

# 2021 CLOSE MORE DEALS **FASTER**

with **EMAIL MARKETING**



Get the latest tips and research on accelerating your pipeline from the comfort of your inbox.

# THE EMAIL MARKETING GAME IS CHANGING.

Email Marketing Software is adapting to the needs of the sender and customer with advancements in deliverability, personalization, and integration.

## YOU'LL EXCEED YOUR QUOTA FASTER, EASIER WHEN YOU SEND MORE EMAILS.

Before writing this introduction, I spoke with a handful of new clients who manage inside sales and field sales teams, and their year-after-year revenue roadblocks had many things in common—*lack of Salesforce adoption, long sales cycles, and more*—but one roadblock stood out above the rest.

**Sales teams email send numbers were astonishingly low... again.**

There's plenty of unique reasons for this roadblock. The common sales fear of "*I'm not interested.*" The all-to-common-fear of email marketing, "*Unsubscribe me.*" or "*STOP SPAMMING ME!!!*". Lastly, the failure of reporting and analytics proving to sales representatives that email marketing generates conversions.

While generic benchmarks like email marketing's 4400% return on investment are overused and often times unheard by sales teams, there are two other email marketing highlights that should get their attention.

**Open rates and conversions from email marketing go up over time.**

**Advancements in technology are creating new levels of response rates.**

Yes, patience is a virtue, and it can be tough for sales representatives who need to make—better yet exceed— quota, but it's one technological advancement in particular that is raising their email marketing adoption rates like never before.

For over a decade, email blasts would generate high numbers of bounces, unsubscribes, and a diminished sender reputation. But thanks to advancements in integrations, email marketing apps—*like Veloxly Engage and Mobile*—empower you to send email blasts from the comfort of your Outlook or Gmail inbox, replacing the *one-to-many* email interpretation by the customers' email firewalls with a *one-to-one* email interpretation, more than doubling open rates and response rates.

Please continue reading to learn more about today's email marketing.

**Samir Majumdar**

CEO & Cofounder



## VELOXY IS YOUR 10X MULTIPLIER

- ◆ 10X Sales Productivity
- ◆ 10X Sales Enablement
- ◆ 10X Salesforce Adoption
- ◆ 10X Sales Engagement

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# 6 EMAIL MARKETING CAMPAIGNS TO MAKE YOUR NUMBER

**W**hat's the right email marketing campaign for my business? There's no right or wrong marketing campaign. Nor do you need a specific type of email marketing campaign. Every serious business runs all or at least some of the options listed below. If you've not yet launched these campaigns, you're most likely leaving tons of money on the table.

## List of Email Marketing Campaigns You Should be Using

- Newsletter
- Welcome emails
- Standard promotional campaign
- Cart abandonment campaign
- Seasonal email campaign
- Triggered email campaign

Let's now consider each of these campaigns in a little bit more detail.

### 1: Newsletter

Nobody opens or reads marketing emails anymore, right? Wrong! In truth, 73 percent of millennials would rather receive information from brands via email. That must seem surprising to those who think millennials do nothing but mindlessly tweet or post pics on Instagram. Evidently, you need to formulate a newsletter now if you don't have one in place already.

A newsletter helps you keep in touch with your prospects as well as existing customers. It enables you to keep them engaged consistently. In addition, it's a great opportunity to notify your recipients regarding new products or services. Also, you can tell them about product upgrades. Or, about even more exciting stuff such as discounts or exclusive deals. If you know how to leverage this marketing tool, you can seriously grow your revenues.



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## 2: Welcome Emails

Congratulations! You've clinched a new email subscriber. What do you do now? The most natural thing to do is thank them. And warmly welcome them into your growing community of enthusiastic fans.

But doesn't that mean sending just one email? How do you refer to one email sent to a new subscriber as an email campaign? You're asking that question because you've not learned much about welcome email campaigns.

