed pretty significantly over the past five years. This data shows that email remains the favorite channel for marketers- but major changes in delivery by platforms.</p> <p><a href="http://totalaccess.emarketer.com/Chart.aspx?dsNav=Nr:P_ID:212851">http://totalaccess.emarketer.com/Chart.aspx?dsNav=Nr:P_ID:212851</a></p>	<p><b>Email Marketing Benchmarks Worldwide: Open Share, by Device/Platform, 2012 &amp; 2017</b> % of total opens analyzed by Return Path</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Mobile</th> <th>Webmail</th> <th>Desktop</th> </tr> </thead> <tbody> <tr> <td>2012</td> <td>29%</td> <td>37%</td> <td>34%</td> </tr> <tr> <td>2017</td> <td>55%</td> <td>28%</td> <td>16%</td> </tr> </tbody> </table> <p><small>Note: represents activity on the Return Path platform, broader industry metrics may vary, numbers may not add up to 100% due to rounding Source: Return Path, "The Email Client Experience," July 18, 2017 231777 www.Emarketer.com</small></p>	Year	Mobile	Webmail	Desktop	2012	29%	37%	34%	2017	55%	28%	16%												
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<p><b>THE ESSENTIAL GUIDE TO EMAIL FOR MEDIA AND PUBLISHING</b></p> <p>The perfect companion for both the beginner and advanced email senders in media or publishing industry.</p> <p><a href="https://go.sendgrid.com/EssentialGuidetoMediaandPublishing.htm">https://go.sendgrid.com/EssentialGuidetoMediaandPublishing.htm</a></p>																									

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<p><b>EMAIL MARKETING WITH A CUSTOMIZED APPROACH++</b></p> <p>In this May 2017 SendGrid-commissioned study, Forrester Consulting evaluates the adoption of custom campaign management tools, and the challenges, successes, and opportunities that exist for firms looking to create personalized digital conversations that strengthen the relationship between brand and customer.</p> <p><a href="https://go.sendgrid.com/Elevate-Your-Email-Marketing-with-Customized-Approach-Forrester.html">https://go.sendgrid.com/Elevate-Your-Email-Marketing-with-Customized-Approach-Forrester.html</a></p>	
<p><b>How Much Is That Email Worth? The 9 Rules of Email Measurement++</b></p> <p>Learn why measuring email value actually drives email value, creating wins for marketers and customers alike. This guide takes you through the steps for evaluating your email program to determine how much each message you send is worth, and when it might be time to cut back on your email frequency.</p> <p><a href="https://go.sendgrid.com/9_Rules_of_Email_Measurement.html">https://go.sendgrid.com/9_Rules_of_Email_Measurement.html</a></p>	
<p><b>2018 A-Z Marketing Guide**</b></p> <p>Be an email marketing overachiever by brushing up on our top 26 email marketing best practice tips, tricks, and terms (gold star not included).</p> <p><a href="https://sendgrid.com/resource/2018-email-marketing-guide-a-z/#introduction">https://sendgrid.com/resource/2018-email-marketing-guide-a-z/#introduction</a></p>	
<p><b>5 RETAIL EMAIL MARKETING TIPS TO ALIGN DIGITAL, IN-STORE EXPERIENCE**</b></p> <p>Today, consumers are buying more online than they are in stores — and for good reason.</p> <p>Not every consumer prefers the online retail experience. Some would rather visit the store in person before they decide to buy.</p> <p>The trick is to retain these in-store customers while encouraging online shoppers to visit the store, as well. <i>Retail email marketing is a powerful tool for making this happen.</i></p> <p><a href="http://www.towerdata.com/blog/retail-email-marketing?utm_campaign=2017%20Marketing%20Emails&amp;utm_source=hs_email&amp;utm_medium=email&amp;utm_content=57635539&amp;hsec=p2ANqtz-">http://www.towerdata.com/blog/retail-email-marketing?utm_campaign=2017%20Marketing%20Emails&amp;utm_source=hs_email&amp;utm_medium=email&amp;utm_content=57635539&amp;hsec=p2ANqtz-</a></p>	

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<p><b>10 Email Marketing Do's &amp; Don'ts**</b></p> <p>Info graphic showing 10 simple rules to follow when you use email messaging.</p> <p><a href="https://www.campaignmonitor.com/resources/infographics/10-email-marketing-dos-and-donts/">https://www.campaignmonitor.com/resources/infographics/10-email-marketing-dos-and-donts/</a></p>																	
