2016 Leadership Perspective on

Email Marketing Strategy

act-on

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The Amazingly Effective Email Guide: 5 Tips for More Successful and More Profitable Email Campaigns

This guide will give you five tips for more successful - and more profitable - email campaigns, including: How to increase engagement with responsive design, tips for better email personalization, ideas for effective trigger emails, effective ways to integrate with social media, and so much more!

THE AMAZINGLY EFFECTIVE EMAIL GUIDE

An Act-On eBook

Download Your Copy Today!

Decision-Makers Share Email Marketing Strategies

Increasing engagement and improving personalization are top priorities for marketing leaders email marketing responsibility.

But how are decision-makers achieving these important goals?

To find out, Act-On Software in partnership with Ascend2 fielded the Email Marketing Strategy Survey.

The data in this edition of the study, titled the *2016 Leadership Perspective on Email Marketing Strategy,* represent the opinions of the 181 decision-makers participating in this survey with roles ranging from CMO to marketing director. We thank these busy professionals for sharing their insights with us, and you.

This research has been produced for your use and can be used in your own marketing strategy planning and presentation materials. Clip the charts and write about them in your blog or post them on social media. Please share this research credited as published.

Michelle Huff
Chief Marketing Officer for Act-On Software

Methodology

Ascend2 benchmarks the performance of popular digital marketing practices using a standardized questionnaire and proprietary 3-Minute Survey. This survey was conducted from a research subscriber panel of marketing influencers.

The segment represented in this report are from the following:

Number of Employees

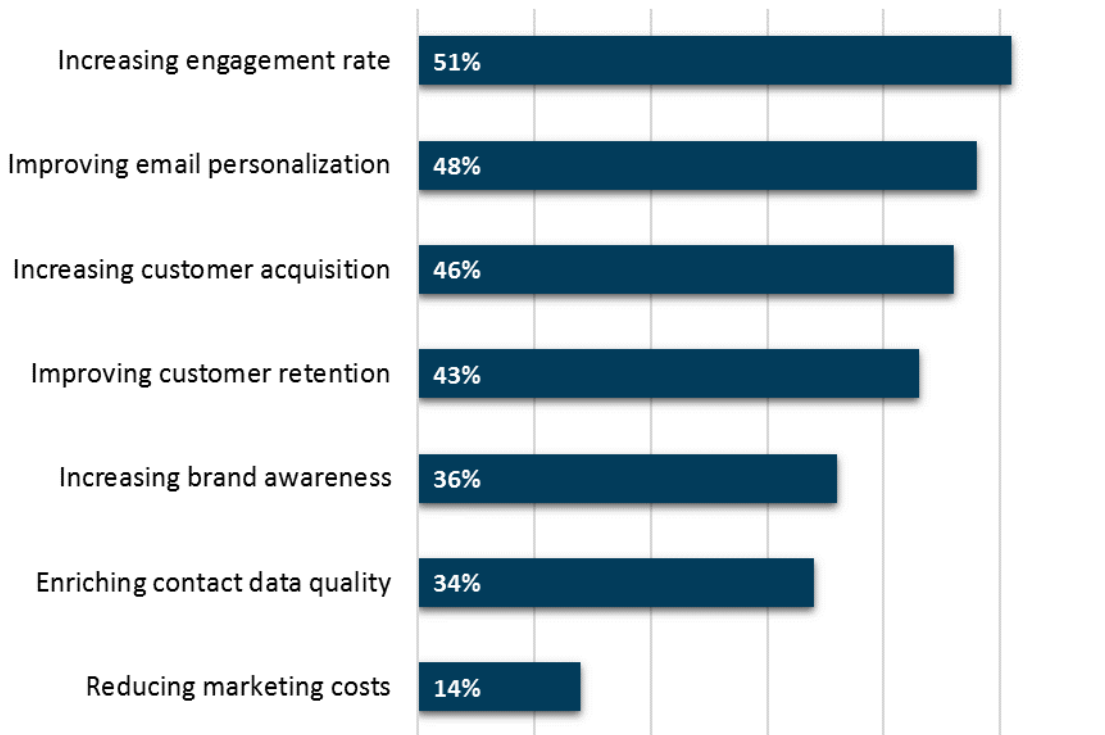|	
More then 500	38%
50 to 500	38%
Fewer than 50	24%

Primary Marketing Channel

B2B	50%
B2C	31%
B2B and B2C Equally	19%

Prioritizing Strategic Goals

Increasing the engagement rate of email marketing is a top priority for about half (51%) of decision-makers surveyed. Improving email personalization is another top priority and the method by which marketing leaders are planning to increasing the engagement rate.

