

Why email holds the key to lasting customer relationships

with Jay Baer *of Convince & Convert*



INTRODUCTION

Some say you never forget your first love. At Emma, we say you never forget your first email campaign.

Do you remember yours? How much time you put into crafting just the right words and making sure the design looked beautiful? How you double and triple-checked every detail to make sure everything was just right (and you didn't mess something up)? The sweaty-palmed nervousness of hitting "send" for the very first time knowing that hundreds or even thousands of people would be receiving it?

Email marketing is exciting, and it works. You experiment, learn, and grow your subscriber list every day.

But here's the thing: there are sexy new channels always popping up that demand your attention, some even proclaiming that "email is dead." It's all too easy to go on autopilot and send the same old content in the same old template week after week while you focus on other things. Email can become something you take for granted, or even worse, neglect altogether.

Guess who doesn't take email for granted? Your customers.



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.

[LEARN MORE AT MYEMMA.COM](https://myemma.com)

The background is a solid teal color with a repeating pattern of various geometric shapes: circles, squares, triangles, and wavy lines. A large, semi-transparent teal musical note graphic is centered on the page, serving as a backdrop for the text.

THE SAME OLD LOVE SONG (REMIXED)

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THE SAME OLD LOVE SONG (REMIXED)

It's true that email, at its core, hasn't changed much over the years. Its content still comprises copy and imagery. Its success still depends on subscribers.

But here's the key: Email, as a marketing tactic, still works. It works so well, in fact, that we might suggest email is a marketer's **ONLY** digital must-do.

Let us explain.

Research shows that email isn't dead. In fact, it's more alive than ever. Statista claims in 2017, **269 billion emails are sent and received each day** and by 2021, that number will rise to 320 billion emails daily.

269
BILLION EMAILS ARE
SENT AND RECEIVED
EACH DAY

When you think about it, email is essentially a requirement in daily life. Schools and employers assign email addresses. Everything from smartphones to home utilities to shopping, entertainment, and social channels all require an email address to sign up, manage your account, and use their services.

This modern pervasiveness of email means there's a lot of work surrounding it.

We recently surveyed more than 200 marketing professionals to find out their present challenges, concerns, and priorities, and the results were conclusive—we're all overwhelmed.

A mere 12% of marketers say they're always meeting both customer and internal expectations, which means a whopping 88% of us are struggling to keep up with the minimums being asked of us on a regular basis. Even with all the right customer data at their fingertips, 64% of those surveyed say they don't have sufficient time or personnel to do the kind of marketing they would like.

64%
LACK THE RESOURCES
TO DO THEIR BEST
MARKETING



THE SAME OLD LOVE SONG (REMIXED)

Contrast our workload, however, with what our customers want from us. The Data & Marketing Association (DMA) found that **43% of consumers prefer to hear weekly from companies**, so how can we possibly keep up?

With limited resources and growing consumer demand, it's critical that we prioritize the one tactic that is efficient, trackable, and plays remarkably well with all of the other channels at our disposal.

But don't just take our word for it. We partnered with marketing expert and author Jay Baer to get his take on why (and how) marketers should tie their email strategy to different digital tactics.