<p><b>E Mail Marketing Personalization Checklist**</b></p> <p>Info graphic checklist for creating effective personalized emails</p> <p><a href="https://www.campaignmonitor.com/resources/infographics/ultimate-email-marketing-personalization-checklist/">https://www.campaignmonitor.com/resources/infographics/ultimate-email-marketing-personalization-checklist/</a></p>																	
<p><b>The Really Good Email Design Checklist**</b></p> <p>Want an email that looks awesome and converts like crazy? This Guide takes the guesswork out of designing an excellent email with a checklist that'll make every email you send more awesome.</p> <p><a href="https://www.campaignmonitor.com/blog/email-marketing/2017/05/the-really-good-guide-to-email-design-bonus-">https://www.campaignmonitor.com/blog/email-marketing/2017/05/the-really-good-guide-to-email-design-bonus-</a></p>																	
<p><b>7 Tips for Building an Engaged email List**</b></p> <p>Reaching the right audience at the right time has become critical to drive results. This infographic shows how growing an engaged list in an ongoing effort that pays off big time if you put work into it.</p> <p><a href="https://www.campaignmonitor.com/resources/infographics/7-tips-building-engaged-email-list/">https://www.campaignmonitor.com/resources/infographics/7-tips-building-engaged-email-list/</a></p>																	
<p><b>2017 Deliverability Benchmark Report (emails)++</b></p> <p>Analysis of inbox placement rates..reaching the inbox is the first and biggest challenge....this report shares how emails get delivered, and how to measure placement w/Deliverabilty statistics- by industry.</p> <p><a href="http://www.marketingcharts.com/sponsored-content-80858">http://www.marketingcharts.com/sponsored-content-80858</a></p>																	
<p><b>Personalization's Considered the Most Effective Email Tactic**</b></p> <p>Article and Chart demostrating the importance of personalization and a meaningful call to action in your emails.</p> <p><a href="http://www.marketingcharts.com/digital/email-online-and-mobile-80320">http://www.marketingcharts.com/digital/email-online-and-mobile-80320</a></p>	 <table border="1"> <caption>Most Effective Email Marketing Tactics Used</caption> <thead> <tr> <th>Tactic</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Message personalization</td> <td>50%</td> </tr> <tr> <td>Meaningful call-to-action</td> <td>38%</td> </tr> <tr> <td>List data segmentation</td> <td>37%</td> </tr> <tr> <td>Testing and optimization</td> <td>30%</td> </tr> <tr> <td>Social sharing</td> <td>33%</td> </tr> <tr> <td>Mobile responsive design</td> <td>28%</td> </tr> <tr> <td>Automated campaigns</td> <td>27%</td> </tr> </tbody> </table>	Tactic	Percentage	Message personalization	50%	Meaningful call-to-action	38%	List data segmentation	37%	Testing and optimization	30%	Social sharing	33%	Mobile responsive design	28%	Automated campaigns	27%
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<p><a href="https://www.everycloudtech.com/giant-email-marketing-statistics-guide">The Giant Email Marketing Statistics Guide++</a></p> <p>A great infographic that shows email statistics, and how they can change your business. Comprehensive data on how email tactics can be the single most effective tactic for turning prospects into loyal customers.</p> <p><a href="https://www.everycloudtech.com/giant-email-marketing-statistics-guide">https://www.everycloudtech.com/giant-email-marketing-statistics-guide</a></p>	
<p><a href="http://info.mailgun.com/email-reputation-guide?utm_source=emedia&amp;utm_medium=cpc&amp;utm_campaign=em">Email Reputation Guide++</a></p> <p>Learn Why Reputation Matters &amp; How It Impacts Deliverability. This Guide covers best practices that influence reputation. Email maintainence; Authentication via key verifications registries; Domain &amp; subdomain management; Whitelisting; and Email Content Optimization.</p> <p><a href="http://info.mailgun.com/email-reputation-guide?utm_source=emedia&amp;utm_medium=cpc&amp;utm_campaign=em">http://info.mailgun.com/email-reputation-guide?utm_source=emedia&amp;utm_medium=cpc&amp;utm_campaign=em</a></p>	