Welcome emails are considered to be effective email campaigns for a reason. That's because you'll send a couple of them rather than just one. You'll want to say more than merely "thank you." In fact, you should send at least 3 emails. And each should focus on a particular KYC (Know Your Customer) aspect.

But what's the value of welcome emails? Welcome email marketing campaigns see up to 5 times more opens and clicks than the typical email campaign.

### *Your Campaign Should Comprise 3 – 5 Emails*

The first email should thank them for becoming a subscriber. Make them feel delighted at joining a growing community of happy customers. The second email may invite them to follow you via social. You may ask them to like your Facebook, Twitter, and Instagram pages.

The third, fourth, and fifth email should gather as much personal info as possible. This is the KYC phase. So, get to know your subscriber's



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birthday. Also, have them tell you how they heard about your business, or how they found you. Get to know whether they have any preferences regarding emails sent by businesses.

Note: you shouldn't take forever before contacting new subscribers. If you take too long, they'll forget about you. They might even delete your emails, or worse, mark them as spam.

### **3: Standard promotional campaigns**

Pretty much everyone includes this type of email marketing campaign in their arsenal. They're the most common type of email campaigns today. But most recipients hate these kinds of emails. That's mainly because the emails seem to communicate the exact same message over and over again. Such emails feel recycled, tired, and pointless. Pointless because many recipients won't ever open them. Some recipients will simply delete your promotional campaigns. But those who hate such campaigns typically push them into the spam folder.

Does that mean you shouldn't launch this type of email campaign? No. In fact, they can deliver huge results if handled with thoughtfulness and proper planning. Make sure to send emails that do something for the recipient. Give them something, promise them something, stir their emotions in some way, make them smile, or whatever.

Another way to grab their attention is to use eye-catching font, images, numbers, symbols, and so on. You can even include a relevant quote by a celebrity. Or even include an interesting line from a current popular hit. It's all about driving your email open rate.



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## 4: Seasonal Email Campaigns

Seasonal campaigns are also promotional in nature. They're released to coincide with "seasons." The term "seasons" here refers to holidays and festivals including Christmas, Easter, Halloween, Father's Day, and so on. Your chief aim here is to leverage the holidays and drive sales.

You'll want to kick off these campaigns well ahead of the season to build buzz around it. Also, you should send follow-up campaigns so you and your recipients can make the most of the season. For some businesses, the last 2 months of the year account for up to 40 percent of the sales. So, have you been getting your fair share of these holiday sales? No? Make sure to use seasonal email campaigns when the next season comes around.

## 5: Abandoned Cart Email Campaigns

Cart abandonment campaigns are actually triggered email campaigns. They're automated campaigns that kick into gear when a recipient takes a specific action. These campaigns launch whenever someone initiates the shopping process but for some reason doesn't conclude it.

Abandonment campaigns are somewhat challenging to develop. But they have a significantly higher open rate than most other campaigns. Did you know that this type of campaign sees an open rate of roughly 45 percent?

To boost open rate, turn to your creativity. Why not offer your prospects and customers a discount they'll want to grab? Why not remind them of your unique money-back guarantee?



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## 6: Triggered Email Campaigns

They're referred to as triggered email campaigns because it's something recipients do that triggers these campaigns. Triggered email campaigns account for fully 75 percent of all email marketing-related revenue.

Once someone receives an email, their reaction determines what kind of emails they'll start seeing from that point.

Triggers happen when people click on links or when they download content. They also happen when they open or fail to open particular campaigns. Similarly, buying a product triggers a different kind of email campaign. So does cart abandonment, not clicking on a link, signing up to an offer, and so on.

### Final Thoughts on Email Marketing Campaigns

Successful businesses launch different kinds of email campaigns to drive customer acquisition and revenue generation. Email marketing is in most cases incorporated into a company's wider marketing strategy. Every time you acquire a subscriber, send them a couple welcome emails.

