

2017 EMAIL MARKETING INDUSTRY REPORT

What's driving today's marketers?



ABOUT THIS REPORT

At Emma, we believe that great marketing doesn't happen alone. We do our best work when we're collaborating, sharing ideas, and learning from one another. That's why we surveyed nearly 200 marketers and interviewed over 25 industry leaders to learn what makes today's marketers tick. What do they care about? What are they concerned about? What are their biggest challenges? And more importantly, how do they solve them?

Use this report to inform your own marketing strategy and arm yourself with the data you need to do the kind of marketing you've always wanted. We hope you'll find the breakthrough idea that helps you have your most successful year yet.



ABOUT EMMA

Emma's powerful digital marketing platform makes it easy for teams of all sizes to create beautifully designed email campaigns that drive results. With award-winning thought leadership, friendly expert services and thoughtful product design, Emma helps marketers worldwide do their very best work.

[READY TO WIN THE INBOX?](#)

5 KEY TAKEAWAYS FROM THIS REPORT

Today's marketers have to navigate an ever-changing landscape of channels, trends, and strategies to be successful – and email marketing is at the center of it all. Here are the top takeaways from the 2017 State of Email Marketing Report:

1 Marketers feel overwhelmed...and they're being asked to do more than ever.

Only 12% of marketers feel like they always meet expectations. Forget exceeding or *surpassing* expectations: With a rapidly changing industry, small teams, and pressure to hit aggressive business goals, marketers are struggling to simply keep up with what's being asked of them.

2 Marketers have the data they need, but they don't have the time.

Few marketers identify lack of customer data as a pain point for their team, but over 64% point to not having enough time or enough personnel to do the kind of marketing they would like. Marketers are awash in data. They know more about their customers' behavior and preferences than ever before, but it doesn't do much good if they don't have the resources to act on it.

3 Marketers are wrestling with conflicting priorities.

The struggle to reconcile customer expectations with organizational goals is real. Most marketers understand that being great at marketing means being great at customer service, listening to customers' needs, and delivering useful content in a timely manner. However, marketers' internal goals aren't lining up: 68% say that gaining new customers or increasing revenue are their ultimate measures of success.

4 Email is still the king.

No matter how many sexy new channels come along to challenge the throne, they all come up short. 47% of marketers report that email generates the most ROI for their organization, and 58% plan to increase spending on email marketing during the next year. Both results place email far ahead of any other digital channel – long may it reign.

5 But email isn't being used to its full potential.

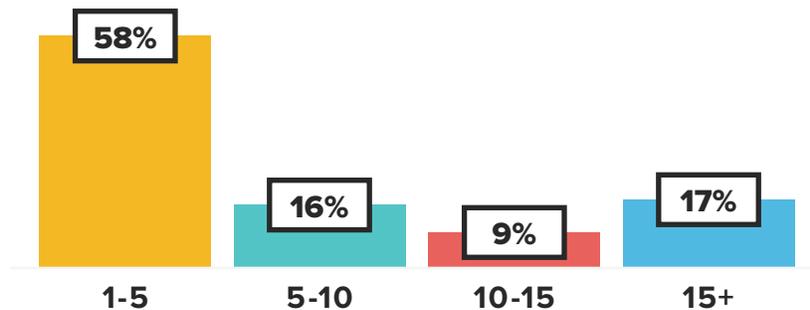
Despite email's importance, many marketers still aren't taking advantage of everything the channel has to offer. Email works best when marketers use their customer data to power targeted messages. Yet, only 12% say that their email marketing is fully integrated with their other marketing systems, and nearly a quarter say that sending personalized email is a challenge for them.



MARKETING TEAMS ARE TRYING TO KEEP UP WITH THE BIGGEST BRANDS.

Consumers don't grade on a curve. Whether you have a marketing team of 5 or 50, your marketing is sitting right next to the world's biggest brands in email inboxes, on websites, and in social feeds. Facing that kind of competition in a rapidly changing industry, it can be challenging for smaller teams with limited resources to keep up.

HOW MANY PEOPLE ARE ON YOUR MARKETING TEAM?



▶ TAKE ACTION

Smaller marketing teams have one major advantage: They're more nimble. Use that agility to your advantage and A/B test your content until you find what's working best with your audience. You can take the same piece of content and test different copy, images, or calls to action to see what's moving the needle (pro tip: Only test one variable at time). With A/B testing, your team can move fast and optimize several pieces of great content in the time it takes a larger brand to get a single campaign approved by all the necessary stakeholders.