JAY BAER





**EMAIL COMMUNICATION
IS THE KEY TO A
STRONG RELATIONSHIP**

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EMAIL COMMUNICATION IS THE KEY TO A STRONG RELATIONSHIP

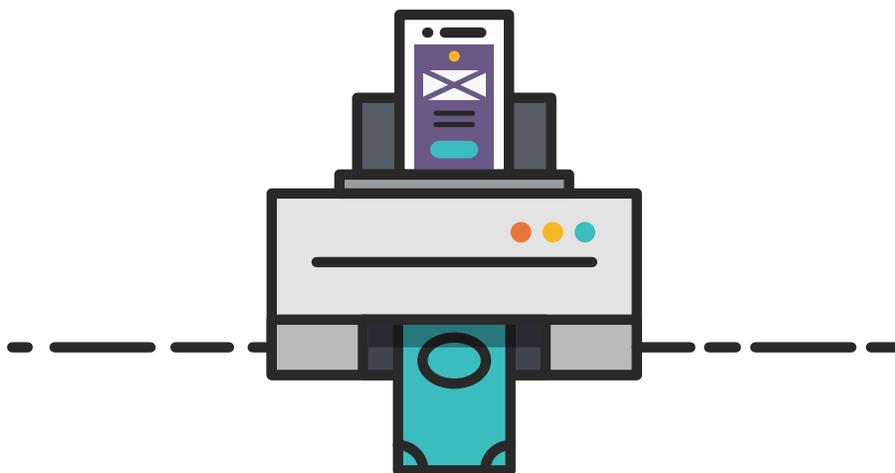
I'm delighted to work with Emma and the survey results they found were impressive, yet not terribly surprising. As I read through the data and thought about the ongoing epidemic of overwhelmed marketers, I realized how email is the core to all customer relationships. Think about it, to successfully communicate to prospects about your business's products or services, your marketing must first get to those individuals in some way.

Stick with me here...

Over the past few years, new digital platforms have opened fresh opportunities to expand reach.

Reach = # of people that are exposed to your message.

In the “pursuit of the shiny,” email has frequently been relegated to a “set it and forget it” role partially because it was a known platform and, in many cases, did not require much effort to keep it running. However, it's a mistake to let the power of email fade into the background of your marketing efforts.





EMAIL COMMUNICATION IS THE KEY TO A STRONG RELATIONSHIP

To be sure, native ads, display ads, content marketing, and social media are also viable methods of extending messaging to your digital audience. Marketers commit considerable budgets to writing blog posts, publishing on social media, and buying banner ads in the hopes of getting new eyeballs on their brand.

The problem is that these tactics can provide reach, but not reliable reach. That distinction belongs to tried-and-true email marketing.

Assuming the address is legitimate and mail servers are functioning, the fact is that if you send your customers an email, they will receive it. They may not open it. They may not click on it. But it will reach them. This is a feature of email that cannot be matched by any other platform (we may extend messaging apps a possible exception).

We know that email works, and marketers confirm it.

In the Emma [2017 Email Marketing Industry Report](#), 47% of marketers state that email generates more ROI than any other digital channel, and 58% of marketers plan to increase spending on email over the next year. In addition, [Salesforce's Fourth Annual State of Marketing report](#) shows a 106% growth in the B2C email channel in just two years (2015–2017).

