



# 2010 Email Marketing Trends Survey

## Executive Summary:

This study set out to understand the trends and technologies impacting the email marketing activities of SMB marketers in 2010. The analysts and bloggers have all made their predictions. But we asked our customers, SMB marketers, to share their opinions regarding hot topics like video emails, social media integration, and the "war on inbox clutter". On the following pages you will discover:

- Will video email be a growing trend in 2010?
- What are the most popular uses of video in email messages?
- What are the business advantages to video email marketing?
- Which social media integration tools were commonly used in 2009 and which will be the most popular this year?
- How do email marketers plan to combat inbox clutter?
- Which targeting and segmentation tactics will be implemented this year?
- ...and many more.

Compare yourself against other marketers, see what email marketing practices will be the most popular this year, and perhaps adjust your email marketing campaigns to stay ahead of your competition!

## Survey Findings & Analysis:

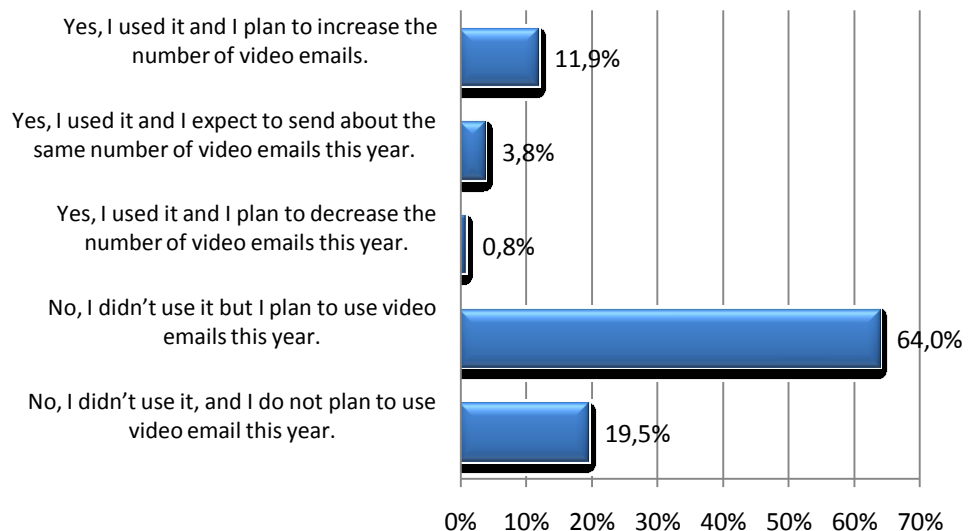
### Video Email Marketing Trends

As online media technologies like video cross-pollinate the Web, email will continue to provide the perfect multimedia channel for “getting the message across”.

#### 1. Did you use video email marketing in 2009 and do you plan to in 2010?

Most SMB marketers see the benefits of incorporating video into their email messages. Over 80% of respondents plan to use video emails in 2010, while in 2009 only 15.7% of responders used video in their email campaigns.

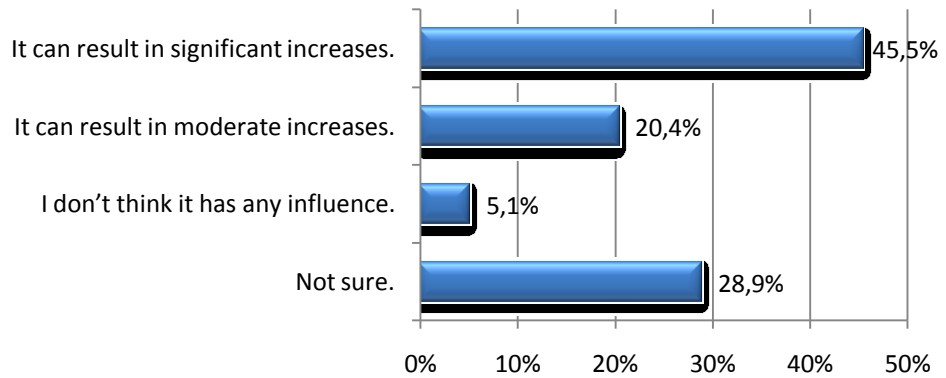
**Did you use video email marketing in 2009 and do you plan to in 2010?**



