



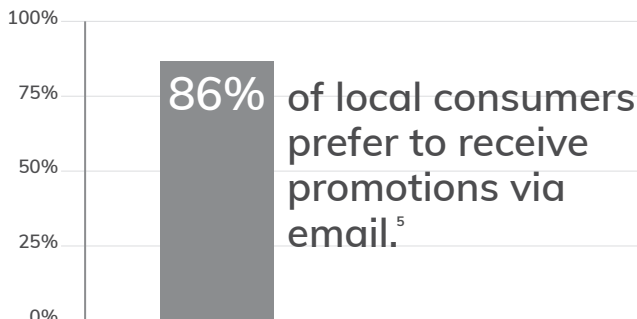
Email Marketing



30⁺
million
internet users
in South Africa¹



16.1%
email penetration
in South Africa³



86% of local consumers
prefer to receive
promotions via
email.⁵

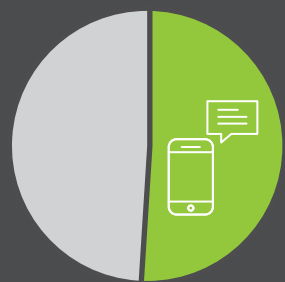
SMS Marketing



38
million
mobile users
in South Africa²



51% of the
South African
mobile population
uses SMS⁴



45% of South Africans prefer to
receive promotions via SMS.⁵

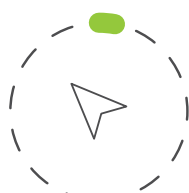
R40 average global return on every **R1** spent^{6&7}



of local
online users
check
personal
emails
multiple
times a day.⁵



24.65%
average
open rate⁸



2.98%
The average local
click-through rate⁸

Percentage of local mobile users that
check SMS popups:



85%
within 5 minutes⁵



55%
immediately⁵



2.57%

The average click
rate on local
SMSes⁹

Email & SMS Integration Ideas

Using SMS with email in your marketing campaigns will:

- 1 improve customer engagement
- 2 boost retention
- 3 increase touchpoints for data collection

Newsletters



Send monthly
newsletters

Follow-up SMS to email subscribers
boosts email open rates by up to 30%

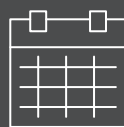


Link to online
version of email
for mobile only subscribers

Event Booking

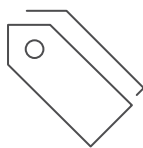


Booking
confirmation



Reminder SMS
day before event

Promotions



Sale
Announcement



Last minute
discount coupon

Sources

- 1 <https://www.internetworldstats.com/stats1.htm>
- 2 <https://www.slideshare.net/wearesocial/digital-in-2018-in-southern-africa-86865907>
- 3 <http://www.worldwideworx.com/wp-content/uploads/2017/07/Exec-Summary-Internet-Access-in-SA-2017.pdf>
- 4 <http://www.thespacestation.co.za/wp-content/uploads/Effective-Measure-South-Africa-Mobile-Report-2017.pdf>
- 5 Everlytic and Meraki Digital Communication Research 2019
- 6 <https://litmus.com/blog/the-roi-for-email-marketing-the-good-news-and-the-bad-news>
- 7 <https://www.textlocal.com/blog/2016/11/21/this-marketing-campaign-just-beat-john-lewis-and-audi-to-win-two-national-awards/>
- 8 Everlytic's Email Marketing Benchmarks 2018
- 9 Everlytic SMS Benchmarks 2018