



EMAIL MARKETING IS NOT DEAD

"Email Acquisition is like cutting hair, must happen regularly, can be done well, but one bad experience can scar forever." -- David Baker

The debate over whether email marketing is dead or not has been going on for quite some time now. We, at IPS, think that email is alive and well in 2017. However, we cannot deny the fact that email marketing keeps evolving with new advancements each year to keep its relevance and continue to provide many benefits to marketers. If you have been sending marketing emails within your business, we want to share some highlights of why we still see this tool as a valuable one.

1. Automated emails

The ability to set scheduled emails is invaluable. Welcome emails when subscribers sign up for your mailing list are one staple example that has been around for some time. Another aspect of automated emails is trigger emails such as cart abandonment emails, a trend that we have seen more and more of. Trigger emails are invaluable for increasing revenue for your businesses. Automated emails that are primarily targeting a user based on their particular scenario are indeed more successful in generating profits when compared with any mass emails that you send out.

2. Integration of email with other platforms

Integrating the email marketing experience into other channels is paramount. Being able to view the customer journey and integrate as many of its steps to get a single view of the customer allows many opportunities for targeted marketing. This is a complicated and technology-intensive process, but those who get it right will be able to reap many benefits in the form of increased engagement and revenue.

3. Video in email

Video in email is the most exciting advancement in email. Being able to deliver engaging and interactive content without having to click out of the email window will play a significant role in increased email engagement. Also, the support for video in email has been growing with the introduction of HTML5, and even though not all email clients support HTML5 as of yet, the upward trend is there, and we

are excited to see more of video within email.

4. Interactive emails

While video in email is one form of interactivity, this is an even more interesting feature that we think has a lot of potential for making email marketing a stronger tool in the marketer's toolbox. Interaction within email lowers or prevents attrition by allowing a user to integrate and access different menus and sub-options within the email window. This marries the experience of a landing page with email and is fascinating as it can provide navigation, quizzes, image sliders, search functionality and more.



5. Email marketing encryption

The security of email has been somewhat of an Achilles heel for email marketing. The more involved email marketing becomes with handling greater levels of personalization and much customer information and being powered by various devices and Internet of Things, the greater the need to secure that data will be. Google is pioneering that increased security through their Gmail lock icon similar to the padlock shown in browsers to indicate that information has been exchanged via a secure layer. We are hoping this will become a standard in the years to come.

WORKPLACE ETIQUETTE

Workplace etiquette is indeed based on many unwritten rules that all of us are expected to know, but as it goes with many things, it never hurts to be reminded of the fundamentals every once in a while. In the list below, we did exactly that. Use the following 7 tips to contribute positive habits to your work environment:

1. Attitude is everything.

Maintain a good attitude at work regardless of circumstances. This will ensure you come across as an approachable colleague at all times, letting coworkers know that you have things under control.

2. Be aware of your non-verbal communication.

Eye contact is one of the most important aspects of non-verbal communication. Maintaining good eye contact shows you are listening.

3. Show appreciation.

Everyone likes to be appreciated. Sincerely verbalize and demonstrate “thanks” as often as possible. Do this both publicly and when appropriate, express it in private.

4. Be discreet in meetings.

If your phone starts ringing during a meeting, try to resist the temptation of walking out of the room to take the call, unless, of course, it is a vital matter that cannot wait.

5. Avoid email overuse.

Many workers are guilty of sending one-liner emails. In

place of those one-liners, consider walking over to your co-worker’s desk or giving them a call to avoid taxing valuable e-mail storage space.



6. Always follow up on your emails.

Not returning messages promptly can portray lack of care or tardiness. Whenever possible, try to send a timely response even if it is just a short acknowledgement that you have received the email and that when time allows, you will action on it.

7. Follow and honour the rules.

If your company has a formal code of ethics, try to follow it as closely as possible. This will not only earn you the respect of your coworkers, but this approach will also contribute to a positive work environment built on a sense of equality and fairness.

Created by the IPS Business Owner Success School (BOSS) 



Guarantee your liquidity within 8 business hours