47%

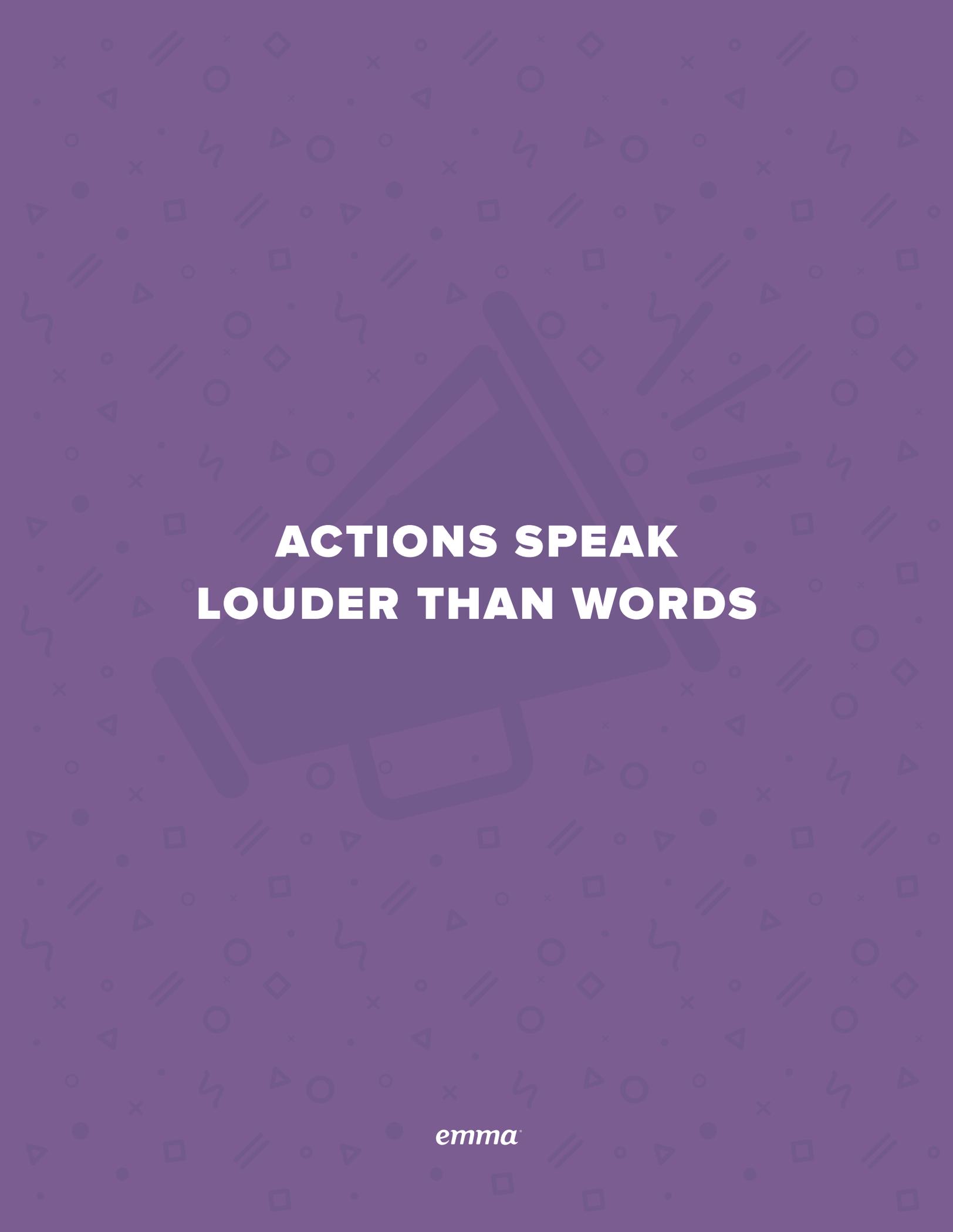
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**ACTIONS SPEAK
LOUDER THAN WORDS**

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ACTIONS SPEAK LOUDER THAN WORDS

Simply having your prospects see your content isn't enough. Even those marketing darlings of Likes, Retweets, and Views are just vanity metrics that don't necessarily translate to valid customers or sales. Ultimately, prospects must act on your content for marketing to be successful. But it's a rare piece of collateral that is so creative, inspiring, or noteworthy that it generates immediate action on its first attempt.

Marketers too often seem to disregard the savviness of today's consumers. Customers have competitive options and do their research. They poll their inner circles for recommendations or caveats. And they certainly don't appreciate a hard-sell.

What your audience needs from you is genuine relationship building.

Most consumer purchases need time to come to fruition, and neither a potential customer nor an existing one deserves to be pressured by an overzealous company leaning on them like a teen on a first date. Pushing harder and hoping that content marketing or social media will somehow yield an instant sale is unrealistic, and quite honestly, a major turn-off.

A comprehensive email strategy, on the other hand, can initiate a client-brand relationship and nurture it along the way—provided you're offering value (i.e., usefulness) at every interaction.

What construes “value” varies across customer segments and changes over time as your audience progresses through the sales funnel. Determining the value propositions at each step is a considerable challenge for many marketers but it's necessary.

Building that long-term trust means balancing the give and take. At Emma, they say that marketing is 30% sales and 70% customer service. If you sell something, you make a customer today, but if you help someone, you make a customer for life. I could not agree more.



ACTIONS SPEAK LOUDER THAN WORDS

Customized content is one powerful way to help your audience. A [recent Rapt Media report](#) shows that 63% of consumers think more positively of a brand that gives them valuable, interesting or relevant content.

In addition, [Accenture found](#) that 75% of consumers are more likely to buy from a retailer that recognizes them by name and recommends products based on past purchases.