Also, send out seasonal emails around holidays. Triggered email campaigns are also critical. So are cart abandonment campaigns, newsletters, and standard promotional campaigns. If you execute your campaigns well, your sales should skyrocket. But no matter which email campaign strategy you decide to go with, you'll need the best and most advanced tools for the job. The right tool saves you time, helps you minimize mistakes, and enables you to design stunning campaigns.



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# 7 EMAIL MARKETING MISTAKES TO COMPLETELY AVOID

**T**he Direct Marketing Association contends that email is a potent marketing channel for small businesses. If you handle your email marketing effectively, you can expect average returns of \$38 for every dollar spent in promotion. In fact, reliable research reveals that email marketing done right is 40 times more powerful than social media! That's likely completely at odds with what everyone out there seems to believe these days.

### ***Everyone Nowadays Worships and Communes at the Altar of Social Media, but...***

It's possible to have an enormous following on social that doesn't do a thing for you. You're not in the business of collecting likes and shares, remember. You're in the business of offering products and services that solve people's problems. Every ounce of effort you exert should focus on driving sales and profit; otherwise, you'll sink.

As a small business owner, you want to do email marketing effectively. You need to know the mistakes small businesses like yours typically make and sidestep them. It's the only way to stay ahead of the competition. Avoid these 7 email marketing mistakes that small business make if you crave success and profits.

## **Mistake #1: Communicating Everything in the Subject Line**

If your email open rate is anywhere below 15%, you aren't doing well. The average email open rate ranges from 15 to 25%. If you want to see great results, then a substantial chunk of your email recipients should start reading your messages.



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But why are you seeing such a dismal open rate? It's because you're not giving people a reason to read your emails. That's why. It's because your subject line's communicated everything already. A rational person would have no reason whatsoever to read further. Make sure to have an enticing subject line, but make them want to find out more.

## **Mistake #2: Not Managing the Preheader Text Right**

Every email you send features a small snippet seen right below your subject line. Typically this snippet seems like a subheading of sorts or a second subject line. Since people read the subject line, make sure it's captivating. But most small businesses don't pay much attention to their snippet.

It's critical to choose the snippet you'd like people to see. If you don't, your email platform will decide what to display. By default, email platforms present the beginning of each email as the snippet.

Sometimes, however, your email platform might opt to have "unsubscribe" or "view in browser" as your snippet. Obviously, you're not sending out emails so that people can unsubscribe! Fixing this problem starts with selecting the right email platform. The best options enable you to design your preheader text without needing to tinker with CSS or HTML.

## **Mistake #3: Inconsistent Email Marketing Efforts**

There's a reason "out of sight, out of mind" became a cliché. People tend to forget things they don't see often. You're not the only person sending emails to your recipients. Numerous businesses keep bombarding



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them with emails. Naturally, email recipients only remember senders they keep seeing in the inbox. They forget everyone else.

Now many small businesses tend to be inconsistent when it comes to sending out email campaigns. They have a million things to do and virtually no time. So, sending out emails might not feel urgent.

Many small business owners handle this task last after they've spent every ounce of energy doing other stuff. Result? Weak emails delivered intermittently. What happens? A pathetic open rate and lots of unsubscribing. If you want your recipient to remember you, communicate consistently.

#### **Mistake #4: Failure to Leverage Email Automation**

Automating your email marketing does two important things for your business. First, it saves you time. Tons of it over the long term. Second, it may give a huge boost to your revenues. Many businesses have email marketing automation to thank for roughly 20 percent of their revenues.

But writing different versions of what's essentially the same email message is exhausting, boring, and time-consuming. Actually, it equates to wasting time. So, why not automate tasks such as welcoming new leads or thanking new customers who've made a purchase? Why not automate engagement of recipients who demonstrate buying intent?

#### **Mistake #5: Unfocussed Emails**

Marketing emails should be clear, concise, and compelling. But many small businesses tend to send out "all-over-the-place" sort of emails.