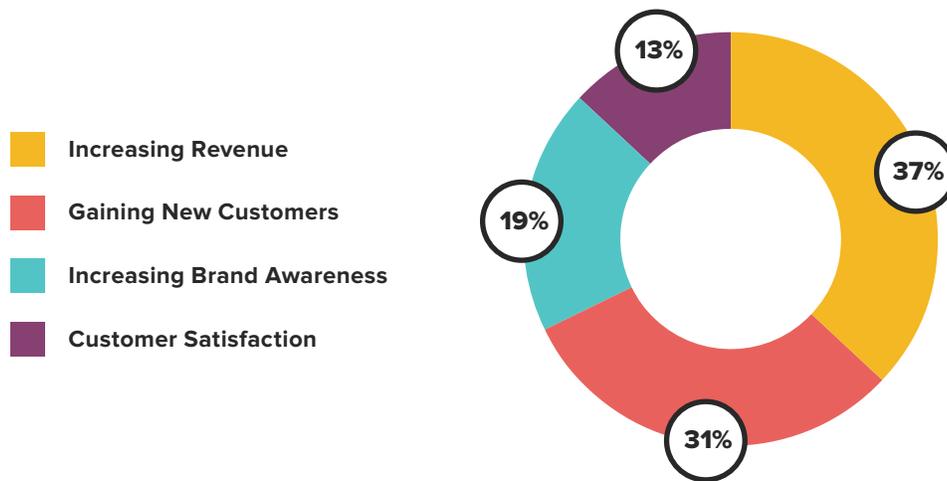
LEARN FROM THE BEST: KEVIN CARROLL, KATALYST LLC

“My advice for a small brand trying to chase the big boys? Don't. Stay on message and know you have the ability to be more intimate because you are lean and agile.”

WHAT DOES SUCCESSFUL MARKETING LOOK LIKE?

Marketing teams are increasingly being held to a higher standard, and that often means bringing in more dollars and cents. More than ever, marketers are working arm-in-arm with their colleagues in sales to develop campaigns that go beyond simple brand awareness and make a measurable impact on the organization's bottom line.

WHAT'S THE MOST IMPORTANT MEASUREMENT OF SUCCESS FOR YOUR MARKETING TEAM?



68%

OF MARKETERS SAY THAT GAINING NEW CUSTOMERS OR INCREASING REVENUE ARE THEIR ULTIMATE MEASURES OF SUCCESS.

▶ TAKE ACTION

Vanity metrics like impressions, open rates, and views might look great in a presentation to leadership. But sadly, they don't care. They want to know how much you added to the pipeline, how many new donors you brought in, or how many people actually attended your event.

Vanity metrics are a great place to start, but take it a step further and really dive into your Google Analytics and CRM. For example, of the people who opened your email, what percentage took advantage of the sale or downloaded the guide you offered? Of the people who downloaded the guide, how many signed up for your service? There's a lot more you can learn about your audience (and your marketing) when you start scratching below the surface. It allows you to tie your efforts to real business results and paints a clearer picture of how your marketing is contributing to the success of the organization.



SPOTLIGHT B2B MARKETERS

They're loading up on email.

58% PLAN TO INCREASE SPENDING ON EMAIL DURING THE NEXT YEAR.

Their marketing could be a lot more personal.

NEARLY 40% WISH THEY COULD DO MORE TARGETED, PERSONALIZED MARKETING.

Proving the overall effectiveness of their marketing is a challenge.

37% SAY THAT MEASURING ROI IS THEIR BIGGEST PAIN POINT.

They need some help.

31% SAY THEY DON'T HAVE ENOUGH PERSONNEL TO DO THE MARKETING THEY WOULD LIKE.

MARKET LIKE THE BEST BRANDS IN THE WORLD.

See why thousands of marketers are switching to Emma for their email marketing.

[GET A DEMO](#)



GREAT MARKETERS PUT THEIR AUDIENCE FIRST...BUT DON'T TELL THEIR BOSSES THAT.

Marketers have long faced competing priorities: Deliver content that satisfies their audience, or deliver content that satisfies their bosses? Ideally, that would be the same thing, but in the real world, the pressure to meet internal expectations is winning out.

