



The State Of Email Marketing

Introduction

To test our intuition and settle some internal debate, (because some of us just love proving others wrong) we decided to conduct a bit of a litmus test by posing a few questions to our clients and anyone else who makes use of email marketing.

This “snapshot” of South African respondents shows how this form of communication currently fits into organisations in several ways. Ultimately, it highlights how the role of email marketing is evolving not only in how it is utilised, but also how it is approached by organisations across South Africa.

This survey gives marketers a crystal ball insight into the future of email marketing and what is potentially coming. The only question left to ask really is, “Are you ready and equipped?”



Sample Size and Key Observations

190 companies ranging from large corporates with well-established marketing departments to smaller businesses participated in the survey. Approximately 55% of the companies are existing Everlytic clients.

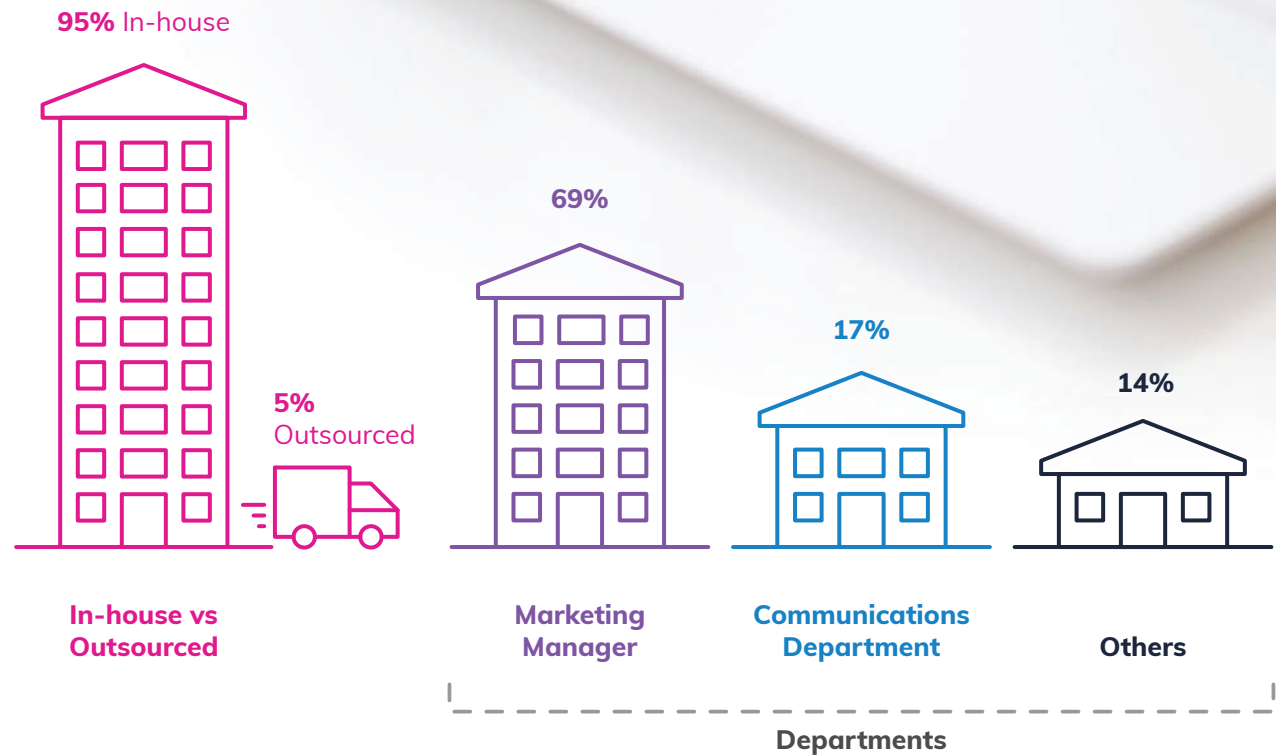
95% of the companies indicated that the email marketing portfolio is handled in house with only 5% outsourcing this function to either an agency or 3rd party.

Bear in mind that a large part of the sample includes Everlytic clients and is skewed towards companies that insource their email marketing. Our experience in dealing

with clients though tells us that more people than the 5% reflected here do outsource this function.

Within organisations, Marketing departments handle 69% of this, followed by Communication departments with 17% and the balance of 14% handled by others.

This provides us with a sound picture of the State of Email Marketing as it stands in South Africa today. We also get some insights from companies that are already approaching this function within their organisations in a more formalised way.



What is the job title of the person that handles email marketing?

In this question, we wanted to try and get a sense of “who” the person is that handles this function, to see what kind of titles would come out and if anything new would start cropping up. The majority of the results show the main title of the person handling

the email marketing function is the Marketing or Digital Marketing Manager which is expected. However, it's interesting to note that titles like Email Specialist, Email Marketing Strategists and Email Marketers are also starting to appear.



Insights

As reflected previously, the more complex the strategy, the higher the requirement for a specialist in email marketing. There is no doubt that with the increase in the usage of this tool, it has opened-up new

career paths within the digital marketing portfolio. As Managers and Directors of Marketing divisions and guardians of so many specialist roles, it is important to keep sight of new ones that are emerging and encouraging these new trends in an increasingly difficult job market.

What are your objectives for following an email marketing strategy?

Similarly to other questions, the key results below reveal nothing unexpected.

Marketers are clear about the objectives they want to obtain with email marketing. Great! But are we making the most of THE WAY in which we measure these objectives?