Email Wizardry in 15 Minutes

Get quick tips and tricks in this quick 15 minute video on how to improve your email marketing.

What are the MOST IMPORTANT GOALS of an email marketing strategy?

Goal	Percentage
Increasing engagement rate	51%
Improving email personalization	48%
Increasing customer acquisition	46%
Improving customer retention	43%
Increasing brand awareness	36%
Enriching contact data quality	34%
Reducing marketing costs	14%

EMAIL WIZARDRY

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Watch today!
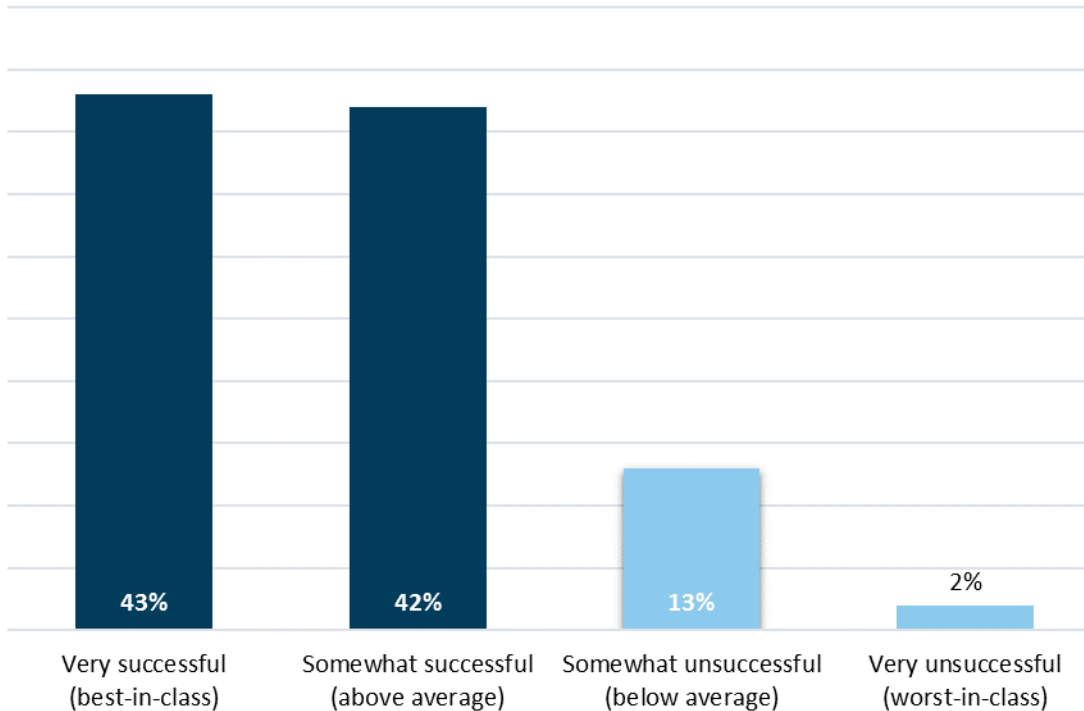
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Strategic Success Compared to Competitors

Email marketing strategies are considered successful to some extent by 85% of marketing decision-makers. In fact, more than half of those (43%) describe their email marketing strategy as "best-in-class" in comparison to the competition.

Which best describes the SUCCESS of your email marketing strategy compared to competitors?

Very successful (best-in-class)	Somewhat successful (above average)	Somewhat unsuccessful (below average)	Very unsuccessful (worst-in-class)
43%	42%	13%	2%