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Their emails require the recipient to take multiple actions simultaneously. They want them to forward the email to a friend, buy a product, and sign up for the newsletter!

So, before you hit “send,” ask yourself, “why am I sending this email? What am I trying to say? What’s the one message I want my recipients to understand and act upon?” Essentially, each email should communicate one message. And it should have only one CTA. So, design a specific CTA and focus on it exclusively. Some copywriting experts call that the Rule of One.

## **Mistake #6: Not A/B Testing Your Emails**

A/B testing your email templates helps you to know what works and what doesn’t. It gives you actionable data that guide you as you tweak your messages to improve the open rate. So, check whether your email platform supports email template testing. It most likely does.

Most platforms enable A/B testing different subject lines so marketers can see what would pack the heftiest punch. Testing your emails could supercharge your open rate by as much as 25 percent according to Salesdforce.com. Remember: Over 45 percent of email recipients make the “open-not-open” decision exclusively on the basis of the subject line. Make your subject line captivating.

## **Mistake #7: Ignoring Your Email Marketing Stats**

Email marketing numbers aren’t just numbers. They’re trying to communicate a story. It’s your job to mine the insights the numbers



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contain. Your account provider avails email marketing data for a reason. They give you hard numbers to help you quantify the effectiveness (or lack of it) of your strategy.

So, read every number and try to glean the information it hides. Finally, organize the insights you gather into a revitalized email marketing strategy — a strategy that moves the needle.

## Final Thoughts

Knowing email marketing works is one thing but leveraging it to the max is quite another. Small business owners tend to make certain mistakes that sabotage their overall marketing strategy. To stand out, you need to handle your email marketing campaigns differently.

Here's what to do. Write clear, enticing subject lines. Also, make sure to display compelling email snippets. Don't stop there; automate your email marketing. In addition, make sure to send out laser-focused emails with only one clear CTA. And remember to A/B test your email templates. Likewise, study your email marketing data closely and tweak your campaigns accordingly. And finally, you'll need the right tools for the job. The best tool saves you time, helps you minimize mistakes, and enables you design stunning campaigns. Using email templates typically makes more sense.



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**5 KEYS TO  
SUPERCHARGING YOUR  
EMAIL PITCHES**



**F**ew things are as intimidating as sending email pitches to complete behind-the-screen strangers. You shudder at the thought of what your recipients might do. They might delete your cold email pitch or give it the old spam treatment. Better yet, they could effortlessly ignore it altogether.

According to MailChimp, the average email open rate across industries ranges between 15.22 and 28.46 percent. What if you could get more of your recipients to open your emails, read them, and even respond to them? Wouldn't that be exciting? We got the email marketing experts here at Veloxy to divulge some of our own pitching tactics. Along with others commonly employed in many successful email campaigns. This post presents 5 straightforward tips that'll help you revitalize your email pitches and amp up your stats.

## **How to Supercharge Your Email Pitches and Improve Business Relationships**

Let's think about one critical email campaigns number: the average email open rate. It's an average, right? That means some business owners in your industry are seeing open rates that are way above the average. It also means some business owners' open rates are somewhere far below the average. Where are you?

If you're anywhere below the average rate, you have tons of work to do. Devise more effective strategies and make your email pitches more "open-worthy," clickable, and shareable. Start crafting emails that compel action. Here are a couple of tips you can put to work right away.



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5 Keys to Supercharging Your Email Pitches

## Tip #1: Call Your Customers by Name

How did you feel when someone you met ages ago called you by your name? You felt great. You felt important. At least, it felt like you're important to that person. People love their names.

Adding a recipient's name in your subject line can seriously boost your email open rate. One report revealed that personalizing an email's subject line increases the open rate by more than 22 percent.

So, even if your customer's name is Papadimitrakopoulos, use it in the subject line. It's probably the longest name in the world and the most difficult to remember. But that's precisely why you should "remember" it. Just in case you didn't know, Papadimitrakopoulos is a real name!

