

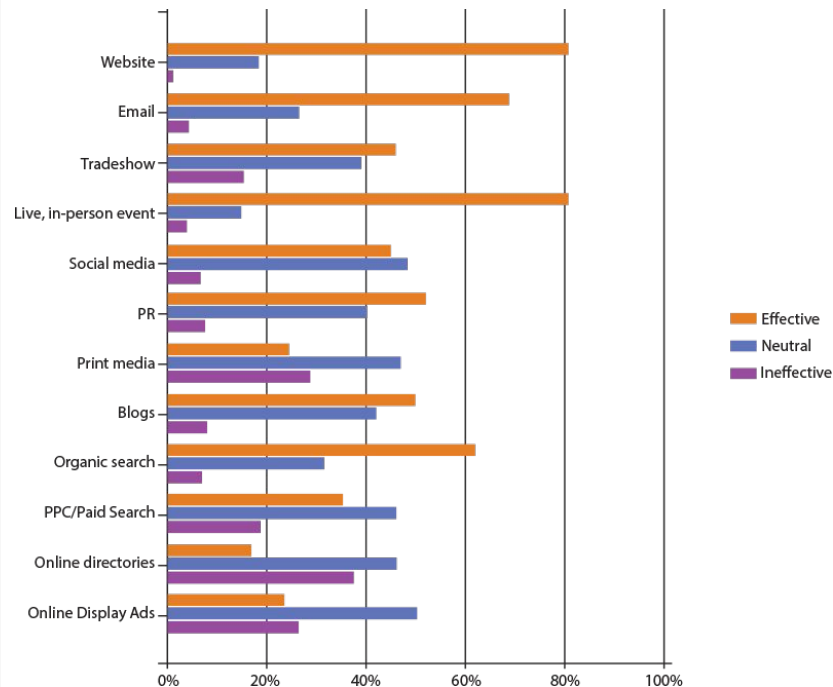
Top 10 trends in Email Marketing



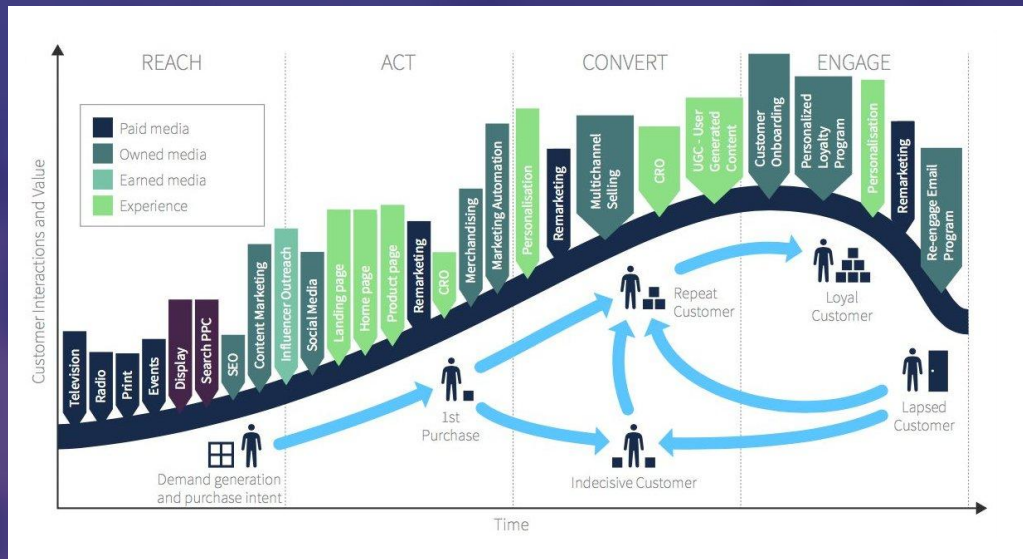
Artificial Intelligence for Retail

GOOD NEWS - EMAIL IS STILL ONE OF THE TOP MARKETING CHANNELS

- It has been clearly established that there is no one-size-fits-all funnel, journey or customer experience anymore.
- The retail funnel is changing, and new marketing approaches are on the rise. Leads can enter at any stage and email marketing is a leading channel at every stage of this new marketing funnel.
- Email is a known channel and marketers can reap more results by learning new things that work for them and yet working with the familiarity of this channel.



