

7 statistics showing you're most likely losing money if you aren't using this simple email list strategy

Many marketers send newsletters to their email list. It's tested and proven to be the most lucrative medium by far.

So if you have an email list and send to them regularly then you're on top of your marketing game.

But are you ahead of the curve?

Studies now show the more personalized you get with your email outreach the better the results. Check out the statistics below.

1. "Personalized Emails Deliver 6X Higher Transaction Rates, But 70% Of Brands Fail To Use Them."
2. "Email list segmentation and personalized emailing were the most effective email strategies of 2017. (DMA)."
3. Email has a median ROI of 122% – over 4x higher than other marketing formats including social media, direct mail, and paid search."
4. "Average [Email] ROI = 3,800%, or \$38 for every \$1 invested."
5. "E-mail remains a significantly more effective way to acquire customers than social media—nearly 40 times that of Facebook and Twitter combined (exhibit). That's because 91 percent of all US consumers still use e-mail daily.."
6. "Personalized calls to action 202% better than default calls to action."
7. 67% of people who unsubscribed from a brand's promotional emails indicated that they received too many irrelevant emails."

It makes sense. These email addresses on our list are actually people on the other side of the screen.

Say you're having an interaction with someone at a coffee shop. Regardless of who it is, even a stranger, the more engaged and attentive you are with them the more you connect.

And the more you connect with someone the more they enjoy the interaction.

Email is no different.

Now say you want to build a relationship with said person at the coffee shop. What must you do?

Well first you need to have more interactions with them. And consistently.

As well as provide value to them. Consistently. (hint: the same way I'm providing value to you here.)

Because at the end of the day, people stick around with other people because ultimately they derive value from the relationship. Whether they're consciously aware of the value or not.

Over time the two of you will build rapport and trust with each other.

And Boom. You have a human relationship.

Again, email is no different.

Now apply this invisible-coffee-shop-friend-method to your marketing, and you now have what these stats strikingly point to as the peak performer of the most effective online medium.

In other words, the best application of the best medium:

The Daily Email.

Yup. Daily.

Not pitching your products daily. The same way you wouldn't ask our coffee-shop-friend to go to every one of your kids singing performances.

But yes, a daily hello. 5 times a week.

Just pop in, provide some value through a ton of different ways (ask me about it). Then tie in how your product or service dovetails with that value (without selling it... it's a subtle difference). Wish them a great day. And that's it.

Let the rapport you build with your list sell your items for you.

It's proven to increase sales significantly. Though it's so new and extremely under-utilized that there aren't any juicy stats to showcase it.

Yet.

And so I ask again. Are you ahead of the curve?

Reach out to me at bcolum@gmail.com for any questions you have.

I love hearing your questions because it gives me ideas on how to articulate these concepts in different ways.

Talk to you soon.

Your coffee-shop-friend,
Bart

P.S. If you want someone to do these Daily Emails for you, email me at bcolum@gmail.com and we can set up a time to have a call together.

References

1. <https://marketingland.com/study-70-brands-personalizing-emails-missing-higher-transaction-rates-revenue-73241>
2. <https://www.leightoninteractive.com/blog/2018-most-insightful-email-marketing-statistics>
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