## Tip #2: Build a Highly Targeted Email List

Another trick to invigorate your open rate is to optimize your email list. Studies find that sending out campaigns to a highly targeted list can do wonders for this number. Shane Snow, co-founder of Contently, conducted an experiment that had interesting findings.

Snow and his team obtained 1,000 emails of some of the busiest people in the United States. In this small study, 500 of the recipients were C-Suite and vice-presidents at various Fortune 500 companies. The other 500 worked as C-level executives at Inc. 500 corporations.

Then, they crafted a cold email pitch requesting the recipients to describe what kind of cold emails they preferred. They formulated



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a base email that let them change variables. That allowed them to turn their message into some kind of a multivariate test.

In other words, their “project” became a meta experiment. Some of the variables they tinkered with were email length, subject line, and purpose of the email. They ended up with 9 variants of the original message.

### ***What Were the Findings?***

293 emails bounced. Of the remaining 707, 45.5 percent got opened. That’s an incredible open rate considering that the recipients were insanely busy people. It’s an impressive number given that the average email open rate hovers around 15 to 28 percent.

The findings boiled down to three critical insights. The first insight is that personalized messages work. The second one is that researching your recipients can make a huge difference. Also, the best outcomes happen when the pitch sender and the recipient are a great fit. The third insight they gleaned is that building a highly targeted list helps immensely.

### **Tip #3: Craft Short, Open-worthy Subject Lines**

The researchers experimented with two kinds of subject lines. The first type comprised short, somewhat vague questions (“Quick Questions”). The other type comprised long subject lines that conveyed a specific message.



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Results? Both long and short subject lines had the same open rate (45.5%). But that brings us to a critical question. What's better, a short subject line or a long one?

While both types of subject lines saw the same open rate, they had different response rates. Subject lines that were "quick questions" saw a 66.7 percent response rate. By comparison, longer subject lines that communicated a specific message saw a 33.3 percent response rate.

Shane explained that the difference was down to the long subject line overpromising to recipients. Recipients probably felt manipulated or something and muttered, "Look, I'm busy, Ok?"

#### **Tip# 4: Personalizing Your Email Pitches Works like a Charm**

Woodpecker carried out a small study that returned interesting findings. They found that personalized emails delivered a significantly higher open rate than non-personalized ones do. Personalized cold email pitches saw a 17 percent response rate. By comparison, non-personalized cold email pitches resulted in an open rate of just 7 percent.

Aside from mentioning their name (remember tip #1?), praise them. State something that shows you think they're great. Make sure it's something praise-worthy, though. Maybe it's a Facebook post that went viral, garnering 20,000 likes and tons of shares. Or maybe their website sees web traffic of 300,000 per month. With a custom email snippet, praising your customers shouldn't be hard. That's a supremely effective way to build lasting business relationships.



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## Tip# 5: Send Out Follow-up Emails and Triple Your Response Rate

Many people hate seeing business emails in the inbox. So, why keep sending emails to people who detest them?

Look, nobody said success in marketing and entrepreneurship would be easy. It's a tough world. Failure is a lot more common than success. To see more success than failure, persistence must become your second nature.

Generally, sending out several follow-up pitches over a period of time delivers better outcomes than sending fewer. In this instance, 4–7 pitches in a sequence resulted in 3 times more responses than 1–3 emails.

But while sending follow-up emails is essential, you shouldn't overwhelm your recipients. Tricky balancing act there. Here's one more thing. Make sure your emails aren't too close. And once someone responds negatively, discontinue follow-up emails immediately.

## Start Practicing These Tips and Supercharge Your Email Pitches

Naturally, you want to reach more and more people and sell more and more products or services. And that's a noble goal. But how do you ensure that your cold email pitches pack a punch?