Effectiveness of digital marketing channels



IT'S IMPORTANT TO DISCOVER REQUIRED OUTCOMES OF MARKETING CHANNELS

Customer life cycle through marketing

To start, the lifecycle marketing model on the right shows how email marketing **helps to increase relevance and response** to communications across potential customer touchpoints.

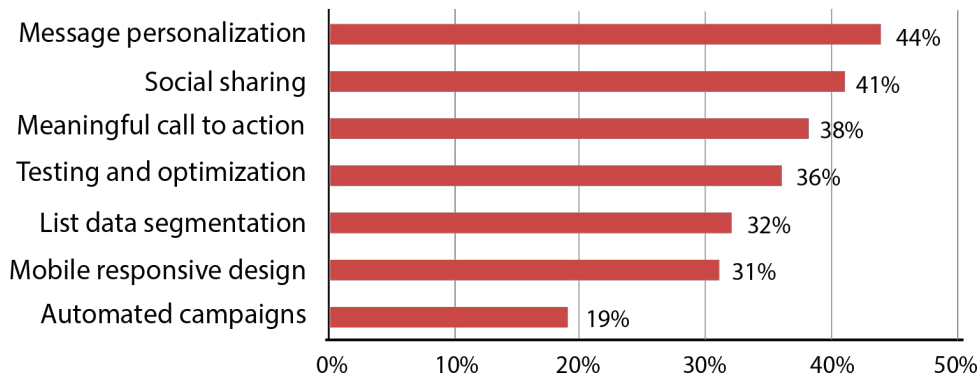
Since each brand or business is unique in its own way, the first step would be to identify & define required outcomes of each marketing channel.

Based on a survey conducted among marketers early this year by Ascend2, **emails are best used for customer retention, conversion and brand promotion** more than anything else.

GET TACTICAL AND TRENDY WITH YOUR EMAIL MARKETING STRATEGY

- A recent study revealed effective email strategies that are trending with marketers (picture on the right)
- **Email message personalization** was rated as the most effective email marketing approach by 44% of the marketers.
- Other effective approaches included social sharing, meaningful call to action
- These trends & approaches will keep changing over time. It's imperative for marketers to align their marketing strategy accordingly.

What are the most effective email marketing tactics used?

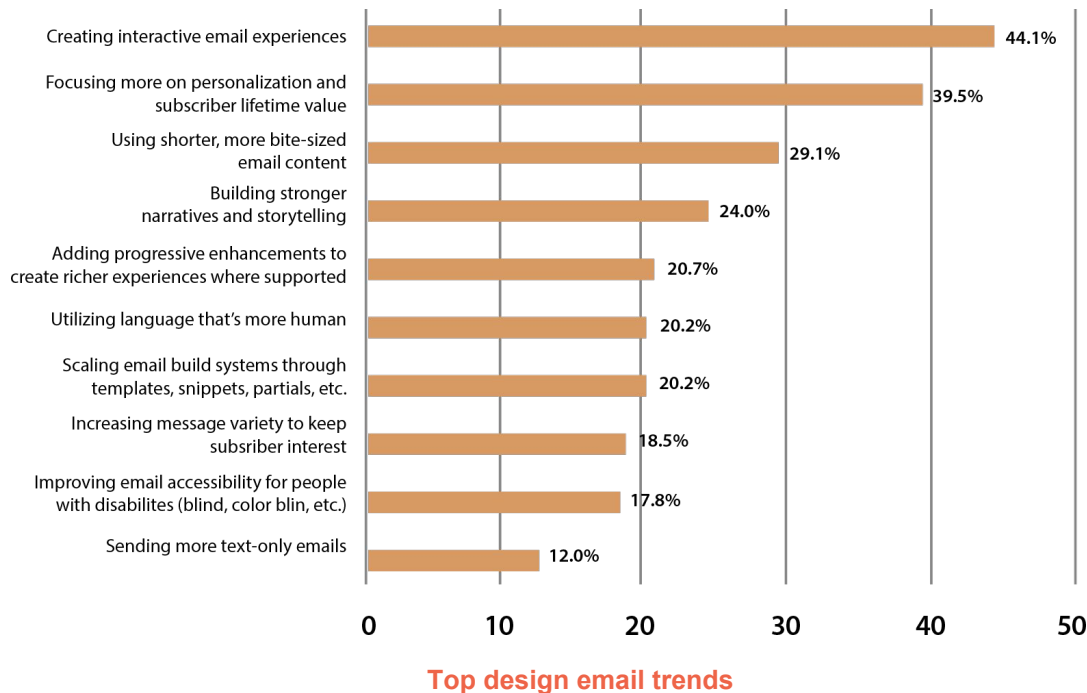


Effectiveness of email marketing tactics

Personalizing your brand's emails from your message to the products you serve can bring your users back to your site 4X more. [Download case study >>>](#)