Mission Restaurant Supply Case Study

Mission Restaurant Supply's email campaigns have been far more successful than in the past. Open rates have jumped from five-percent to more than twenty-percent and click-through rates have doubled. The newsletter has higher subscription rates and lower unsubscribe rates.
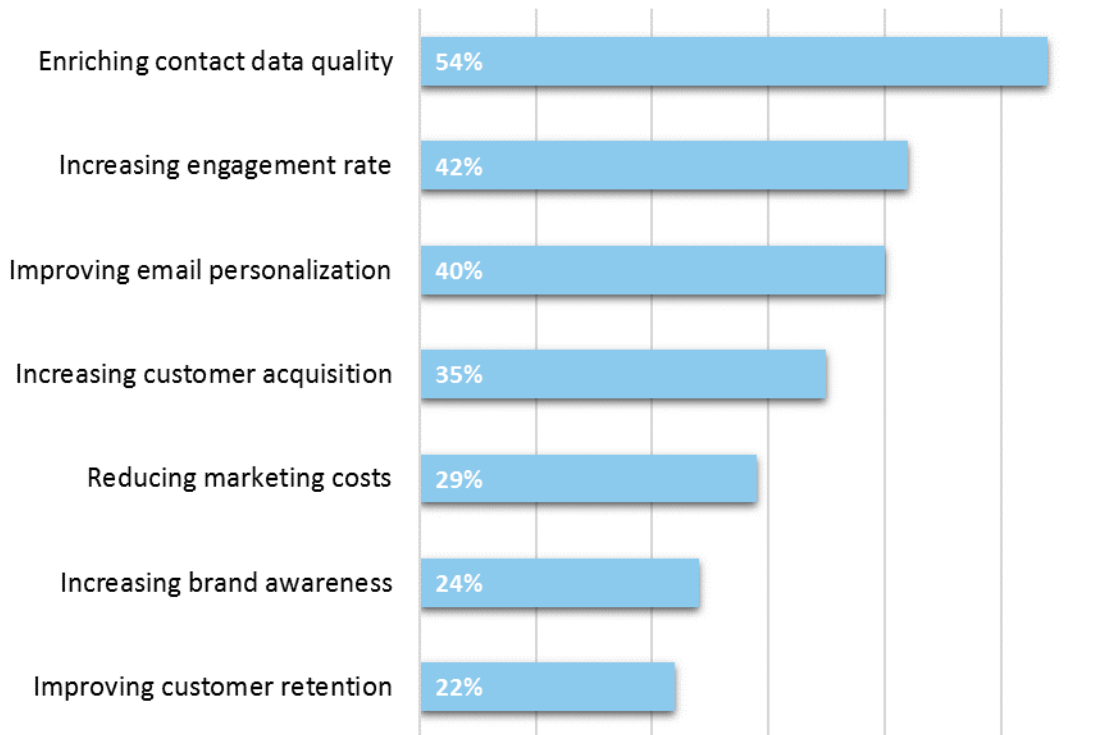
Read the case study!

Significant Barriers to Email Marketing Success

Contact data quality is a significant barrier to success for more than half (54%) of decision-makers. Enriching data quality increases engagement by personalizing the customer experience, but often requires the specialized abilities of external resources to execute.

Grow Your Email Marketing List

Email still has the highest return on investment. Learn how to build a list that will deliver the ROI you want.

Download Your Copy!

What are the MOST SIGNIFICANT BARRIERS to achieving email marketing success?

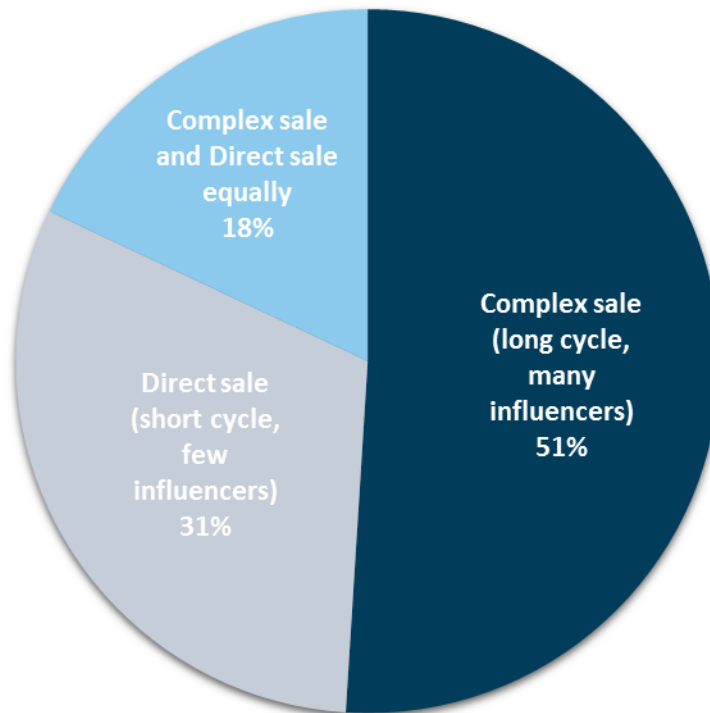| Barrier	%
Enriching contact data quality	54%
Increasing engagement rate	42%
Improving email personalization	40%
Increasing customer acquisition	35%
Reducing marketing costs	29%
Increasing brand awareness	24%
Improving customer retention	22%

Impact of the Sales Cycle

Email marketing is a prolific channel used in all types of sales scenarios, but is an essential channel when it comes to cycles that are long and complex, involving multiple influencers that require personalized nurturing during the purchase decision process.
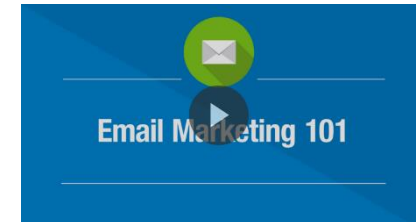
Which best describes the type of SALES CYCLE your organization most often encounters?

