

Your Guide to Email Marketing in 2022

Powerful strategies to make email marketing the most powerful tool for your brand in 2022 and beyond



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9 Fundamentals You Need to Know About Email Marketing

Let's start with the fundamentals. Email marketing is governed by a set of iron-clad “best practices” that range from when you should send your email content to who you should send it to.

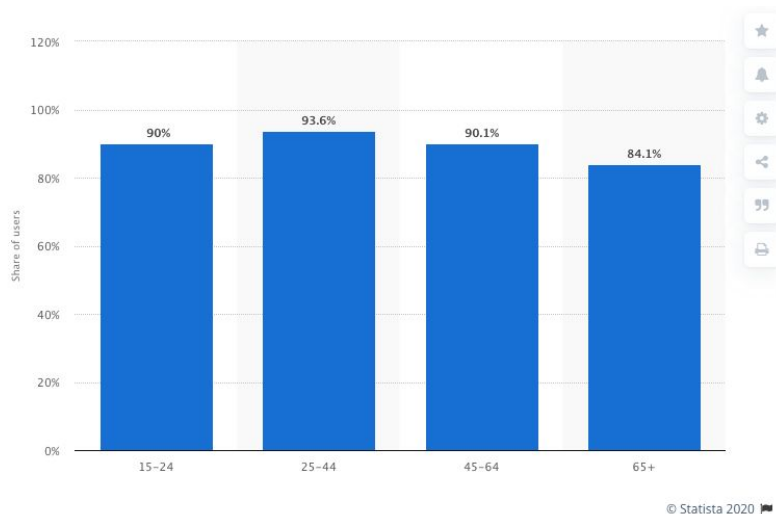
While these email best practices are often accepted at face value as hard rules, few marketers question their relevance in 2020 – or question whether certain common practices apply to their industry.

Check out the top trends and ideas about email marketing that we discuss below. This data is valuable and well-researched, but the information also tells a deeper story about email marketing and provides insight that you can apply to your brand.

1 Email is Not “Dying”

Email has moved beyond a marketing trend and has become a part of life – a utility akin to water or electricity. One of the main reasons “gurus” claim that email is a dying marketing tool is because they look at how young people communicate online. Teens and young adults often communicate via social media and chat apps, not email.

However, just because the average high school student isn't drafting an email to chat with friends doesn't mean this form of communication isn't valuable in our day-to-day lives – or to your business.



[Stasista](#) shared just how universal email marketing is by breaking down email usage in 2019 by age group. (It's important to note that these stats are *pre-pandemic*.) Ninety percent of people ages 15-24 use email to communicate, along with 93% of 25-44 year olds.



② B2B Has the Upside

It's a complete misnomer that the younger generations are responsible for the decrease in the popularity of email marketing. Marketers often assume that email isn't "fun" or "cool" and instead invest in influencer promotions and other social media options.

However, teens and B2C brands aren't the ones driving down email use. It's actually the B2B brands – companies that could significantly benefit from in-depth email communication – that aren't using this advertising channel.

According to **Super Office's** State of B2B Email Marketing, which surveyed 4,494 email campaigns, 59% of B2B brands don't use email marketing. The B2B brands that do only send out an average of one email marketing link once every 25 days.

When asked why B2B brands don't use email marketing – or only send out monthly updates, they cite their customer sales funnels. As the Super Office team reports:

"Compared to more traditional consumer-facing marketing, B2B customers tend to have different buying motivations and the sales cycles can often take several months (or sometimes even years)."

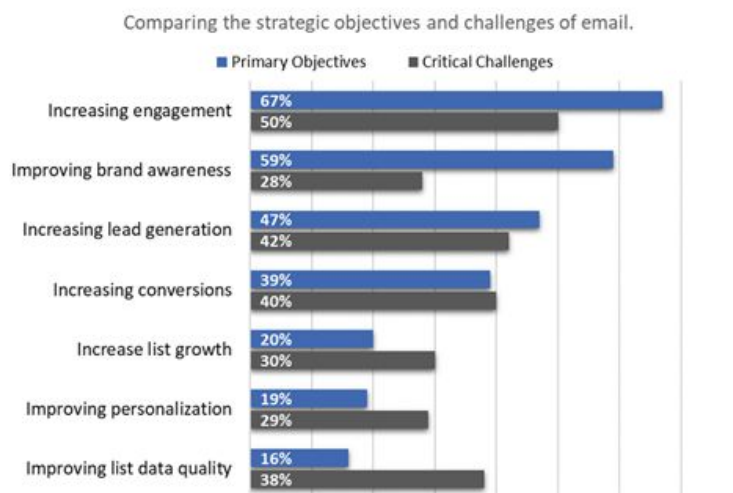
Whereas a clothing brand can get away with sending daily promotional emails because of their short sales cycles, some B2B brands require months of meetings and contract negotiations to close a deal. However, this doesn't mean that these more complex brands can't use email as a marketing tool. Email content can still serve as a valuable traffic driver (which can in-turn boost your SEO) and can continue to position your brand as a thought-leader in your industry. The results rely on your content just as much as your overall frequency.



3 Email Serves Top-Funnel

Marketers chase social media trends because of the chance for increased “exposure.” They tend to lean on their social marketing efforts as a way to reach new people and improve their top-funnel marketing strategy. However, studies have found that email marketing is also used as a top-funnel strategy.

According to **Convince and Convert’s** 2019 state of email marketing report, the primary objective of email marketing is to increase engagement (67%) and increase awareness (59%). Lead generation and conversion rate improvements trickled in underneath. This data shows how brands use email as an exposure lever and where people find value for it in their sales funnel.



Via Convince & Convert

Now, it’s definitely worth digging a little deeper into these insights to see whether or not you should be using email marketing for top-funnel efforts.

Gerry Murray of IDC Research has found that most B2B companies spend 50% of their budgets (or more) on top-funnel awareness-focused efforts. They’re so focused on gaining exposure and getting people excited about their brands that they don’t have a full-fledged marketing process in place to move leads down into the middle of the funnel to convert. Murray expects to see a shift where brands change their investment to focus on lower-funnel efforts in order to better connect with customers. This is where email can really help.

While email can be an awareness and engagement driver, you can also use your existing email infrastructure to flesh out your mid-level marketing tactics. Your brand can segment more advanced customers and create targeted messages that drive interested parties into the bottom of the funnel.



④ Email Will Likely Be Your Highest ROI Channel

One of the main reasons why email marketing continues to be a resilient form of advertising – even for brands that specifically market to younger generations – is because of its exceptional ROI. It's estimated that for every dollar you spend on email marketing, you can expect to get \$44 back in return.

Not only does email marketing have an impressive ROI, but it's also fairly inexpensive for most brands. According to **WebFX**, the average mid-size business will spend up to 20% of their total marketing budget to email and recommend a target spend of 16% to maximize results.

Now, every business has different factors that impact the cost of their email marketing efforts. The size of your email list, your industry, your average ticket and target audience all dictate what levels of engagement and sales you can drive from your email efforts.

However, the data cited by **WebFX** isn't an anomaly. Several studies have confirmed that most marketers can spend pennies per email and drive a large ROI for their efforts.