75%

OF CONSUMERS ARE MORE LIKELY TO BUY FROM RETAILERS THAT PERSONALIZE CONTENT

THE ESCAPE GAME NOW HAS

68%

AVERAGE OPEN RATES

The more a business can provide useful information and relevant offers, the more successful it will be with strengthening the client-brand relationship.

Emma found this worked when they helped [The Escape Game](#) redesign their email strategy to create a more cohesive through-line from their brick-and-mortar locations to the inbox. By automating a follow-up email that reaches participants within five days of them playing their last game and including an

image of the location they visited along with a discount to play again, customers became more connected with their specific event location. Email subscriber appreciation was clear: The Escape Game now has an average open rate of 68% with a 31% average click rate.



THE ESCAPE GAME

The background is a solid yellow color with a repeating pattern of various geometric shapes including circles, squares, triangles, and lines. In the center, there is a large, semi-transparent yellow envelope icon. Overlaid on the envelope is the main title text in white, bold, uppercase letters.

USING EMAIL WITH OTHER DIGITAL TACTICS

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USING EMAIL WITH OTHER DIGITAL TACTICS

Email has a major advantage in that it can greatly support other marketing efforts by providing direct insight into customer behavior. Knowing which emails consumers open, what content they click on, which devices they are reading from and at what times of day are all highly useful information points that can be collected and incorporated.

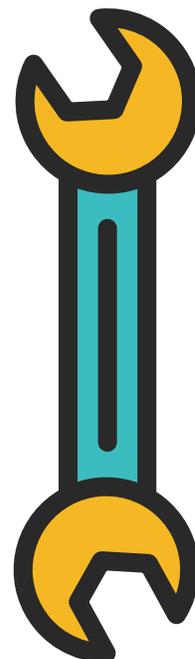


Salesforce confirms that combining email with other marketing channels can deliver better personalization and customer experience, with the **three biggest benefits** cited as improved awareness, higher rates of customer engagement, and improved customer acquisition.

CONTENT MARKETING + EMAIL:

I've said it before, and I'll say it again, to gain audience trust, it's imperative that companies be willing to take the first step in the relationship by extending the gift of quality content.

I define this as “**Youtility**”—massively useful information, provided for free, that creates long-term trust and kinship between your company and your customers. (I wrote an entire book about it!) I even believe that most of your content should be openly accessible at the top of funnel and gated only as your prospects move nearer to the close.





USING EMAIL WITH OTHER DIGITAL TACTICS

Torchlite is a campaign management platform that does this well. They offer **customizable marketing templates** to support business objectives of acquisition, conversion, retention, and advocacy. Each template landing page outlines primary campaign parameters—timeline, team roles, and expected deliverables—but an active Torchlite account is necessary to kick-off the campaign. Via a simple pop-up email form, Torchlite smartly offers new prospects a free 2-week trial so marketers can test existing templates and be updated on new ones.

SEARCH + EMAIL:

Search Engine Optimization (SEO) is an important tool in a marketer’s toolkit because it provides directly relevant results to individuals who are looking for your content.

Take advantage of this direct connection by providing a solid useful asset on your search landing pages, but then offering an even sweeter asset in exchange for email.

Tito’s Handmade Vodka had a strong SEO presence in a competitive industry but wanted to grow their email subscriber list. To entice their audience, Tito’s updated their standard newsletter form and invited visitors to become a “Tito’s Taster.” Email subscribers receive insider-first updates on Tito’s swag, recipes, and events, as well as a printable pledge certifying commitment to the brand’s people-focused missions including “spread the word of its quality politely and humbly, recycle my bottle when it’s empty, [and] do something nice for myself and others on a regular basis.” By involving their customers in a do-good community, Tito’s increased their email list by 26,000 subscribers with an average open rate of 64%