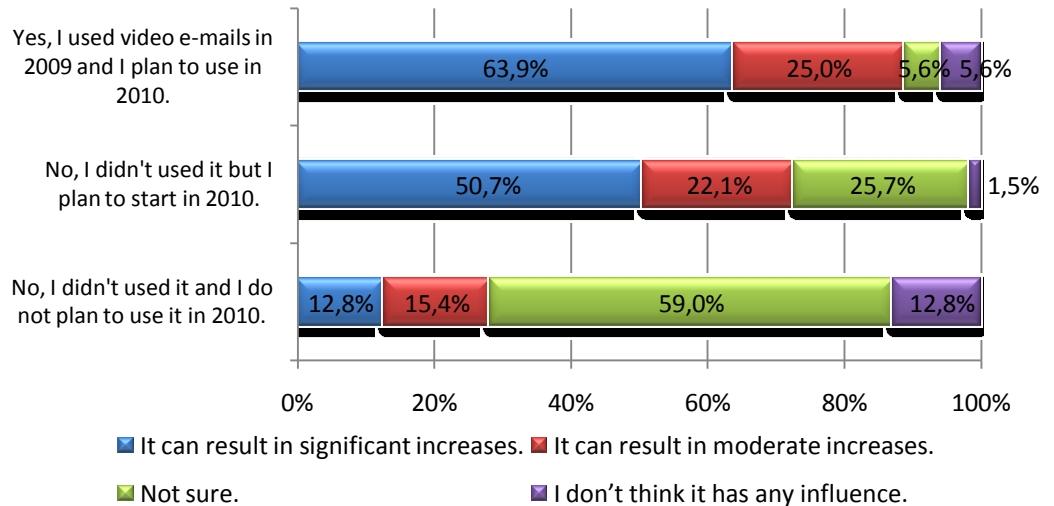
**2. What do you think about the influence of video emails on conversion rates (i.e. product sales, subscriber registration, whitepaper downloads, etc.)?**

Over 65% of marketers believe that video email marketing can have a moderate or significant influence on conversion rates. In particular, marketers who have already used video emails recognize the benefits on overall email marketing results. Almost 64% of those marketers claim that it results in significant rate increases!

**What do you think about the influence of video emails on conversion rates (i.e. product sales, subscriber registration, whitepaper downloads, etc.)?**

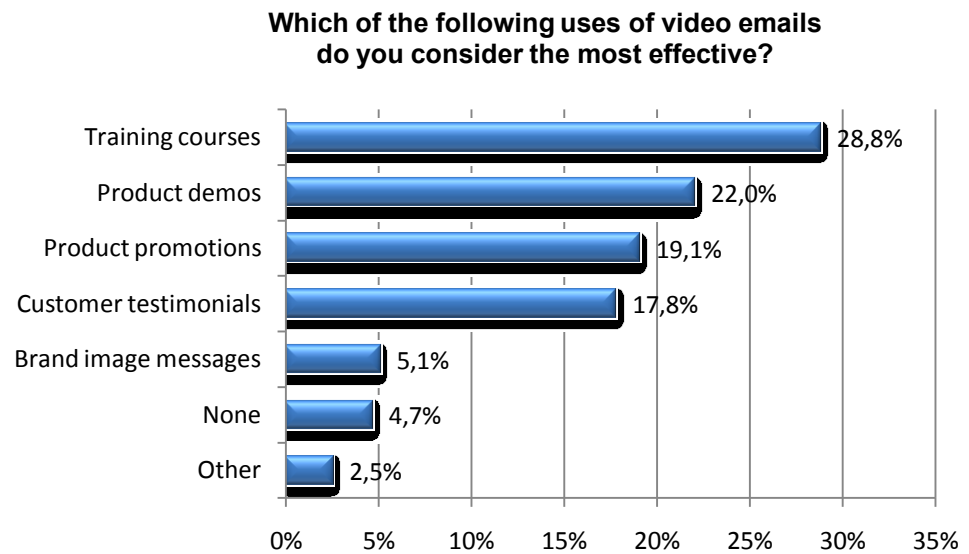


**What do you think about the influence of video emails on conversion rates (i.e. product sales, subscriber registration, whitepaper downloads, etc.)?**