DO YOU FEEL MORE PRESSURE TO MEET THE EXPECTATIONS OF YOUR AUDIENCE OR THE GOALS SET BY YOUR ORGANIZATION?



▶ TAKE ACTION

Marketers have the tools and the know-how to satisfy both their audience and their organization – they just have to put them to work. For example, automation can increase click rates by 152% (Epsilon), which means audiences are loving the timely content. Plus, 63% of companies that are outgrowing their competitors use automation (Lenskold Group), which means organizations are loving the end results. That's a win-win for everyone.

But remember: Robots aren't good marketers, so don't just set it and forget it. To get the biggest payoff, keep an eye on your results and apply the same smart strategy and creativity you would to any other marketing tool.



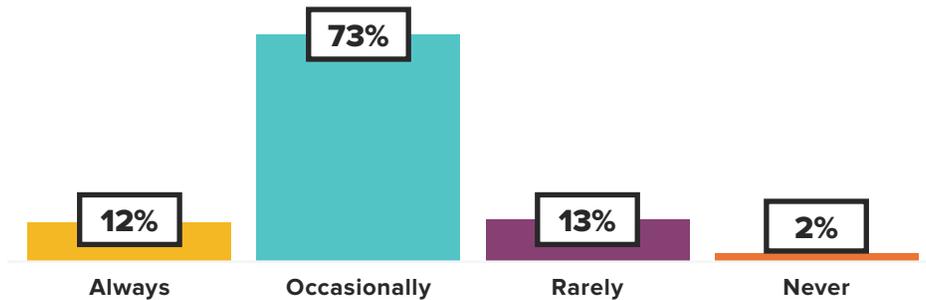
LEARN FROM THE BEST: JUSTINE JORDAN, LITMUS

“There's a part of the Venn diagram that has your customer needs, and there's a part that has your business needs. When they meet in the middle, that's when the magic happens.”

MARKETERS FEEL LIKE THEY'RE NOT ALWAYS MEETING EXPECTATIONS.

Modern consumers are savvy – not only are they aware when they're being marketed to, they expect you to deliver the content they want when they want it. And if you don't, they're on to the next brand. Add to that the pressure to hit aggressive internal goals, and it's no wonder marketers are feeling like they're not doing enough.

DO YOU FEEL LIKE YOUR MARKETING MEETS BOTH THE EXPECTATIONS OF YOUR AUDIENCE AND YOUR ORGANIZATION?



▶ TAKE ACTION

First, give yourself a break. Most good marketers are hardwired to believe they're not doing enough when it's not really the case. Second, don't get stuck in the rut of doing things the way they've always been done. Take a close look at your systems and processes to identify the things you dread doing or the things that take longer than they should. There could be better software or more efficient strategies that will help you not only hit your goals, but exceed them more often than not.



LEARN FROM THE BEST: MITCH LOWE, NETFLIX

“Most people are scared to change the way they do business. Find someone in your organization who isn't – they're going to challenge your process like no one else can.”

- SPOTLIGHT -

NONPROFITS

Resources are tight.

NEARLY 25% DON'T HAVE THE BUDGET TO DO THE MARKETING THEY WOULD LIKE.

But time is even tighter.

41% SAY THEY DON'T HAVE THE TIME TO DO THE MARKETING THEY WOULD LIKE.

Email marketing is leading the way.

EMAIL IS THE #1 CHANNEL AT GENERATING ROI FOR NONPROFITS.

They're looking to get more out of social media.

69% OF NONPROFITS PLAN TO INCREASE SPENDING ON SOCIAL MEDIA DURING THE NEXT YEAR.