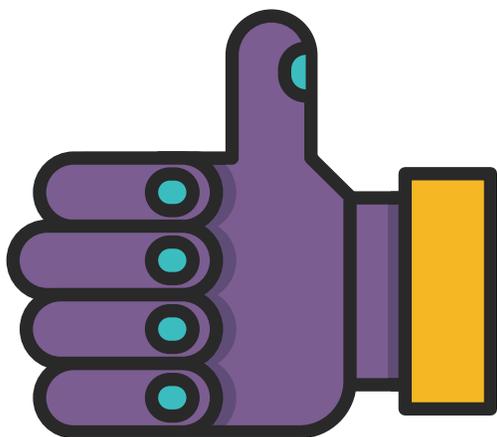
***Tito’s
Handmade
Vodka used
a strong SEO
presence to add
over 26,000 new
subscribers.***



USING EMAIL WITH OTHER DIGITAL TACTICS

SOCIAL + EMAIL:

As with search, you should collect email addresses with great landing page content, but also use lead gen ads to collect email addresses directly in social ad units. For example, you can send ads to users who've sent your Facebook page a message in the last 30, 90, or even 365 days.



Foxwell Digital uses insights from Facebook to define custom audiences with which to create targeted social ads. Owner Andrew Foxwell reminds marketers: **“Your Facebook page fans are one of your best audiences to advertise to and they are more likely to make a purchase than a non-fan.”**

Your social audience may not be online long enough at the time to consume all the content they are actually interested in, so collect their email addresses, follow-up, and send them the content they want to read later.

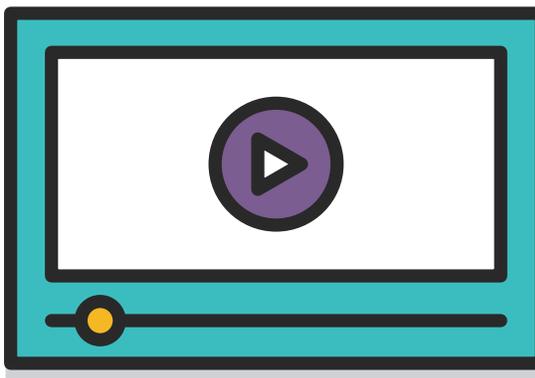
“Your Facebook fans are one of your best audiences to advertise to.”



USING EMAIL WITH OTHER DIGITAL TACTICS

VIDEO + EMAIL:

Multi-part video content is a perfect way to introduce useful content to your audience while still bringing them further into your sales funnel. You can do this by sharing an initial video that informs viewers and whets their appetite for more, and then gating the subsequent videos behind an email collection form.



One of my favorite examples is [Vidyard's Video Marketing Institute series](#) which nicely shows this approach in action; visitors can openly view the Lesson 1 video and supplemental PDF guide but Lessons 2–7 can only be accessed by signing up for further correspondence from Vidyard.

DISPLAY + EMAIL:

As with search, display ads are a powerful way to make direct connections between interested consumers and product or service providers.

Being strategic in what you promote via display ads can help you gain highly qualified leads; you can collect email addresses in exchange for providing great content and begin to usher your prospects along the conversion path. Use email to segment the audience by taking them to different pages on your site, then create social media re-targeting ad groups to nurture the relationship.

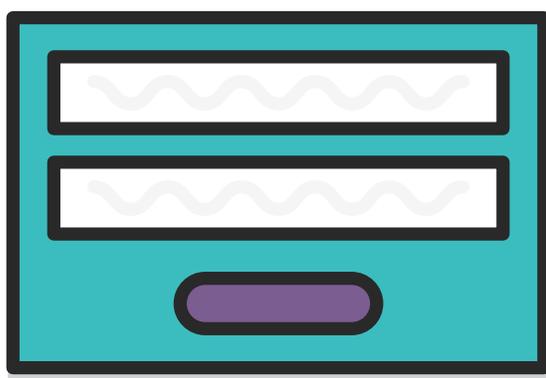
Bam! Talk about powerful!



USING EMAIL WITH OTHER DIGITAL TACTICS

WEB + EMAIL:

As marketers, we love data, and adding forms of all shapes and sizes on the company website is certainly one way to gather intel. Whether it's a product locator, software trial, white paper download, or standard email newsletter sign-up, website forms should share a common trait: they should be transparent.