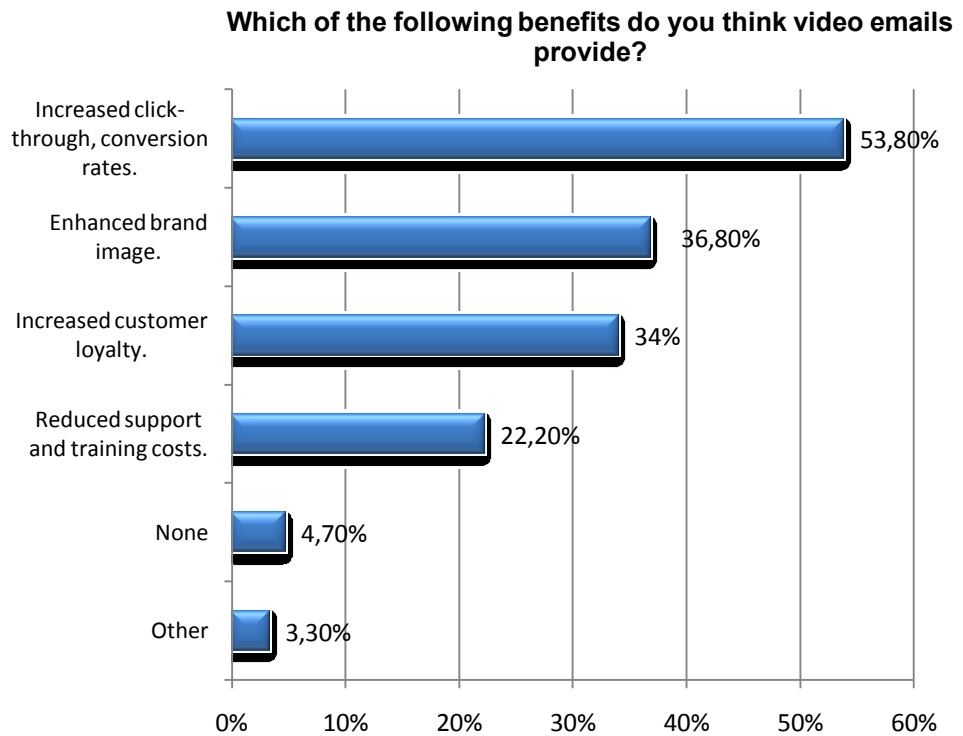
### 3. Which of the following uses of video emails do you consider the most effective?

When it comes to the different uses of video email by small businesses, 28.8% of SMB marketers consider training courses as most effective use of video email, with Product Demos, Product Offers, and Customer Testimonials taking the next 3 places respectively. Branding came in at a far away 5<sup>th</sup> position!



#### 4. Which of the following benefits do you think video emails provide?

Over 50% of responders claim that video emails can increase click-through rates and drive customers onto landing pages. Only 4.7% of email marketers do not see any benefits from using video emails.

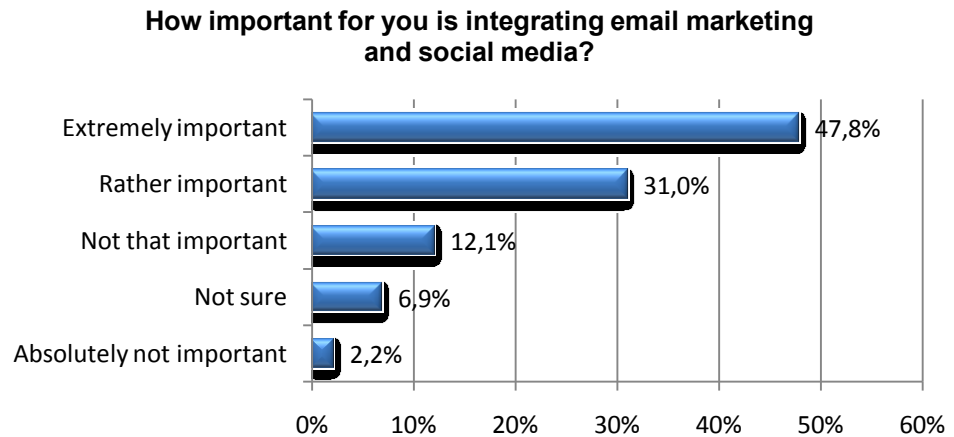


## Social Media Integration Trend within Email Marketing

Our survey also took a closer look at how email marketers integrate social media with email marketing and what tactics they leverage to create a competitive marketing advantage.