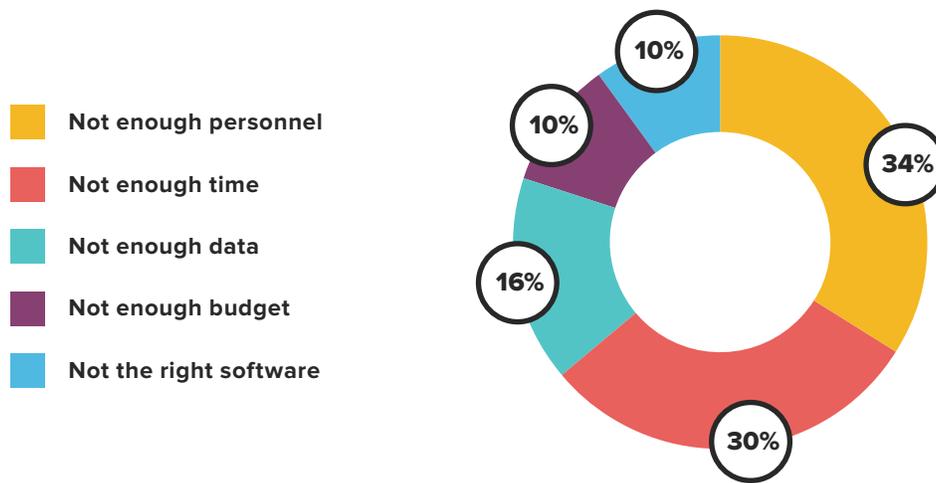
Connecting their data to their marketing is a challenge.

52% OF NONPROFITS AREN'T INTEGRATING THEIR EMAIL MARKETING AT ALL.

MARKETERS SIMPLY DON'T HAVE THE RESOURCES TO BE SUCCESSFUL.

Do you ever feel like there's not enough time in the day to do everything you want? Or do you sometimes feel like you're doing the work of two people? You're not alone.

WHAT'S STOPPING YOU FROM DOING THE KIND OF MARKETING YOU WOULD LIKE TO DO?



64%

OF MARKETERS SAY THEY EITHER DON'T HAVE THE TIME OR THE PERSONNEL TO DO THE MARKETING THEY WOULD LIKE.

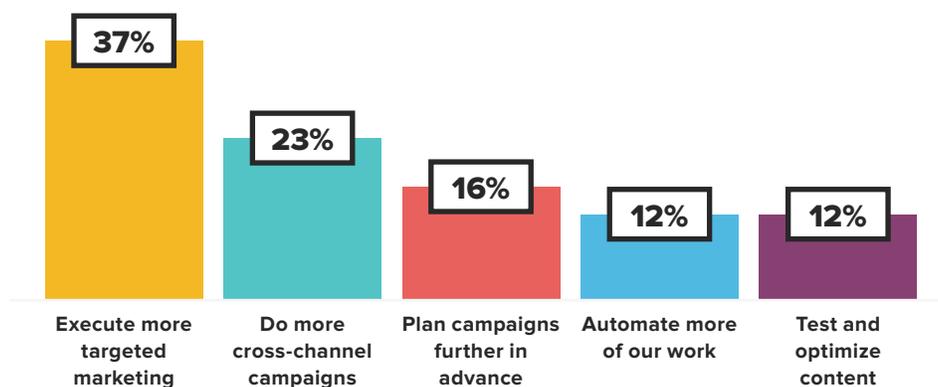
▶ TAKE ACTION

With new channels seemingly popping up every day, it's natural for marketers to feel like they have to do it all, all the time. But here's the thing: Your audience likely isn't using them. Dive into your customer data and response metrics to learn what channels are most successful for reaching your target audience and focus your efforts there. (Spoiler alert: One of them will likely be email.) You'll save time, avoid quite a few headaches, and have better results to show for it.

MORE MARKETERS ARE READY TO GET PERSONAL.

Batch-and-blast marketing certainly has its allure. It's just so much easier, right? But there's the thing: If marketers want to meet both internal and external expectations and hit their goals faster, then personalization is the key. According to the Direct Marketing Association, segmented campaigns can lead to a 760% increase in revenue.

WHAT DO YOU WISH YOUR MARKETING TEAM COULD DO MORE OF?



▶ TAKE ACTION

It's long been understood: Targeted, persona-driven marketing is the secret to success. So stop wishing you could execute more targeted marketing, and start doing it. Analyze your data (what content does your audience like best, when are they engaging, in what channels, etc.) and embrace tools like segmentation, automation, and dynamic content. You'll be amazed at the results you'll see and the time you'll save in the long run.



LEARN FROM THE BEST: MATTHEW LUHN, PIXAR

“Whether you are a global brand or a smaller brand just getting started, the rules still apply: You have to make me feel something.”

— SPOTLIGHT — B2C MARKETERS

Email marketing is #1.

43% SAY EMAIL MARKETING BRINGS IN THE MOST ROI.

They want to deliver more targeted content.

41% OF WISH THEY COULD DO MORE PERSONALIZED MARKETING.

Inbox competition is fierce.