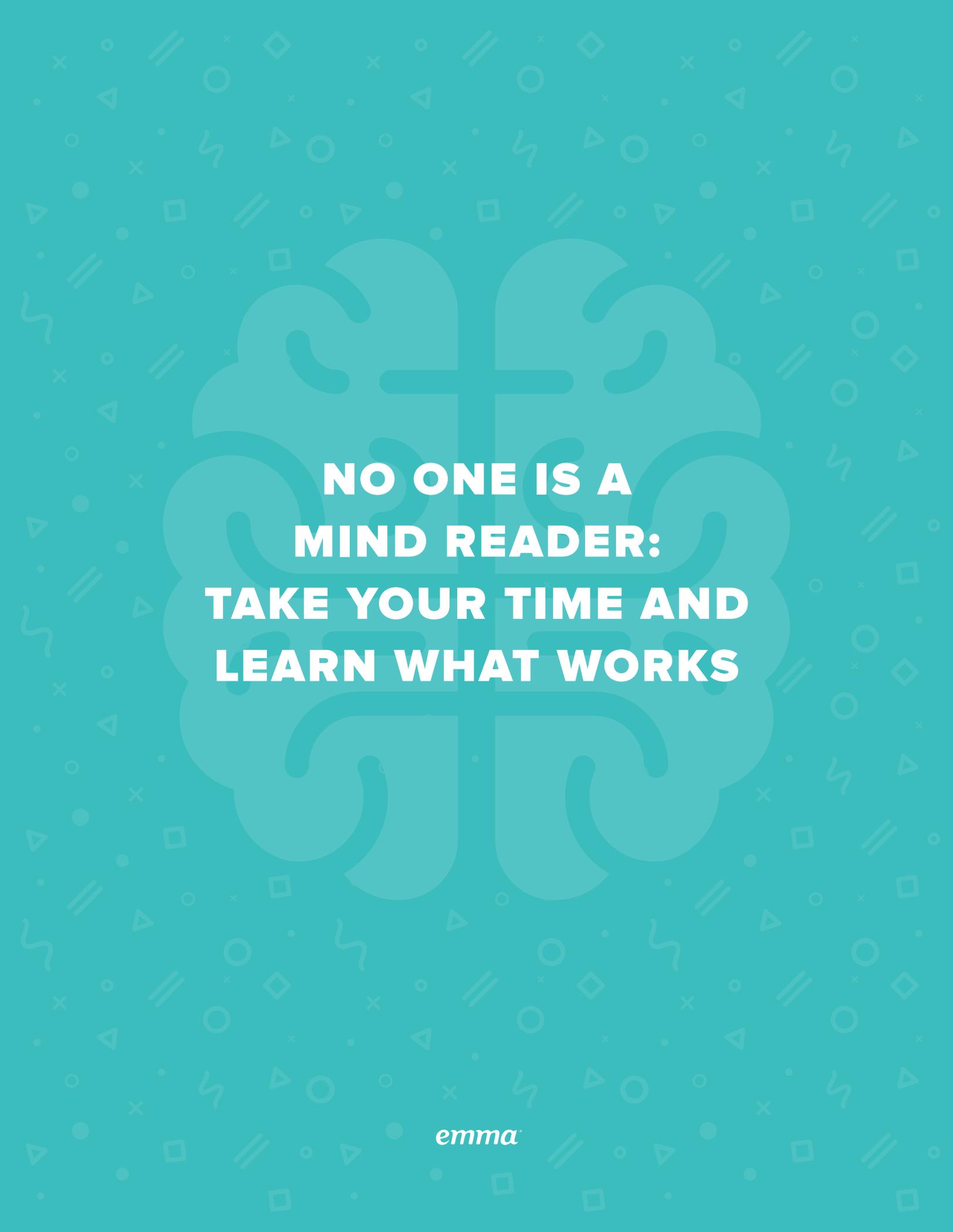
I don't mean "transparent" as in see-through, of course (although some rather interesting effects are possible with a talented web developer). I mean transparent, as in **intentional**.