### 5. How important for you is integrating email marketing and social media?

Nearly 50% of marketers say that integrating social media and email marketing is extremely important.

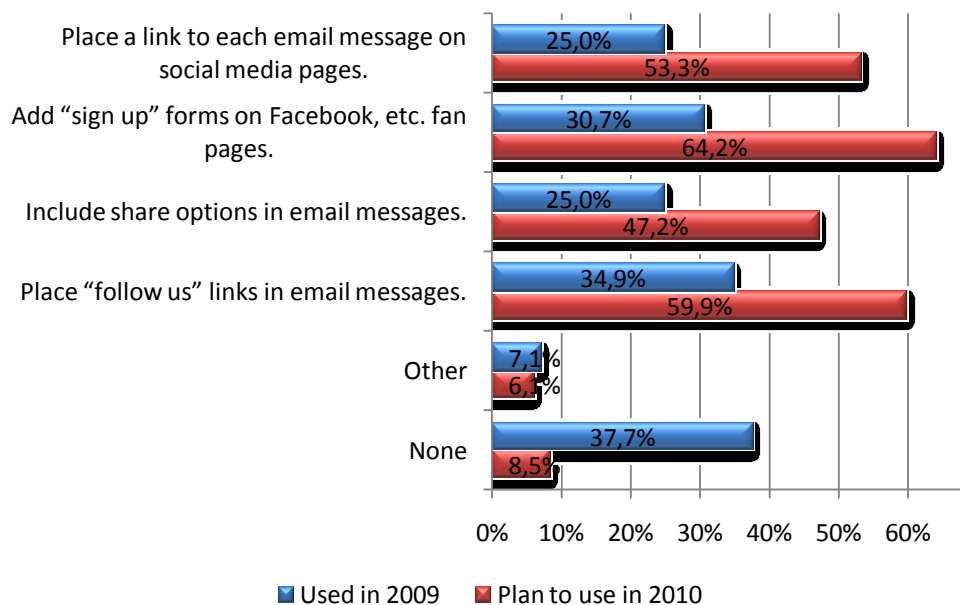


## 6. Which social media integration tools you used in your email marketing last year and which you plan to use in 2010?

In 2009, the most popular social media integration tool used in email marketing was placing “follow us” links into email messages. But only one of every 4 marketers was placing links to email campaigns and newsletters on social media pages, or including a “share” option in their online communications. In fact, over 37% of responders didn’t use any social media integration tools last year. It appears that this result could change dramatically in 2010.

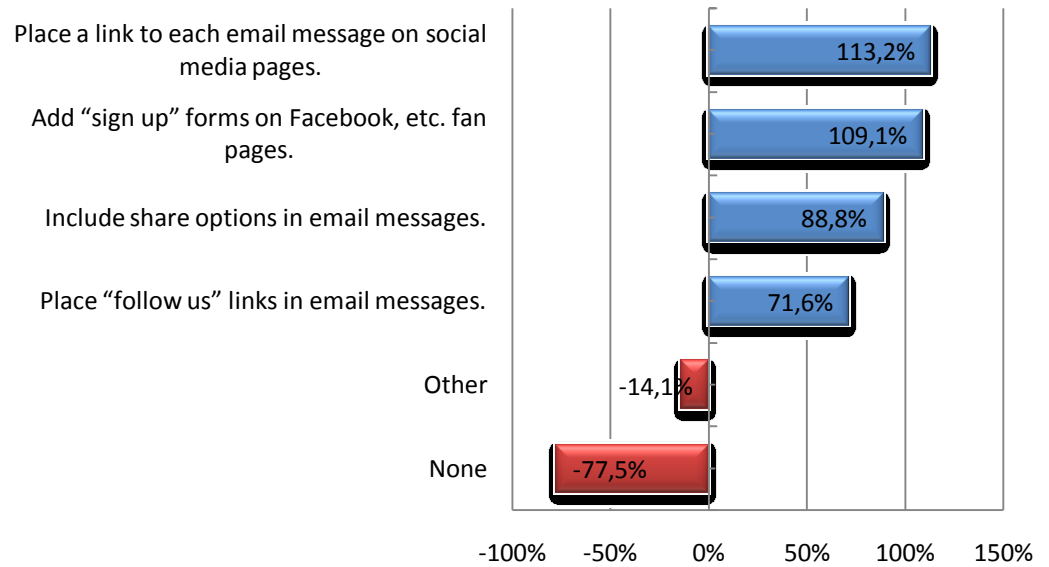
Over 90% of respondents claimed that they planned to integrate social media into their email campaigns in this year. The most popular use of social media integration tools in 2010 will be adding sign-up forms on Facebook and other social media sites. Nearly 65% of marketers surveyed hope to gain new subscribers via social media subscription forms.