It's not that hard. First off, include the recipient's name in the subject line. Second, optimize your email list so it becomes the most highly



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targeted list ever built. Third, use short subject lines that ignite curiosity in the recipient. Fourth, be sure to personalize your pitch, and keep sending follow-up emails.

One more thing; having a well laid out strategy is only half the battle. To win the email wars, you also need to have an arsenal of the right tools. The best tools save you time, minimize mistakes, let you design stunning campaigns, and even show you how all that affects sales.



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## 5 WAYS TO OPTIMIZE OUTLOOK EMAIL MANAGEMENT

**G**ot an unread inbox list numbering in the hundreds? You're not alone. According to 2019 email usage statistics, the average American worker will receive over 120 emails a day. Unfortunately, what you don't know could be hurting you a lot more than you think. A heavily cluttered Outlook inbox could be slowing down your productivity substantially. Or worse, making you miss important messages.

Whether you own a business or not, overlooking vital emails could mean losing out on major opportunities. From CEOs and Founders to marketers and sales reps, everyone is already familiar with Microsoft Outlook. After all, it's the digital era where most business happens over the phone. However, it's not uncommon to find untidy backlogs of unread mail with Outlook. So, how do you achieve the rare, coveted IZ (Inbox Zero) status? And just how long would the whole process take?

It's really simple. All you have to do is take advantage of some often overlooked features of Microsoft Outlook. By managing your Outlook email effectively, you can save time, stay organized, and boost your productivity all at the same time. As the number one plugin for Outlook, Veloxy's chalked up a few helpful tips and tricks to help you manage your outlook email more effectively. From automating emails to some quick shortcuts, we'll turn you into a proficient Outlook user so you can focus on more important tasks.

## **1: One Click Cleanup: Tidy Up your Inbox with One Click**

Ah yes, Monday blues. For weekenders, they include a killer hangover. But for business people, they come with a lengthy list of unread emails. Anyone in an email-heavy company will probably have to sift through hundreds of threads after a short time away from the office.



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5 Ways to Optimize Outlook Email Management



Microsoft Outlook now comes with a tool that helps declutter all unnecessary emails in one click. This option primarily helps delete all repetitive and duplicate emails to drastically reduce the backlog. To clean up your Outlook inbox this way, follow the steps below.

- While viewing inbox, click the 'Clean up' button
- Select the folder you want cleaned up and click the pop up to confirm the action

Obviously, many people feel reluctant to use this one-click clean up. What if the feature also deletes important emails and attachments? Not to worry, the tool is incredibly sophisticated and advanced. It uses a smart algorithm to target only repeated emails while ignoring primary attachments.

## 2: Group Related Emails into New To-Do Folders

With Outlook, you can now use the folder feature to organize your emails. Once a new email folder is created, users can easily group all related messages together. For instance, you could group emails under priority, projects, boss, hobbies, non-critical, near-spam, or any other category you want. In addition to archiving messages, folders also help manage incoming emails and conveniently gets them out of the inbox's view.

To create folders with your Outlook Email:

- Right click on the inbox and select 'New Folder...'
- Title the first folder 'To Do'
- Highlight and right click this To Do folder. You'll see an option to create another new folder.



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This will allow users to create main folders and subfolders under them so you can have everything well organized. Creating 'To-Do' folders helps avoid clutter and goes a long way towards achieving IZ (inbox zero).

### 3: Master All Outlook Email Shortcuts

One of the reasons most people end up with a mountain of unread emails is because of the sheer time and effort it takes to go through each of them. If you can cut down time spent navigating, reading, inserting attachments and replying, you'd be surprised how much faster you can get things done.