CONSIDER EMAIL DESIGN TRENDS BEFORE CREATING YOUR MARKETING CONTENT

INTERACTIVE CONTENT WITH VIDEOS BOOSTS ENGAGEMENT



Interactive email experiences proved to be the clear winner among email design trends this year. Videos boost open rates by 19% & increase click through rates by >50%. Learn about shoppable videos and more [here >>>](#)

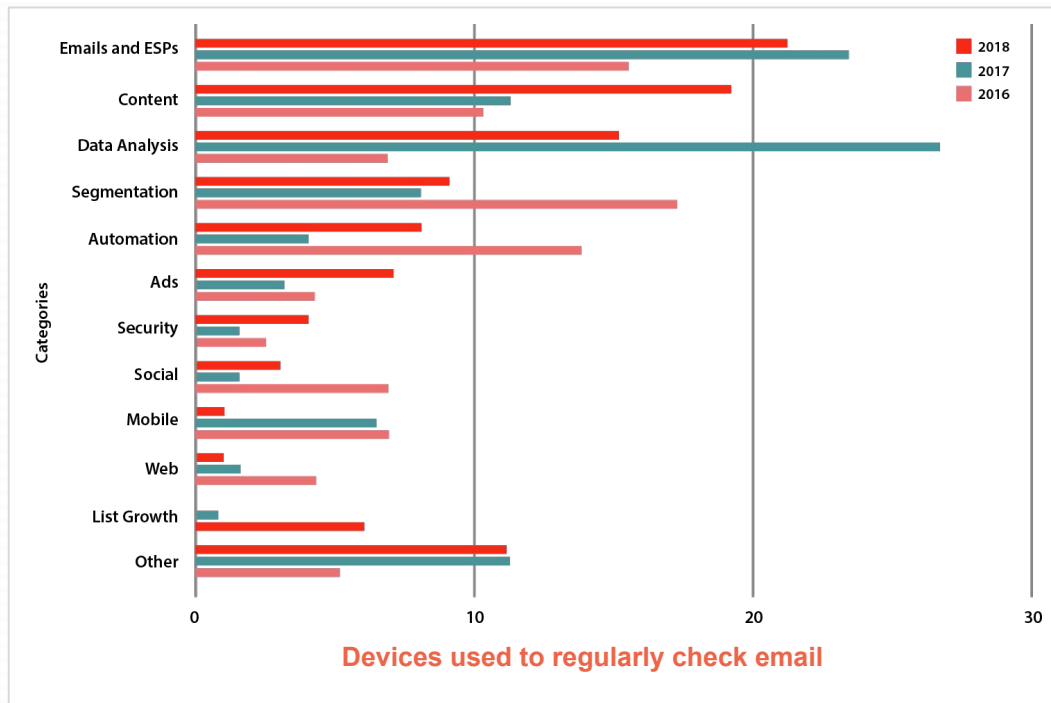
Interactive experiences include hover-over animations, carousels and rotating banners, games, quizzes / surveys, and HTML5 video players, GIFs, CTAs.

Another important interactive element could be a recommendation carousel based on a user's behavior data. This could easily boost engagement and conversion.

PERSONALIZE. RECOMMEND. PREDICT.