- Complex sale and Direct sale equally 18%
- Direct sale (short cycle, few influencers) 31%
- Complex sale (long cycle, many influencers) 51%

Email Marketing 101

So you want to dip your toe into the world of email marketing?

This free video guides you through the essentials of building, optimizing, and tracking a modern email marketing program. We'll cover all the essentials including trends in email, developing clear calls to action, optimization tactics, responsive emails and landing pages.
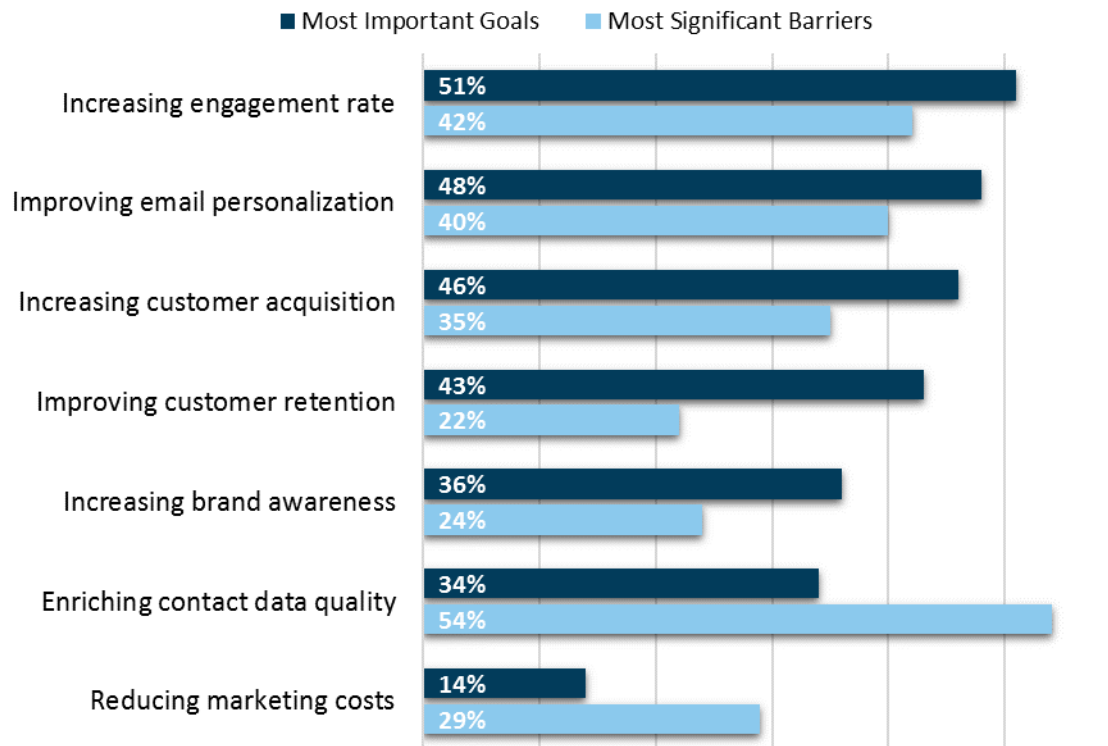

Email Marketing 101

[Watch today!](#)

Strategic Goals Versus Success Barriers

Analyzing the importance of goals worth achieving in comparison to their significance as barriers to success is critical in the development of a well balanced and effective strategy for email marketing purposes.

Importance of goals versus significance of barriers.