When asking visitors to supply information via forms on your site, you will get better far success if you clearly explain exactly what people will be getting, how often, and why, and make your resulting email follow-ups match those expectations.

However, because every extra form field reduces response rate, ask only for what you absolutely need right now at this point in the sales cycle.

Landing page expert and my friend, Tim Ash of SiteTuners puts it simply, "**Don't be greedy.**" He cautions that when marketers ask for too much information, too early in the process, customers realize that the amount of information required versus the value of the content is not proportional—and then the lead is lost.

“Don't be greedy.”



**NO ONE IS A
MIND READER:
TAKE YOUR TIME AND
LEARN WHAT WORKS**

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NO ONE IS A MIND READER

Successful email marketing means successful relationship building, and as much as we like to think we understand our customers, marketers need to be honest that none of us are mind readers.

Yet, as in any good partnership, we as marketers have the opportunity—and the responsibility—to get to know our audience better.

If you're in the 99.9% of companies that has the potential for repeat business (and I hope you are!), you need to be opting prospects and customers into your email program because it's the best way to drive ongoing engagement and strengthen the relationship.

Content/Store Manager Lauren Wray knows when a brand and its customers deeply share interests, both sides win. She comments on how email has connected History Channel's show and matching shop with its audience: "American Pickers and [Antique Archaeology](#) are really about telling a story—a story about American history, about the things that inspire us. So at the end of the day, we just want to start a conversation about the things we love, and email helps us do that more directly."

Maximize your information gathering and build your consumer relationship trust through testing, adaptation, and acknowledgment.

We just want to start a conversation about the things we love, and email helps us do that more directly."



NO ONE IS A MIND READER

CONTENT

Testing email subject lines is a perfect start to discovering what piques your customers' initial interest. Track which images, wording, and link placements garner the most engagement. Make your calls-to-action (CTAs) simple and easy to see.

Email is also a searchable content asset. When was the last time you searched your inbox for a brand, an offer, or for information? Make sure your content is there as your customers and prospects are searching, too.

Optimize all content for mobile and ensure your email matches your website and other channel branding. I love how Emma helped **Thistle Farms** create a new custom template that matched the look and feel of their website and helped them achieve a better brand consistency across channels. After just 2 sends on the new Thistle Farms template, their click rates rose from an average of 2-4% to 20%. (*<-----talk about return on investment!*)

Thistle Farms' redesigned email template lifted click rates from 3% to 20%.

TIMING

We live in a 24-hour digital world and while most of us do not work 24/7, your audience can access your content any time that is convenient for them. The trick is to get the right email at the right time to the right people.

Look, this is pretty easy: review your email analytics to see if certain times of day or days of the week perform better for different audience segments, or if your audience would benefit from appropriately spaced reminders, and schedule your sends accordingly.



NO ONE IS A MIND READER

The **YMCA of the Triangle** in North Carolina planned a series of four automated emails over four months to help new members keep on track with health goals. It's helpful, timely, and fosters a sense of community for new members. The average open rate for the entire series is nearly 50%, a significantly higher rate than their standard branch mailings typically receive.

YMCA of the Triangle's welcome series averages a 50% open rate.

RECOGNITION

If your business has an engaged social media presence, take advantage of it. Social media is great way to test creative and messaging, and it can be an untapped source of potential new email content.



Did one of your Pinterest pins drive a high volume of click-throughs to your site? Share it in your email!