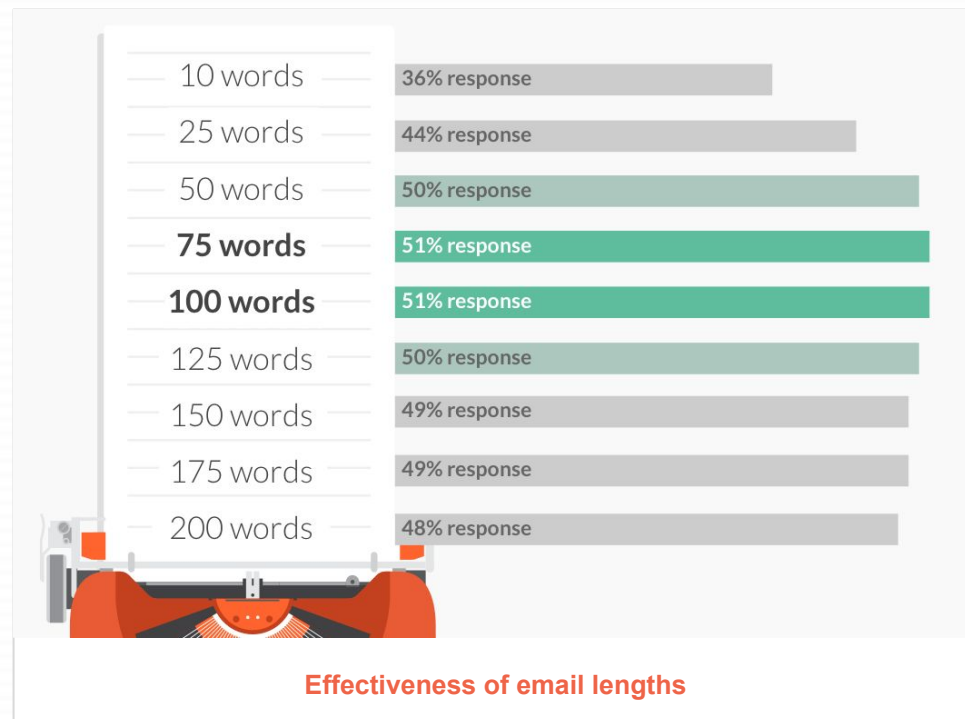
LET DATA DRIVE THE STORY

- Brands are integrating **personalization using machine learning / AI** extensively this year. Learn how you can do the same [here >>>](#)
- Marketers continue to focus on getting personalization and relevance right.
- Personalized content driven by visual style preferences, market/user segmentation & behavior and automation are top areas for focus.
- Predicting future actions using current & historical behavioral trends can be a game changer. Let them drive your curated collections, themes & more.

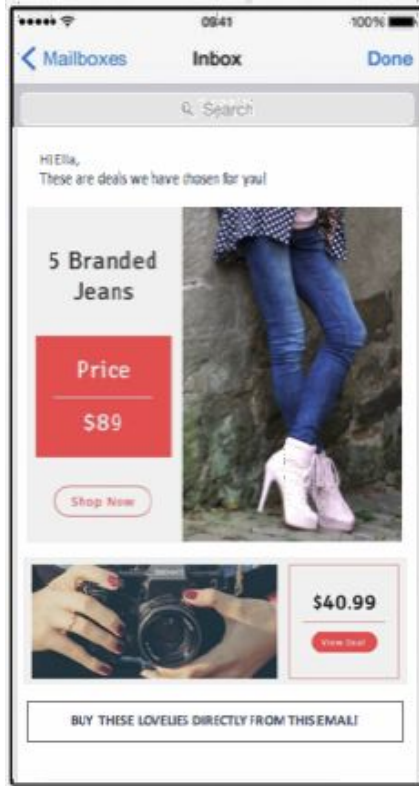


30 YEARS LATER, IT'S TIME FOR "HONEY! I SHRUNK THE EMAILS"

- The explosive growth in mobile and tablet usage has pushed to reduce the sizes of emails.
- Email lengths and file sizes are consistently decreasing keeping in line with a greater focus on super relevant bite-sized content.
- This is especially true for the decreased length of email subject lines, which have seen a strong correlation with higher open rates.
- This is a super easy bandwagon for marketers to jump on, to reap maximum benefits.



MAKE EMAIL, A TRANSACTIONAL PLATFORM !