■ Most Important Goals ■ Most Significant Barriers

Increasing engagement rate
51%
42%

Improving email personalization
48%
40%

Increasing customer acquisition
46%
35%

Improving customer retention
43%
22%

Increasing brand awareness
36%
24%

Enriching contact data quality
34%
54%

Reducing marketing costs
14%
29%

How to Create a Successful Email Newsletter

Newsletters can be a powerful tool for customer relationships, lead nurturing, and brand building. Follow these tips and tricks to make your company newsletter a success.
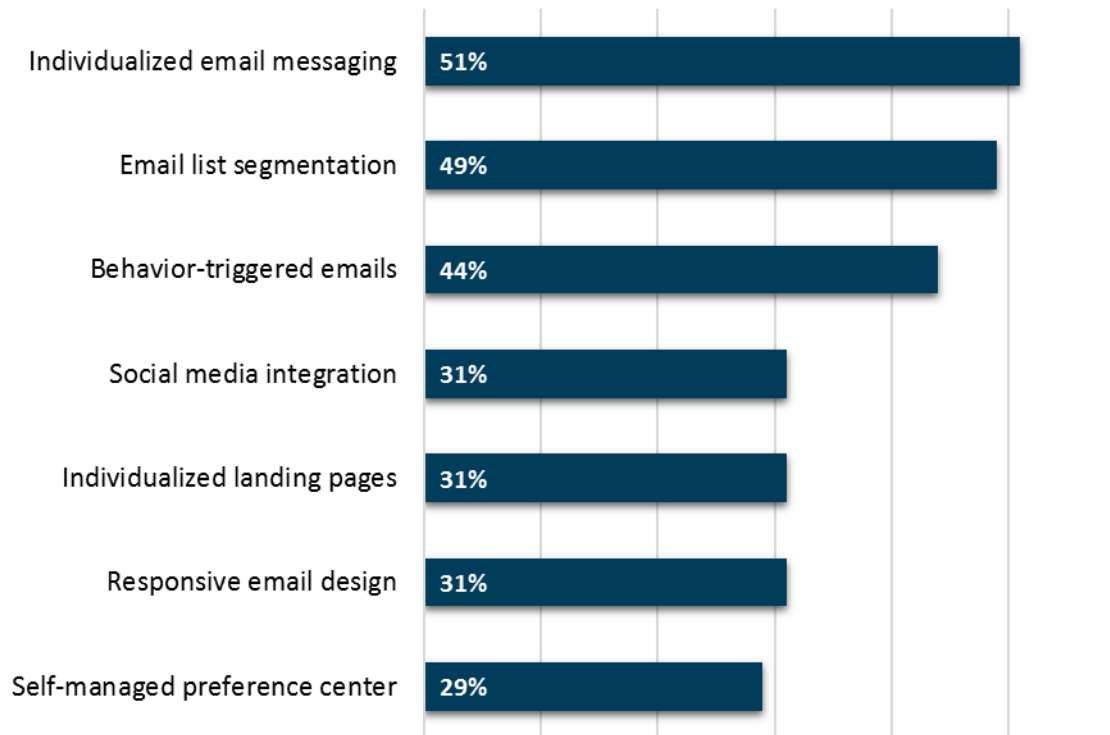
HOW TO CREATE A SUCCESSFUL EMAIL NEWSLETTER

An Act-On eBook

Download your eBook today!

Effectiveness of Personalization Tactics

Individualizing email campaign messaging and segmenting email lists are the most effective personalization tactics used by 51% and 49% of marketing decision-makers respectively. Behavior-triggered emails are automated processes available in most email solutions.

Best Practices in Email Deliverability

The art of successful email marketing depends first and last upon proactive deliverability management. This eBook will help you manage the critical factors that affect the deliverability of your email messages.

Get Your eBook!

What are the MOST EFFECTIVE personalization tactics used for email marketing purposes?

