

Six Email Marketing Trends You Should Be Following

As we move through 2019, [email marketing](#) continues to evolve. This year look for old-school tactics combined with new digital techniques to up your email marketing game. Here are six email marketing ideas to keep your audience interested and engaged.

Design

Traditionally, marketers have paid some attention to things like headers and images, but the bulk effort has gone toward developing good copy. Times are changing and content alone isn't going to swing it. These days, effective campaigns are as much about the visuals as the words. Start adding design elements such as icons, illustrations and colored buttons to your emails and you should notice increased engagement by your readers: more opens, more clicks and more traffic to your website.

Video Content

[Video content](#) is expected to make up 80 percent of all internet traffic by the end of 2019. Audiences say they are more likely to retain marketing messages that are delivered via video and 54 percent of consumers want to see more [video content from brands](#). Combine all that with the fact that email platforms are making it easier to deliver visual pieces in campaigns, and this should be the year that you start experimenting with video elements in your email marketing efforts as well.

Personalization

Personalized communication increases engagement, client satisfaction and retention. One-to-one customization transforms the relationship between your brand and subscriber by ensuring that your emails don't read like spam. It is so easy nowadays to personalize your emails with a recipient's first and/or last name. Not only does it help improve open rates, it can also prevent your messages from heading to the junk mailbox. You can also send [targeted emails to subgroups](#) based upon the data you capture from browsing, email preferences, and open and click rates.

Artificial Intelligence

Why are email marketing platforms expected to become more sophisticated in 2019? Largely because of artificial intelligence (AI). For email specifically, AI can already help you develop effective content ([topics, subject lines, etc.](#)), optimize send times/frequency and predict audience actions. AI-powered systems now make it possible to set up automated or drip campaigns that are driven by audience data. The technology uses



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interests and browsing behaviors to organize automated campaigns that are designed to nurture your leads. AI can also help you determine what kind of content and images are going to be most effective to achieve the highest engagement and conversion metrics.

Interactive Content

Interactive content includes anything that your audience can click on, swipe, hover or engage with. According to [Martech Advisor](#), interactive email content increases the click-to-open rate by 73% and adding videos to your email content can boost click rates up to 300%. Here are a few ways interactive content can be included in your e-marketing campaigns.

- **Infographics:** This is one of the most shareable forms of content. On average, companies that use infographics have [12% traffic growth](#) over those that don't.
- **Surveys/Polls/Quizzes:** These are a great tool to gain insight into your subscribers (which then feeds into your ability to increase personalization.) If you decide to go this route, be sure to tailor your questions to your audience, make them simple, and offer value in return for participation.
- **Images or Custom Font:** Simple things like using an animated GIF, unique background image, or interesting font can spice up your email enough to engage your audience and increase traffic back to your site. [Studies](#) show images alone can boost traffic by 94%.
- **Video:** see #2 above.

Privacy Regulations

The rise of artificial intelligence has created a corresponding increase in privacy concerns. The biggest email story of the past year was the EU's [GDPR](#) law going into effect. The regulations adopted by the EU put strict controls in place for how marketers can collect and use data and gave consumers much more control over how their personal information is collected and stored. Canada also has a very strict anti-spam law and when the [California Consumer Privacy Act](#) goes into effect in 2020, U.S. email marketing will be further affected. This all means that as you acquire more detailed information about your audience, it is imperative to follow regulations.

The first email was sent in 1971. Since then, email marketing has exploded, and how email campaigns are developed and refined continues to evolve. [If you want your email marketing to be effective](#), you have to keep up with the times.

Want to learn more about how email marketing can help your firm? Contact me at jfaivre@jaffepr.com.