

Email marketing trends

Full-time email marketing managers Email marketing is no more a simple mail-sending task. It requires a lot of dedicated activities including privacy and opt-in policies, design and content development, centralized email database management, vendor selection and management, delivery improvement, legal compliance, frequency management, segmentation strategies, list management, reporting, corporate email strategy and more; thus, full-time email marketing managers are being hired by companies. Email delivery challenge Making your email reach the mailbox of your prospect is a challenge and a lot of best practices, authentication processes, accreditation and reputation technologies, and resources go into it. Getting your email delivered requires expertise and a lot of resources. Delivery challenges will affect those companies that do little and don't or can't allocate the appropriate resources to delivery. Merging of corporate databases and CRM Most companies are directly integrating all email campaigns responses with their CRM application. This will result in a more personalized and segmented approach across all marketing activities. Use of advanced email technology features Serious email marketers are using hi-tech tracking and monitoring features to know the exact response rate, click-through rates, conversion rates, open rates, bounce rates, etc. They are hiring professional services for web analytics and taking the response tracking to a higher level. Spam-proof and effective design With millions of spammers flooding our mailboxes, it requires a lot of hard work and meticulous effort to generate a message that will get delivered, surpass the competition, and would not be considered as spam. The design should also stand out so that the recipient opens it and takes action. There are innumerable design challenges that need to be taken care of to keep the mail from getting filtered. Email marketing complements overall marketing plans Due to the highly measurable nature, and penetrated and targeted reach of email marketing, serious marketers are making it a part of their overall marketing strategies and running multi-channel direct marketing campaigns, that have been providing better results. Increasing demand for outsourcing due to resource constraints An email campaign today needs experts which include – web designer, content designer, marketing channel expert, database manager, campaign analyst, etc. Having all of these in-house is not possible even for big companies, and so outsourcing to agencies that have many experts in each field is becoming a common practice. List quality – the key to success The deciding factor for the success of any marketing campaign is the quality and integrity of the business prospects list used. Companies that do not keep their prospects details updated are facing problems in using their list for effective campaigning. Many companies are using the services of database builders and appenders to update/add contacts to their in-house databases.

About the Author

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