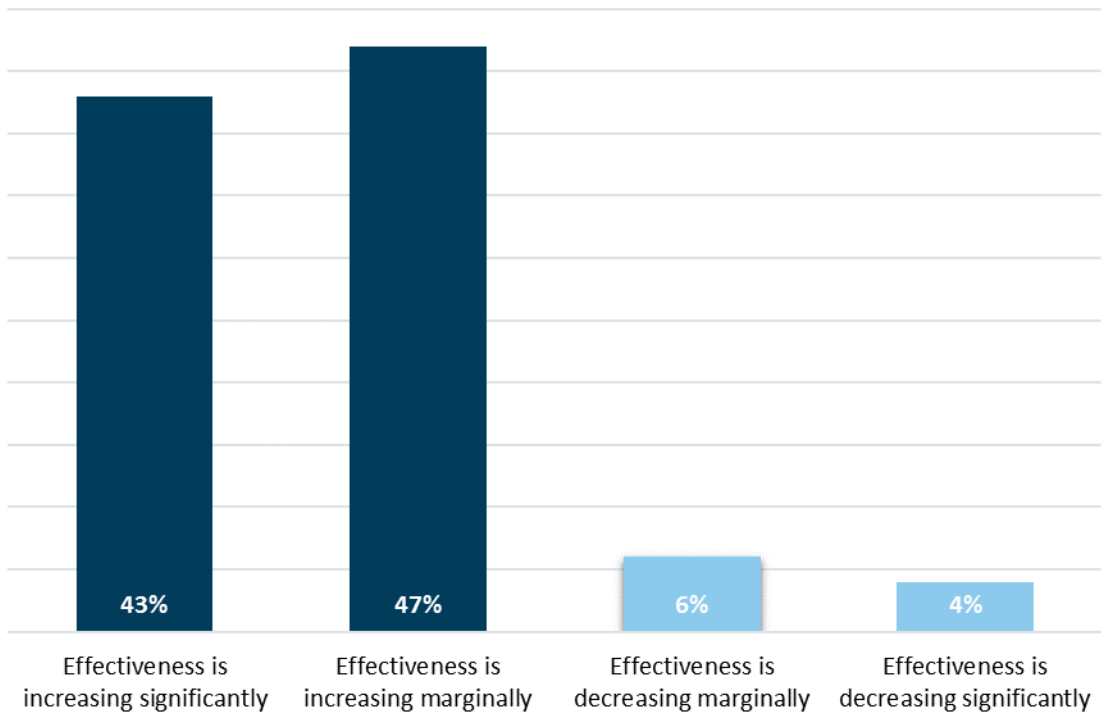| Tactic	Percentage
Individualized email messaging	51%
Email list segmentation	49%
Behavior-triggered emails	44%
Social media integration	31%
Individualized landing pages	31%
Responsive email design	31%
Self-managed preference center	29%

How Effectiveness is Changing

Nine out of ten marketing decision-makers agree that email marketing effectiveness is increasing to some extent, with nearly half of those (43%) describing the increase as significant. Only 10% are experiencing a decrease in email marketing effectiveness.

To what extent is email marketing EFFECTIVENESS CHANGING?

43%	47%	6%	4%
Effectiveness is increasing significantly	Effectiveness is increasing marginally	Effectiveness is decreasing marginally	Effectiveness is decreasing significantly

12 Tips for Amazingly Effective Email Subject Lines

Subject lines can be one of the most important elements of your email program. It's your first (and maybe your last) impression on your recipients. An awesome email is worthless if it's never seen. That's why it's so important to know how to create amazingly effective subject lines that will get your email opened.
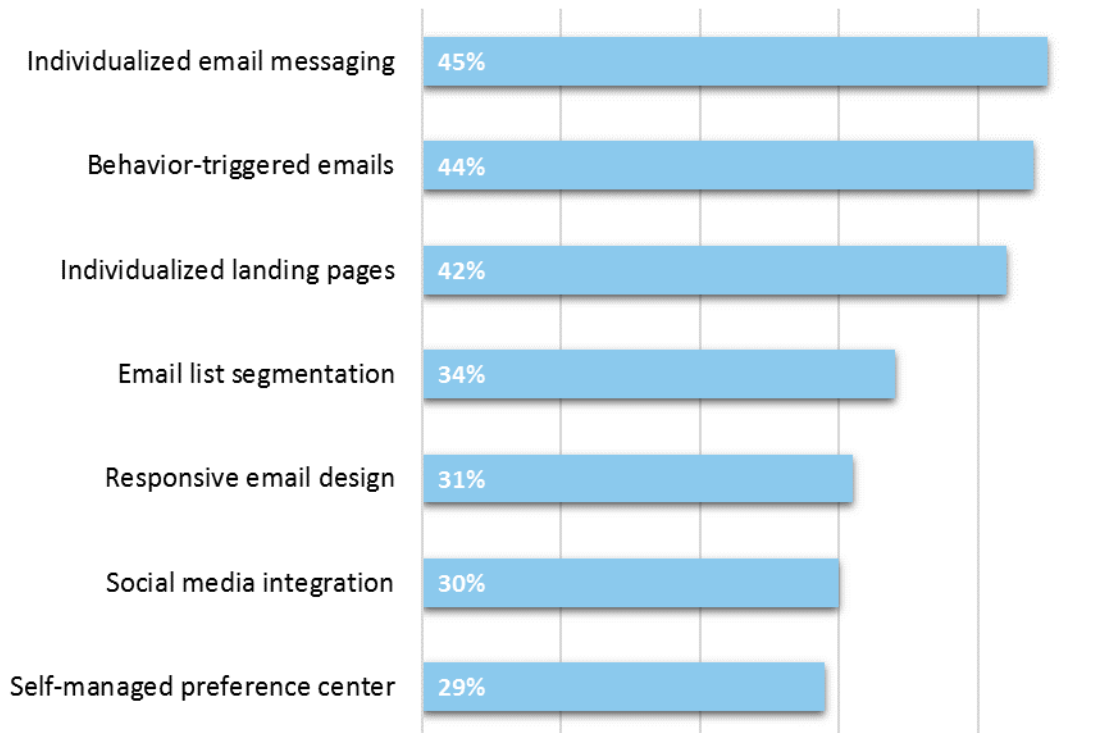
12 TIPS FOR AMAZINGLY EFFECTIVE EMAIL SUBJECT LINES