36% SAY GETTING PEOPLE TO OPEN THEIR EMAILS IS CHALLENGING.

They're stretched pretty thin.

**34% SAY THEY DON'T HAVE THE TIME.
34% SAY THEY DON'T HAVE THE TEAM.**

GREAT MARKETING IS A TEAM SPORT.

And our team will help you do your best email marketing from Day One.

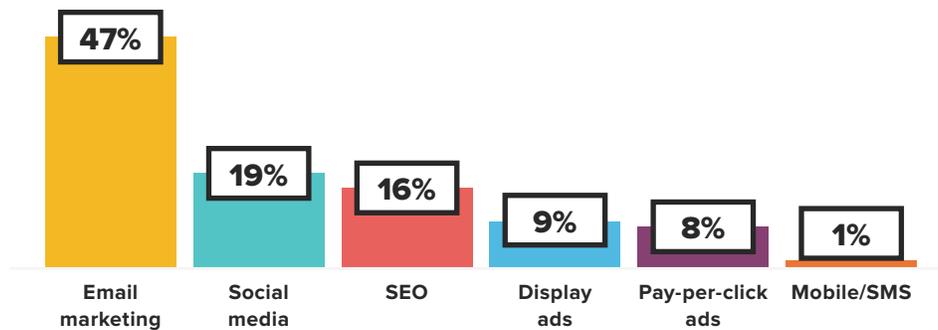
[GET A DEMO](#)



EMAIL DRIVES MORE ROI THAN ANY DIGITAL MARKETING CHANNEL.

Every year, someone writes an article proclaiming that email marketing is dead – and every year they’re proven wrong. Batch-and-blast email marketing may be dead, and if it’s not, someone should put it out of its misery. But timely, relevant email marketing? It’s the beating heart of any successful digital marketing program.

WHICH DIGITAL MARKETING CHANNEL GENERATES THE MOST ROI FOR YOUR ORGANIZATION?



58%

OF MARKETERS PLAN TO INCREASE SPENDING ON EMAIL MARKETING DURING THE NEXT YEAR – MORE THAN ANY OTHER CHANNEL.

▶ TAKE ACTION

It’s easy to get sidetracked by flashier channels and feel like you have to master every new thing that comes along. But if you’re looking to drive measurable results for your organization, make sure you have a bulletproof email marketing strategy in place first.

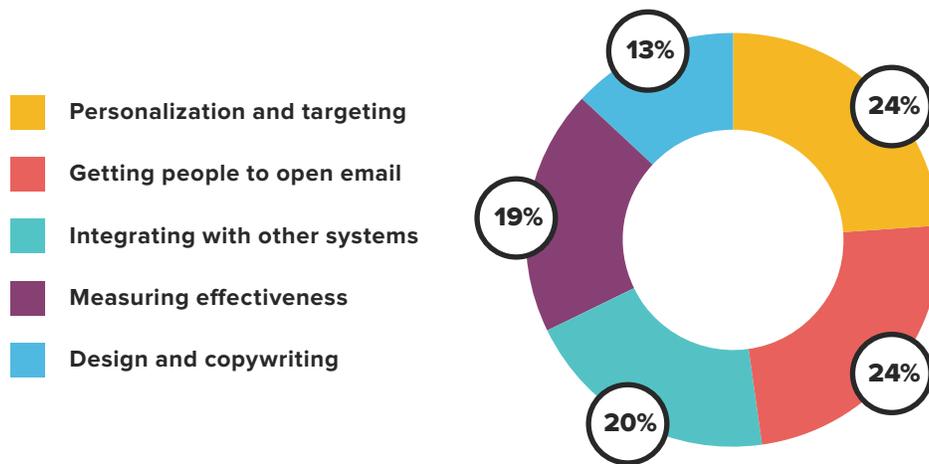
Here are three things you can do today to improve your email results:

- 1 Focus on growing your email list (it’s your most valuable marketing asset).
- 2 Make sure you have a mobile-optimized email template (it’s long overdue).
- 3 Have a single, focused CTA for each email (and use a button, not text links).

