Keeping Your Email Marketing Strategy Relevant as Subscriber Preferences Evolve

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Today's wireless subscribers are more sophisticated and educated than ever. As the value everyone places on their time increases, the easy road of bombarding subscribers with communications that are irrelevant, generic or poorly timed no longer works. Today we need to deliver personalized, deeply-engaging content.

Today's subscribers are wise to basic email marketing practices — simply using their name in the subject line is no longer enough to stand out. If a subscriber still feels like another entry in a database after opening a message (if they even do that), you won't keep their attention for long.

Personalization is an amazing practice that builds engagement, earns consumer loyalty and increases brand awareness with each message sent. When subscribers are engaged in authentic, meaningful conversations, the results are nothing short of remarkable.

Use Data to Create Personalized Content

Research shows that personalized emails have transaction rates six times higher than non-personalized messages.[1] Every message you send should be timely, relevant and unique. That aspect of uniqueness should be the result of a symbiotic relationship with your subscribers — every way they engage with your message is data that should be harnessed and used to tailor the content you send them. The more data you have, the more amazing, personalized messages you can craft. Instead of shouting through a megaphone and hoping someone's listening, you can now engage each individual on a personal level.

You start learning about your subscribers the minute you start sending to them: What they're opening and clicking, what they're browsing for and purchasing, and various other granular differentiators. Use this information to create unique messaging. Did you know Abandoned Cart emails can generate as much as 20 times more revenue than your typical promotional email? And Browse More emails (For example, "You might also be interested in …") generate almost four times the revenue other promotional emails do.[1]

Maximize Your Reach

Your subscribers and prospects are increasingly invested in social networks. Not only are they participating in greater numbers, they're also placing greater trust in the opinions of their social connections: 70 percent of subscribers trust brand recommendations from friends and 81 percent of subscribers who find products through social networks are social sharers themselves, which creates a valuable referral cycle.[1]

Make sure you harness social sharing, social posting and social tracking with every email message you send, allowing you to fully harness the power of your subscribers' extended networks and reach a wider audience through valued, trusted referrals.

Tap into the Full Potential of Mobile

In this day and age, we are tied to our mobile devices. On average, we spend five hours a day on our phones and over half of us check our email on them. With this much interaction with smartphones and other devices, it's getting increasingly important to utilize other mobile methods of connecting with subscribers.

SMS (text messaging) is an amazing compliment to email marketing and the numbers prove that every marketer should be leveraging it in their customer communication strategy:
- 90 percent percent of SMS messages are read within three minutes
- SMS has a 45 percent conversion rate[1]

Another thing to keep in mind when it comes to the mobile aspect of email marketing is that your messages need to be fully responsive across every device and operating system. This is an important thing to get right with your emails, otherwise you risk losing your audience: up to 75 percent of your customers won't engage or will delete an email that doesn't render properly.[1]

When the right content reaches the right people, your marketing campaigns go further than you ever thought possible. Personalized messages cut through the clutter and make a genuine connection with your subscribers. cca

References
[1] Guide to Optimized Engagement. WhatCounts