Use the following Outlook shortcuts to simplify management:

New Message – Ctrl+Shift+M  
New Task – Ctrl+Shift+K  
Reply – Alt+H, R, P  
Reply All – Alt+H, R, A  
Copy – Ctrl+C  
Insert File – Alt+N, A, F  
Send/Receive – Alt+S, S  
Search – Ctrl+E Alt+H, R, P  
Delete – Delete (Select message or task)  
Forward – Alt+H, F, W  
Move to folder – Alt+H, M, V  
Go to calendar – Ctrl+2  
Home Tab – Alt+H



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## 4: Use the Rule Function to Automatically Sort Outlook Emails and Trash Spam

Like all good algorithms, Outlook comes with a rule function that allows users to create conditional rules. This opens up a whole new process of handling your emails and avoiding irrelevant distractions. You can also use the rule feature to automatically sort incoming messages into their appropriate folders.

To create rules for Outlook Email:

- Go to the Mail tab
- Select Rules and add new ones
- Click Ok to apply the rules

For example, you could move all emails from a certain address or those containing the subject line sales straight into the trash. There's literally no limit to how many rules you can include – customize away. When used effectively, the rule feature will create a funnel which saves you time and become more productive. Not to mention achieve inbox zero automatically every day.

## 5: Automate Outlook Email using Productivity Tools

Thanks to advancements in SaaS (Software as a Service), automating your emails has never been easier. Microsoft Outlook comes with a lot of productivity tools to help take action faster and improve email productivity. However, plugging in additional tools such as Veloxly adds AI to complete tasks with incredible accuracy, free from human error. The right tool saves you time, helps you minimize mistakes, and enables you to design stunning email campaigns while you're at it.



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In addition to helping organize emails, Veloxy comes with a lot of features designed to make Outlook email management easier. One of them is Veloxy Engage – the best email template builder in the world. Not only does it save you time with ready templates, it also incorporates an array of added benefits such as:

- Reaching numerous prospects in one go
- Adding more people to your email list
- Knowing when your emails are read or forwarded with real time alerts
- Analyzing and improving email engagement
- Logging all email activity and save key emails to Salesforce
- Making bulk cold emails CAN-SPAM compliant before sending
- Adding new prospects to Salesforce and set up a meeting in seconds
- Creating unlimited personalized email templates

Veloxy works on the other end to show you how your calls, emails, tasks and other actions affect the pipeline. It improves email engagement by showing you how your emails perform and what the best time of day is to reach your prospects.



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**E**veryone who's worked in the ever-evolving world of business knows that change is the only real constant. Every aspect of managing a business keeps shifting. What worked yesterday won't work today. And what delivers phenomenal results today might be worse than useless tomorrow. This equally applies to the world of email marketing.

But what's the future of email marketing? Will it continue being an important marketing channel? If yes, what aspects of it will change? While no one knows precisely what'll happen, this post attempts to predict the future of email marketing with as much scientific accuracy as possible.

## What the Future of Email Marketing Looks Like

Recently, Econsultancy interviewed marketers regarding the future of email marketing over the short term (next 5 years). The marketers contacted felt that email marketing would see remarkable changes in the following areas:

- Artificial Intelligence
- Personalization
- Privacy
- Brand Distinction
- Personalized Content

### Prediction #1: Artificial Intelligence Plays a Critical Role

AI is nothing but sophisticated robots. But every sector today is feeling the impact of artificial intelligence. You'd be hard-pressed to find a business that's not using AI or at the very least considering it.



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So, why is the world embracing AI? It's because these bots are intelligent. They're helping businesses perform a vast range of tasks cost-effectively. In fact, some of them are even chatting with customers and helping them solve problems. As the influence of AI spreads everywhere, you can be sure it'll also affect email marketing in different ways.

The vast majority of email marketing-related decisions and planning will revolve around AI. The technology will catapult automation of many marketing tasks to a whole new level. Actually, the future's already arrived.

Many businesses today are enjoying the benefits of intelligent email marketing automation. In the future, this technology will multiply those benefits, boosting efficiency dramatically. What plans are you putting in place so your business will take advantage of these changes? Doing nothing is the worst thing any business owner can do.