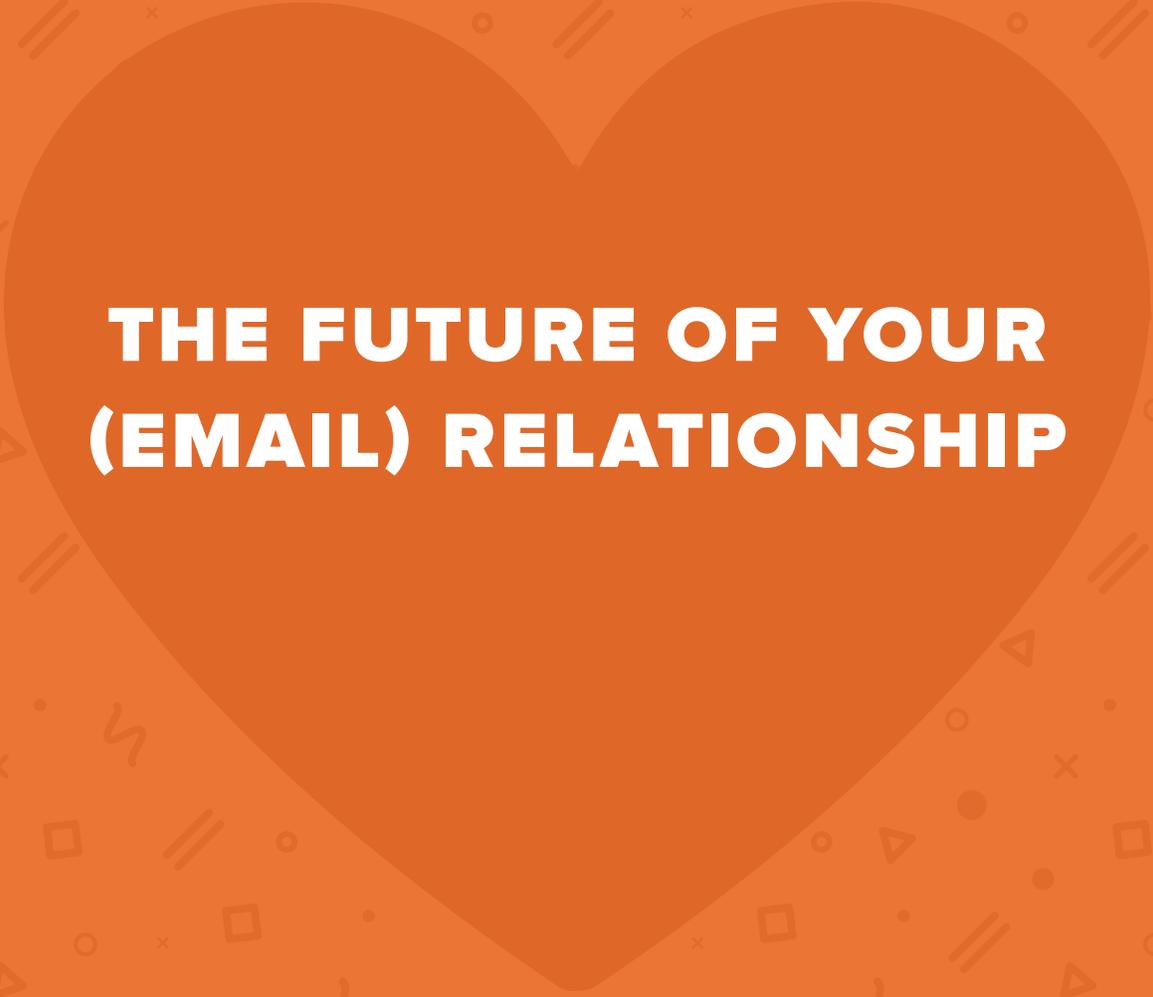


Did one of your Instagram photos garner an exceptional number of engagements? Share it in your email!



Did one of your Facebook customers give you a wonderful review or testimonial? Share it in your email!

If a particular piece of social media content performs particularly well organically, it's a good candidate for your email marketing. By including successful social content in your emails and driving readers back to those original sources, you are likely to get even more social engagement...which in turn affects social algorithms and increases additional reach.



**THE FUTURE OF YOUR
(EMAIL) RELATIONSHIP**

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THE FUTURE OF YOUR (EMAIL) RELATIONSHIP

Healthy relationships, both offline and on, are built on time, trust, and good communication skills. Your email relationship with your customers right now may be solid, but there's always room for improvement.

After all, being a faithful partner with your customers should be your ultimate relationship goal.

To learn more about how Emma's email solutions can help revitalize your customer relationships, download our [2017 Email Marketing Industry Report](#).

WHO'S EMMA? **GLAD YOU ASKED.**

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](#)