An Act-On eBook

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Difficulty of Personalization Tactics

Individualizing an email message is a difficult personalization tactic for 45% of companies, in part, because it must be executed for each campaign. Behavior-triggered emails, however, describes a process usually executed once and applied to many campaigns.

Learn the difference between Email Service Providers and Marketing Automation

As marketing technology evolves, the age-old practice of email marketing has gotten more targeted, less time consuming, and much whizzier with the introduction of marketing automation.
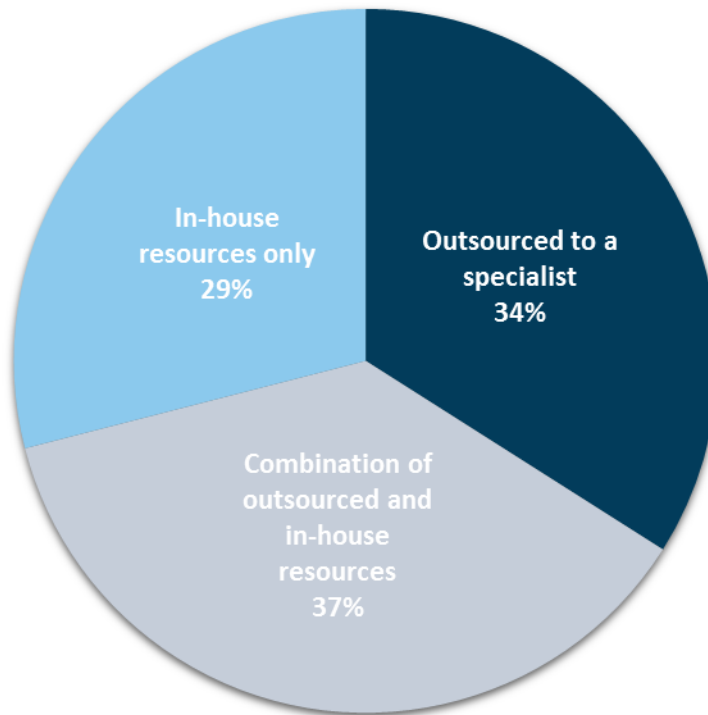
What are the MOST DIFFICULT personalization tactics to execute for email marketing purposes?

Tactic	Percentage
Individualized email messaging	45%
Behavior-triggered emails	44%
Individualized landing pages	42%
Email list segmentation	34%
Responsive email design	31%
Social media integration	30%
Self-managed preference center	29%

EMAIL SERVICE PROVIDERS VS. MARKETING AUTOMATION
An Act-On Infographic

Check it out!

Resources Used to Execute Tactics

Individualizing campaigns for personalization is difficult to execute. The greater the difficulty, the more likely a company is to outsource. That's why 71% of leaders execute all or part of their email marketing tactics with the help of specialized external resources.

In the EU or UK?