## **Prediction #2: Brand Distinction will be the Next Big Thing**

Pretty much everyone will leverage AI to supercharge their email marketing strategy. But here's an unexpected problem. As more businesses climb on the AI bandwagon, they'll start sounding like the exact same business.

Thanks to this technology, consumers will start getting similar or exact email subject lines. Imagine receiving emails from different businesses but all of them appear to have been written by one person. How would that feel? It'd make choosing one brand over another a little more challenging.



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### ***But Businesses Will Invent Solutions.***

History demonstrates that businesses invent ways of addressing challenges and threats that crop up along the way. You can be sure companies will come up with something to address the problem.

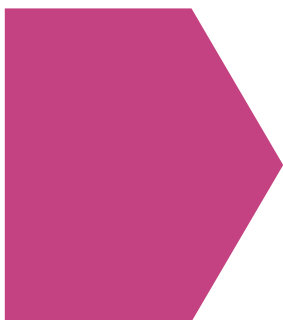
Companies will create marketing strategies that showcase their brand as unique and different. They'll stop relying exclusively on AI. Instead, they'll start viewing this technology for what it is — a tool with certain limitations. They'll couple AI to personalized marketing so that consumers can feel like they're dealing with real humans.

### **Prediction #3: Personalized Email Marketing Content**

The need to make brands distinct from the competition will push personalized email marketing to a whole new plane. Customers will see supremely personalized content in the inbox. Customers will no longer receive emails that sound generic. They'll stop getting mass-produced messages — emails that feel like they were sent to a thousand people.

Marketers believe that email marketing will continue being a critical marketing channel. In fact, they predict it'll be among the fastest growing ones with an incredibly high ROI.

Email marketing will become, in the words of the marketers Econsultancy interviewed, a "luxury channel. Businesses that won't deliver personalized messages that reflect a complete understanding every customer is unique won't thrive.



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## **Prediction #4: Marketing Emails Will Feel like Mini Websites**

The marketers also said that future emails will feel pretty much like a customer-centric mini website. Recipients will be able to do nearly everything a website's visitors do. For instance, they'll easily buy products and services without needing to leave the email at all.

Customers won't need to fire up a browser to access the email sender's website to complete a purchase. That doesn't mean website marketing will cease. It just means that emails of the future will provide high-quality, web-like experiences.

Maybe that'll necessitate a bit of coding, but that shouldn't be a problem at all. After all, Developers will be there to help businesses breeze through the coding process. Google AMP is probably the earliest sign that emails will soon start working like mini websites.

## **Prediction #5: Privacy Will Become Much More Critical aspect of Email Marketing**

GDPR is now a reality that businesses all over the world have to contend with. Individuals, organizations, and even governments will continue insisting on data safety. Likewise, customers increasingly want to feel that their personal information is in safe hands. They want to rest assured that no unauthorized third parties can access it.

End-to-end Encryption

End-to-end encryption of emails and services is already a reality today.



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It's hard to not see the proliferation of email encryption services. Well, the U.S. government might try to ban end-to-end encryption, citing the need to promote national security. But it's unlikely the push will come to fruition.

### Block Chain-based Privacy Protection Technologies

With growing consumer awareness, one can expect to see more privacy and personal data protection in the future. Similarly, many countries and jurisdictions will likely introduce legislation that requires end-to-end encryption. Block chain-based technologies that provide spy-proof email encryption will be the solution.

### *Final Thoughts*

Email marketing will continue being a crucial channel for the foreseeable future. Consumers will see personalized content in their inbox. And they'll buy products and services right within the email. They won't need to fire up their browser to visit the website of the email's sender. That's not saying websites as we know them will vanish.

Also, AI will continue playing a critical role. In fact, AI has already started ushering in a new era dominated by intelligent email marketing. In addition, privacy will become very important than it's today. Consumers will keep demanding increased diligence regarding data management by businesses. Email marketers can expect more stringent regulation on end-to-end encryption.



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