**Percentage of email marketers who used or plan to use the following social media integration tools.**



All social media integration tools are going to show huge increases in usage in 2010. Placing links to new messages on social media pages will increase by 113.2%. And nearly 90% of marketers intend to add “share” options to their email messages.

**Percentage increase or decrease of planned social media integration tool usage for 2010 compared to 2009 usage.**



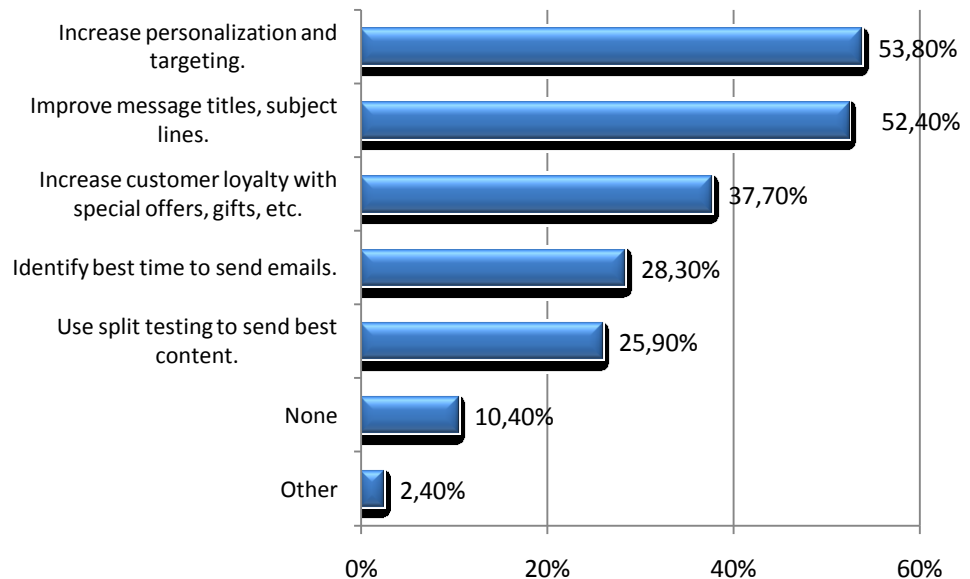
## Combating Inbox Clutter

Inbox clutter has become a serious problem for email marketers, so we asked our customers how they plan to combat it in the coming year.

### 7. What email activities are you implementing to reduce the effects of inbox clutter?

Over half, or 53.80% of SMB respondents, said they intend to focus on personalization and targeting in 2010. They will also try to improve message titles and subject lines (52.40%), and be more engaging and interesting to subscribers. Surprisingly, only one of every 4 marketers believes that split testing can improve the response rates of their emails among the hundreds of other messages in subscriber inboxes.

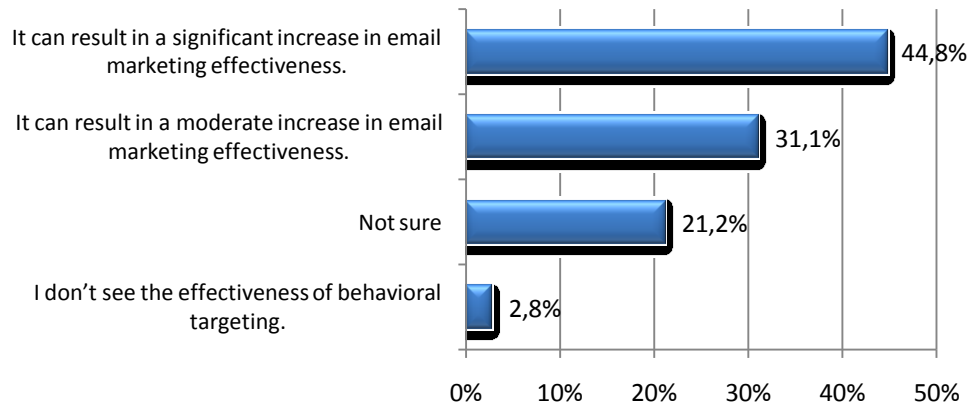
**What email activities are you implementing to reduce the effects of inbox clutter?**