Download our General Data Protection Regulation (GDPR) Preparation Checklist. Our checklist is drawn from the United Kingdom's Information Commissioner's Office and you can use it to prepare for the GDPR.
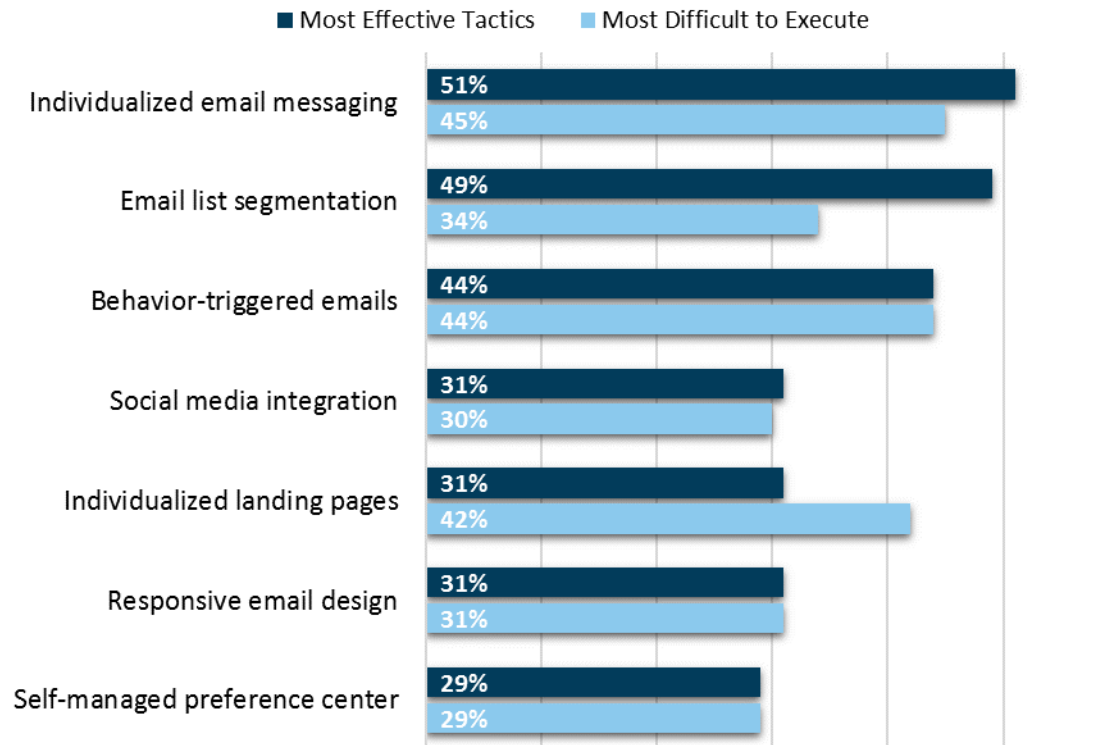
Which best describes the RESOURCES USED to execute email marketing tactics?

In-house resources only
29%

Outsourced to a specialist
34%

Combination of outsourced and in-house resources
37%

General Data Protection Regulation (GDPR) Preparation Checklist

An Act-On Datasheet

Download it today!

Tactical Effectiveness Versus Executional Difficulty

Email tactics that are much more effective than difficult to execute – such as email list segmentation – are less likely to be outsourced. Conversely, tactics that are more difficult to execute than effective – such as individualized landing pages – often require outsourcing.

Effectiveness of tactics versus difficulty to execute.

■ Most Effective Tactics   ■ Most Difficult to Execute

Tactic	Most Effective Tactics	Most Difficult to Execute
Individualized email messaging	51%	45%
Email list segmentation	49%	34%
Behavior-triggered emails	44%	44%
Social media integration	31%	30%
Individualized landing pages	31%	42%
Responsive email design	31%	31%
Self-managed preference center	29%	29%

EMAIL IDEA LAB: 6 Futuristic Techniques to Try Today

Emails don't have to be bland, stale, or boring, but most email marketers are only scratching the surface of possibilities. Have you been feeling a little uninspired lately? Tired of using your same old email template? Get ready to try something new! Our Email Idea Lab eBook gives you six ideas to take your email campaigns to the next level.

EMAIL IDEA LAB: 6 FUTURISTIC TECHNIQUES TO TRY TODAY
An Act-On eBook

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2013 & 2014
FASTEST
GROWING
COMPANIES

LEADER in Forrester Research, Inc. report, The
FORRESTER WAVE
Lead-To-Revenue Management Platform Vendors, Q1 2014

Forbes 2013
AMERICA'S MOST
PROMISING COMPANIES

Deloitte.
Technology Fast500

See all of Act-On's
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About Act-On software

Act-On Software delivers cloud-based integrated marketing automation software. Marketers can manage all their online marketing efforts from a single dashboard that can be seamlessly integrated with CRM, giving sales access into various marketing functions. Act-On's fresh approach to marketing automation gives its users full functionality without the complexity other systems impose, and makes campaign creation and program execution easier and faster.

www.act-on.com | @ActOnSoftware | #ActOnSW

About the Research Partners

act-On

Our Mission: To Delight Small Marketing Teams with Big Ambitions!

Act-On Software is the world's fastest growing marketing automation company; its cloud-based marketing automation platform is the foundation of successful marketing campaigns everywhere – from small, simple and direct, to complex globally implemented programs.

Learn more at Act-On.com

Ascend2

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Marketing software and data companies, and digital marketing agencies, partner with Ascend2 to reliably generate demand and supplement marketing content for their firms. Our Research Partner Programs are transparent – focusing on your brand and the interests of your market.

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