To ensure this, don't forget some core principles and things to do:

Call-To-Action: Do A/B split test on CTAs and use the more successful version to send out the bulk of the communication.

Landing pages: Ensure that your landing pages have clear intentions, for example:

- Include an enquiry or signup form for lead generation.
- Clearly explain why they should fill in the form.
- Make sure that the creative on the page is simple yet effective and doesn't look like the audience is now in a parallel universe from where they clicked on your mail.

Google Analytics: Integrate with Google Analytics by inserting UTM codes to track traffic from email campaigns to the website. Assign different UTM codes, for different communications and then track the success of these to your landing pages.

25% said:



Brand/PR
Awareness

23% said:



Increase Website
Traffic

21% said:



Lead
Generation

17% said:



Upselling or Cross
Selling to Existing
Clients

14% said:



E-commerce
or Online Sales

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Do you follow a planned email marketing strategy?

47% of people indicated that they follow an email marketing strategy, 27% kind of do, and 26% do not.

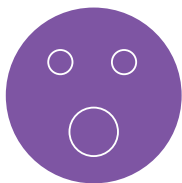


47%



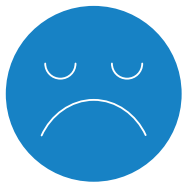
Insights

The number of marketers that don't follow a planned strategy is surprising. Planning is the hardest part, but once the strategy and tactical plans are outlined, the road ahead becomes clearer, and then it simply becomes a case of implementation.



27%

The great benefit of an email strategy is that it forces you to understand the customer journey within your business cycles, where email fits within those cycles and where the gaps are that could be lost opportunities to establish better relations with your subscribers.



26%

However, a possible reason why this crucial part sees high levels of procrastination could be due to the complexity of mapping out the multiple communication touch points. This can feel like an overwhelming task, so we recommend starting somewhere and slowly unpacking it as you go along.

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Which metrics do you use to measure the success of an email marketing campaign?

Everyone that uses email as a tool knows to look at the open and CTR (click through rate) followed by database delivery when measuring the success of email campaigns. So no surprises here.



88% said:



Click Through Rate

88% said:



Open Rate

87% said:



How Many Delivered Mails vs How Many Bounced

77% said:



Unsubscribe Rate

69% said:



Social Sharing Rate

69% said:



Conversion to Objectives Rate

65% said:



Sales Revenue

Insights

So while the above provided no surprises, we must always strive to better our results and move things one step ahead and consider what affects open rates, click-through-rates and delivery rates.

- **Databases:** Segmented content that is personalised to specific contacts based on their choices is call-to-action gold. Use one clear CTA and direct contacts to a landing page with more information.
- **Subject lines:** As the first thing contacts see, your subject line needs to be relevant to your message and the open rate speaks to this. Subject line, "from" email address, and the first few lines in the preview window tells your contact what they can expect and if it's worth opening. As the first thing contacts see, your subject line needs to be relevant to your message and the open rate speaks to this.
- **Unsubscribe rates:** POPI ensures that we must have an unsubscribe link to every mail that goes out, however this is not a bad thing. Allowing people to easily unsubscribe can tell you many things about your database. If unsubscribe rates are high, there could be issues of relevancy, leading people to feel that you might be spamming them. So ask people what they want to hear about, break down your communications, from a spray and pray to more targeted messages. Allowing easy unsubscribing also ensures your brands reputation remains intact. Rather have a person part company with your communication and brand in a structured way, and maybe even allow them to tell you why they are leaving, than to annoy them by sending messages they don't want and facing their wrath on social media.

Are you able to quantify the revenue driven by email marketing?

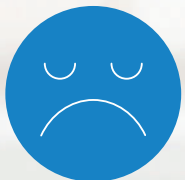
Of all the challenges facing marketers, this one is still the one that gets us all. And the simplistic answer is that sometimes, there just isn't a way to relate marketing efforts back to revenue (or you need to have mad business intelligence skills in order to do so).



30% said yes



23% said kinda



47% said no.



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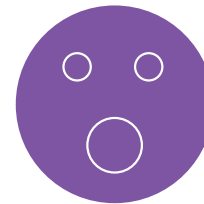
Are you currently measuring your ROI?

Having worked with many companies over the years, at Everlytic we can undoubtedly tell you that this is something that has always been a challenge for marketers. It is encouraging to see that 30% of marketers are

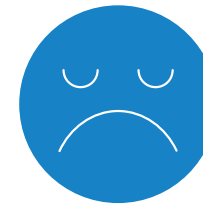
tracking ROI and 27% are at least attempting to. 28% of marketers don't measure ROI and 15% don't know how, so there is still a way to go to educating each other and ourselves on the best methods.



30%
said yes



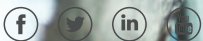
27%
said kinda



28%
said no.



15%
**said they don't
know how.**



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How often are conversations had with key stakeholders about the importance of having a planned email marketing strategy?

Marketers need to strive for a seat at the boardroom table and it's vital that conversations are held at the right level for continuous improvement of marketing messages and that these link back to the main corporate objectives. With 56% of respondents indicating this is currently happening in their organisations, it's clear having an email marketing strategy is non-negotiable.

56% said:



Frequently

35% said:



Barely

9% said:



Never

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In Summary

While lots of feedback didn't blow our hair back, and to an extent was even expected, its helpful to have some figures now to those expected results.

However there were a few things that did stand out:

- The high number of marketers that are still battling and grappling with the putting together sound email marketing strategies.
- The difficulty in relating this back to revenue.
- What got us excited is that marketers are being heard and conversations are taking place. As long as that happens, we know we are on the right path.

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