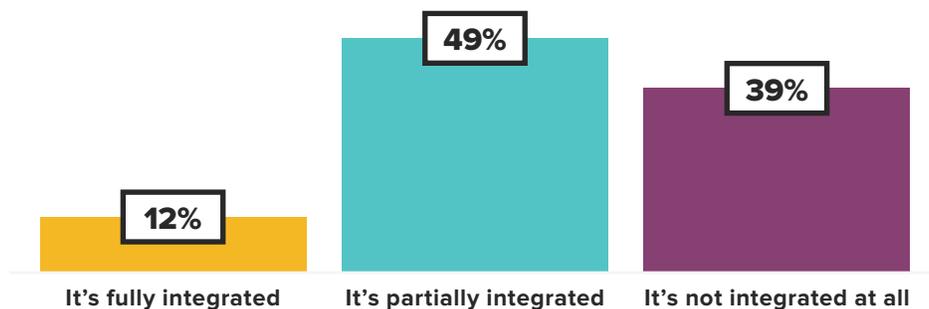
MARKETERS COULD BE GETTING EVEN MORE FROM THEIR EMAIL MARKETING.

Despite its standing as the top digital marketing channel, marketers could be investing more into their email marketing. Most marketers aren't fully integrating their email marketing with their other systems, and many still find personalization and targeting challenging.

WHAT'S YOUR BIGGEST CHALLENGE WHEN IT COMES TO EMAIL MARKETING?



HOW WELL IS YOUR EMAIL MARKETING INTEGRATED WITH YOUR OTHER MARKETING SYSTEMS?



▶ TAKE ACTION

When your data's integrated, many of email's challenges become easier to solve. Start with your CRM so you can connect your customer data with your email to power more targeted messages. Then make sure you've connected your Google Analytics so you can track what your audience is doing after they click through to your site. It will reveal valuable information, so you'll know the best way to follow up. And if you're in e-commerce, connecting your online shopping cart is a no-brainer so you can send email based on purchase activity, abandoned carts, product views, etc.

The goal of all of these integrations is to make your marketing more targeted and relevant. When that happens, engagement increases, your brand becomes more valuable to your audience, and the results roll in. It's the stuff "office heroes" are made of.



- SPOTLIGHT -

UNIVERSITIES

Email rules the schools.

64% SAY EMAIL MARKETING GENERATES THE MOST ROI.

They're investing more into their email marketing.

73% PLAN TO INCREASE SPENDING ON EMAIL MARKETING IN THE NEXT YEAR.

There's opportunity to do even more with email.

59% AREN'T INTEGRATING EMAIL MARKETING WITH THEIR OTHER SYSTEMS.

But they need more time in the day.

45% SAY THEY DON'T HAVE THE TIME TO DO THE MARKETING THEY WOULD LIKE.

They're battling a lot of noise in the inbox.

41% SAY THEY STRUGGLE TO GET PEOPLE TO OPEN THEIR EMAIL.

WHY EMMA?



Emma makes it easy to plan, execute and optimize beautifully designed email campaigns that deliver results. We're focused on thoughtful product design, friendly expert services, and award-winning thought leadership to help you do your most successful marketing.

We're trusted by companies of all sizes who have come to consider us an extension of their marketing team. Here's why:

1 We put people first.

Whether you're logging into Emma, attending a webinar, or talking on the phone with our support team, we put the customer at the heart of everything we do and deliver a stellar experience every time you interact with us.

2 We're marketers, too.

We believe designing beautiful campaigns should be possible for every marketer, and we're committed to sharing the strategies we learn from working with some of the most creative marketers in the world.

3 Design is at our core.

We've thoughtfully designed our digital marketing platform with marketers in mind. Our powerful, but easy-to-use features help your team go beyond email basics.

4 We're constantly innovating.

We continue to evolve our product as your needs change by introducing new and exciting features and adding more value to the tools you already use.

5 We're giving back.

We've donated over \$1.3 million through our Emma 250 program, where Emma provides staffers with \$250 per year to donate to a charity of their choice.

OUR BIGGEST FANS? **OUR CUSTOMERS.**

OUR CUSTOMER SATISFACTION SCORE IS 84.
THE INDUSTRY AVERAGE? 56.

87% OF EMMA CUSTOMERS ARE LIKELY TO RECOMMEND
OUR SERVICE TO OTHERS.

EMMA RANKS #1 AMONG INDUSTRY LEADERS
WHEN IT COMES TO EASE OF USE.

Source: Spring 2017 G2 Crowd Email Marketing Grid Report



**SAY HELLO TO YOUR NEW
EMAIL MARKETING TEAM**

[REQUEST A DEMO](#)