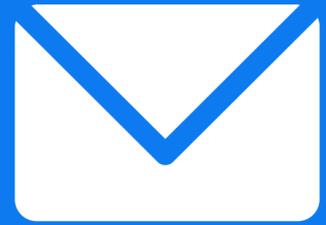


Millennial Marketing in a Digital Age



**Email Marketing:
Why It's Important
&
Strategies Worth
Implementing**

by Sydney Umeri

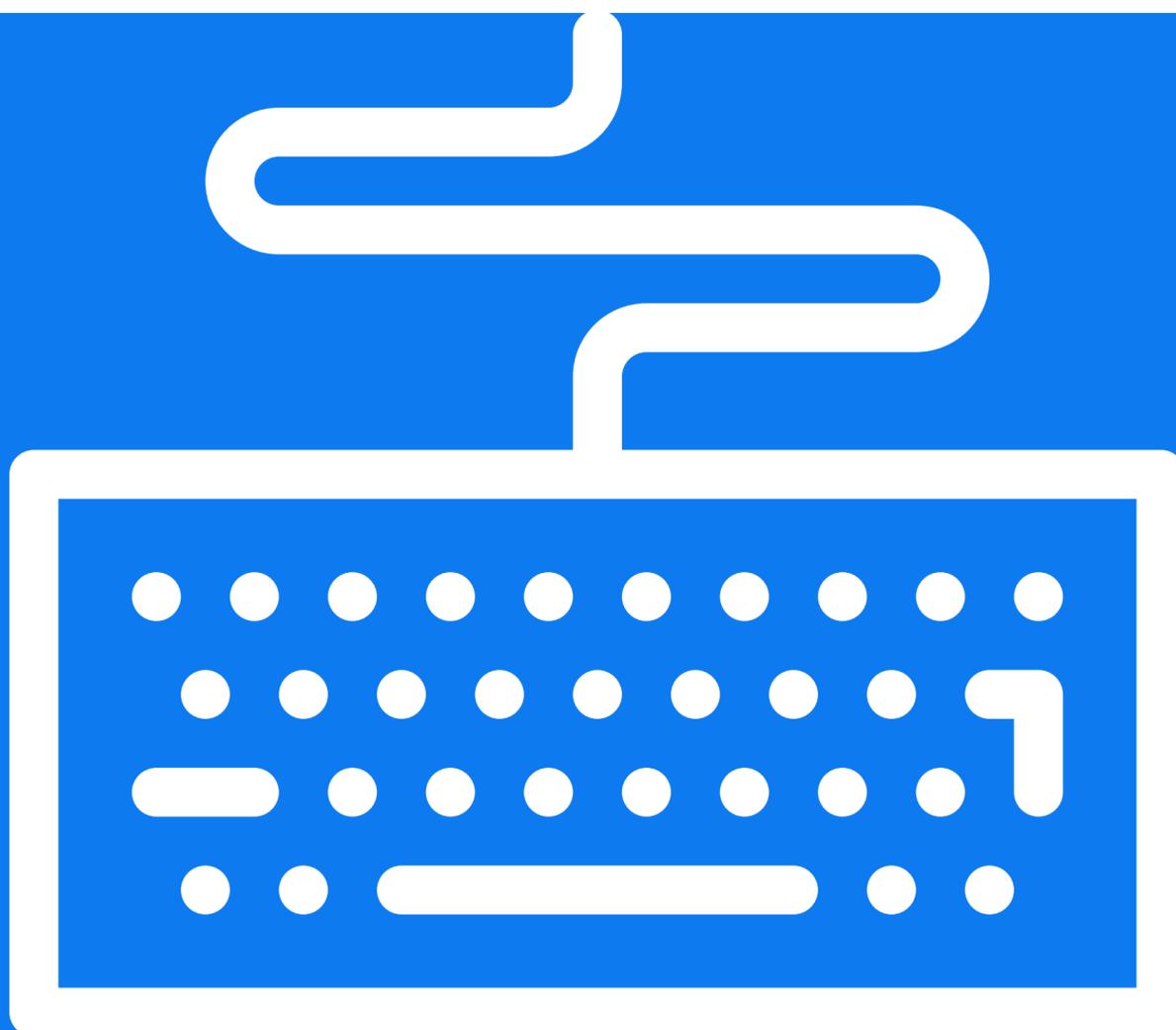
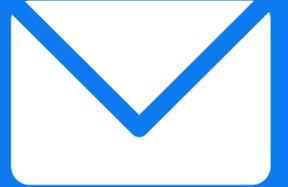


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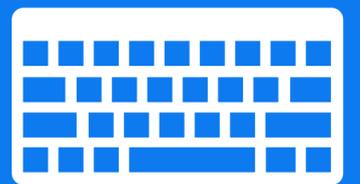
4 Reasons Email Marketing Isn't Dead

1) There are 3.2 billion email accounts and that number is growing every year. That's bigger than all other social media combined.



2) 61% of people prefer email which is a 21% year-over-year rise.

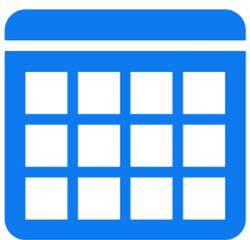
3) Email is the one place companies intersect with people's personal lives. Your email can sit next to pictures sent from loved ones, e-wedding invites, etc.



4) People check it more than once a day.

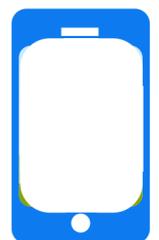
4 Practices for Better Email Marketing

1) Make campaign messages decipherable within 8 seconds of opening the email.



2) Sunday at 7 pm local is the best time to send emails.

3) Avoid column templates because most emails are opened up on smaller screens (i.e. mobile devices).



4) Placing interactive content (i.e., a gif, video, etc.) at the fold of the email increases the time spent viewing the email and the click rate.

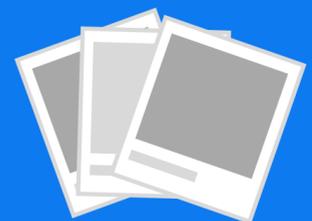
4 Email Marketing Strategies

1) Automate your emails. Creating a "welcome rollout" set of emails that can tell people about you and your brand as soon as they subscribe. This decreases the unsubscription rate.



2) Emojis work but don't overdo it. Also, punctuation such as "... " and "!!!" works as well, but again, don't overuse it.

3) Rely on strong visual content. While text is important, pictures, videos, etc. hold people's attention longer.



4) Segment your email lists for best results. Not all of your subscribers will be interested in the same content. Minimize unsubscriptions by catering your content to them.

If you found this ebook helpful and are interested in getting more email marketing tips for your business, or a digital marketing and social media strategic plan catered to your company, sign up here, or reach out to Sydney Umeri (sydumeri@gmail.com), a Digital Marketing Consultant.