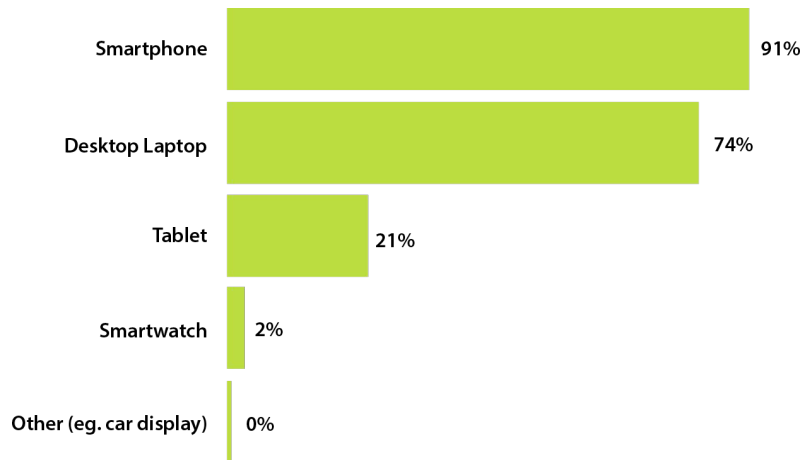


Emails with a direct buy CTA button

- A renowned digital marketer Steven Ledgerwood says, “Batch and Buy will make email the largest transaction platform on Earth.”
- The big brands are already on their way to turn email from a traffic to a direct revenue channel.
- An embedded ‘Buy Now’ button allows consumers to purchase goods and services from within an email.
- This functionality encourages customers to make decisions within their email instead of having to go directly to a site by reducing the friction in buyer journey.

MORE BUSINESSES PUSH FOR MOBILE FRIENDLY DESIGN

- We now live in a mobile-first society. It is now more important than ever to make your emails mobile-friendly.
- Almost all email marketers have begun prioritizing optimizing email for mobile devices accordingly.
- Of 27 billion emails, 55% of email opens occur on mobile devices.
- Use **responsive design** to help ensure that your email messages display correctly on any screen on which they're opened.



Devices used to regularly check email

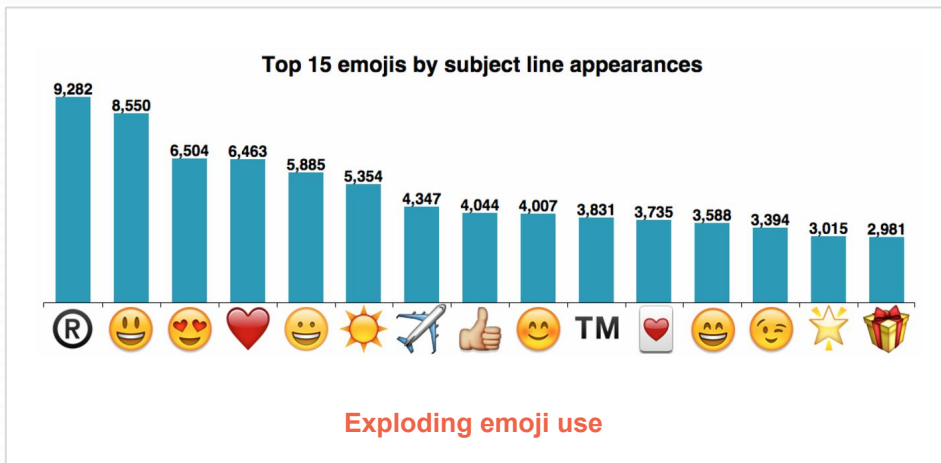
GDPR & BEYOND



Compliance to data protection regulations

- General Data Protection Regulations (GDPR) changes were enforced in May 2018.
- This is one of the biggest changes that affect email marketing strategies and is going to be very disruptive.
- There was a rush of re-permissioning emails around this as reality started to hit.
- It means there will be leaner, cleaner lists as emailers respond to GDPR by removing noncompliant data and tightening opt-in procedures. Focus on these users as they are the ones most interested in your solutions.

KEEP IN MIND THE LANGUAGE AND EMOTI(C)ONS OF YOUR TARGET AUDIENCE



- Emoji use has skyrocketed, to say the least.
- Use of emoji on emails have increased by over 1600% in the last two years.
- Adding an emoticon or emoji is proven to have increased email open rates by 67%.
- We have clearly become the Millennials' minions, all the way!



<https://www.emailmonday.com/future-of-email-marketing-automation/>

<https://fulcrumtech.net/resources/top-10-trends-will-power-email-marketing-2018/>

<https://blog.kissmetrics.com/marketing-channels/>

<https://vue.ai/resources.html>

Sources

PERSONALIZE EVERY EMAIL WITH PRODUCTS CURATED FOR EACH SHOPPER

Send millions of emails everyday, personalize every one of them with VueMail



THANK YOU!

