

## Exclusive Preview and Synopsis

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On February 4th, GetResponse will release a groundbreaking report, The State of Email Marketing by Industry, prepared with Kath Pay, founder and CEO of Holistic Email Marketing. We wanted to give you an exclusive preview of the report to use before it goes to the public so you can share it with your audience.

We hope you'll be as excited as we are about the value of this research and report. If so, we encourage you to **share the data and findings with your fans and followers.**

### Research

In July and August of 2015, GetResponse surveyed 1,831 Smart Insights members and GetResponse customers throughout the world. Their enthusiastic response made it the largest marketing research project in history.

### Methodology

The survey included online businesses, retailers, financial services, B2B companies and agencies, and marketing service providers. Because the research focused on management, 67.8% of the respondents it attracted were senior managers, and 36.6% were owners of small businesses (SMB).

### Most surprising finding

A shocking 33% of email marketers don't optimize their emails. About half occasionally test subject lines, with 24% testing alternate offers and 18% testing alternate layouts and creative.

**Takeaway:** Consider every email a customer survey of your target market – not just to determine which subject line produces the best results, but how elements like voice and messaging affect opens and conversions.

### **Least surprising finding**

Only 14% of financing and banking marketers integrate marketing with social media, suggesting that compliance officers still prefer to deliver marketing messages in a closed environment.

**Takeaway:** The overwhelming majority of marketers in other industries use social channels to spread their marketing story. You owe it to your customers (and your business) to *get social*.

### **Greatest opportunity**

Vacation, hotel, and leisure marketers have the lowest adoption rate for advanced segmentation — only 8%. This surprised us because many of their data points are perfect for segmentation: frequent versus occasional travelers, high spend versus low spend, types of holidays (snow, sun, city, country, etc.), weekends versus long holidays, luxury versus economy.

**Takeaway:** For best results, divide subscribers into separate or overlapping segments so you can communicate in ways that demonstrate relevance and foster engagement.

### **Most encouraging finding**

The education sector has embraced modern online marketing techniques, with 69% saying they get good or excellent returns on their email marketing investment.

**Takeaway:** The same tools that urge us to “try and buy” can also be used to inspire our minds, expand our knowledge, and equip us to thrive in a changing world.

### **A “follow the money” finding**

Consumers vote with their pocketbook, but businesses vote with their budget. We found that 57% of marketers plan to increase their email marketing budget while 28% are happy with their current spending levels.

**Takeaway:** Smart companies view email as a channel with continuing opportunities to increase sales, service, and ROI. Recent innovations make email marketing a medium to be explored and tapped.

## A “Come on, people” finding

Only 9% of health and wellness marketers use responsive design. This means that busy people can't use smartphones and tablets to read messages from their health and wellness advisors. *Come on, people!*

**Takeaway:** GetResponse is proud to lead the email marketing industry in responsive design. If you're not sending mobile-friendly emails, you're losing a growing segment of your market.

## A “Shame on us” finding

Targeting is among the most powerful marketing techniques, but 42% of marketers treat everyone the same. Only 4% use behavioral and survey data to send relevant, personalized emails. As an industry, we need to do a better job of educating our markets on the growing value of segmentation.

**Takeaway:** Targeting isn't about micro-segmented campaigns. It's about using customer data to personalize customer messages and dynamic content to increase message relevance.

## A handful of tips

In the report, we expand on these best practices of email marketing:

- Let the email team take ownership of the list-growth process.
- Focus on metrics that match the goals of your campaign.
- Experiment with communication frequency to optimize results.
- To get your email reads, give subject lines the attention they deserve.
- Write CURVE subject lines: Curiosity, Urgency, Relevance, Value, Emotion.

## Meet the authors

Kath Pay, founder and CEO of Holistic Email Marketing, was named one of the World's Top Email Marketing Influencers by Vocus in 2014. A popular conference speaker, Kath is one of the UK's leading email marketers and conducts training on personalization and email marketing for Econsultancy in the UK.

Magda Ciszewska, Marketing Manager for GetResponse, is a driving force behind diverse marketing programs, including the rapidly expanding GetResponse Enterprise program and soon-to-be-released marketing automation platform.

On February 4, look for our release of the full report **THE STATE OF EMAIL MARKETING BY INDUSTRY** with more great insights, stats, and ideas.

*Thanks for sharing the data and findings with your audience!*