**8. Do you think behavioral targeting (sending messages based on subscribers' open, click, etc. behaviors) can increase email marketing effectiveness?**

We are observing a growing trend in segmenting or targeting email messages based on open and click behaviors. Nearly 75% of marketers claim that behavioral targeting can result in significant or moderate increases in email marketing effectiveness. Only 2.8% did not consider behavioral targeting an effective practice.

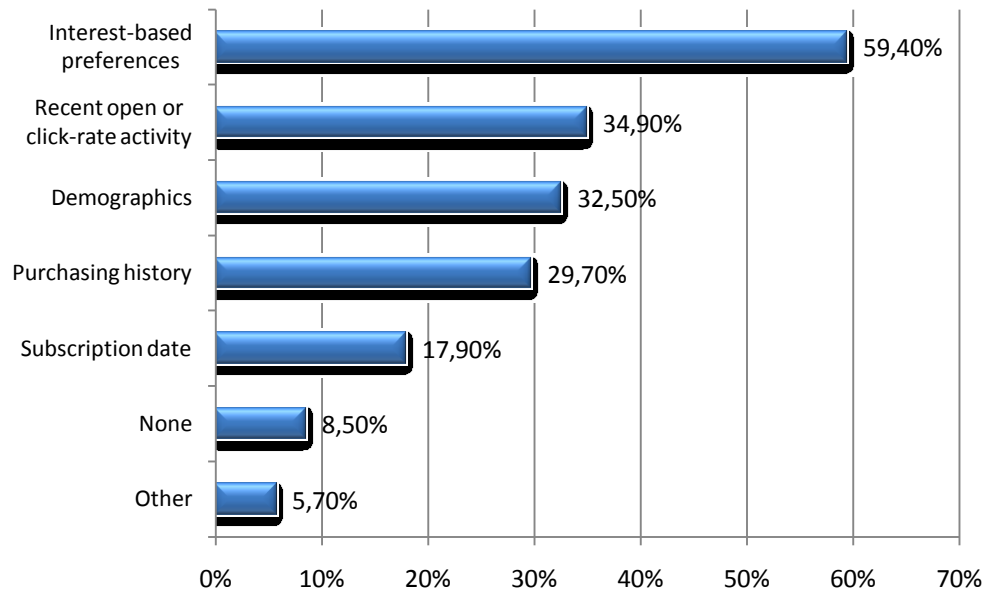
**Do you think behavioral targeting (sending messages based on subscribers' open, click, etc. behaviors) can increase email marketing effectiveness?**



## 9. Which of segmentation techniques do you plan to implement in upcoming email marketing campaigns?

Our customers believe that targeting messages based on a combination of customer preferences and previous behaviors is the most powerful technique in terms of improving email relevancy. “Getting personal” based on these two factors is more effective than demographics, purchasing history, or subscription date segmentation.

Which of following segmentation techniques do you plan to implement in upcoming email marketing campaigns?



## Survey Methodology

The GetResponse “2010 Email Marketing Trends” survey was conducted online from January 27 to February 5, 2010. The survey was taken by over 200 SMB email marketers spanning a wide range of industries and 5 continents.

## About GetResponse

GetResponse is an easy-to-use email marketing platform designed to increase email marketing ROI faster than any other medium for SOHO and SMB marketers. It is the first SOHO/SMB email marketing solution to offer audio and video recording, storage and delivery, Twitter integration, and an iPhone® application. The solution includes email analytics, unlimited follow-up messages, 300+ HTML templates, online surveys, and professional-level training and support. Launched in 1998, GetResponse has grown to over 110,000 active users from 172 countries, delivering 5 billion permission-based emails per year.