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Digital and Social Media Marketing

BMBM5007

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives



www.uwtsd.ac.uk

Email

- You need a list
 - Most emails don't get read
 - Clear CTA
-
- Transactional Emails
 - Marketing Emails

- Build a list & Make Friends

- <https://www.youtube.com/watch?v=9AwsM4Cuyrw>

Email Continues to Deliver a Strong Return on Investment



For every \$1 you spend
on emails marketing,
you can expect an
average return of

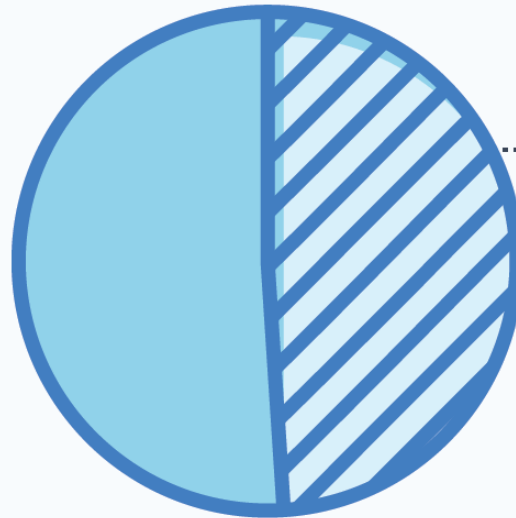
\$42

(DMA, 2019)





You Can Access a Mobile Audience



When it comes
to email marketing,

○ **49%**

of all emails are
opened on
mobile devices

(IBM, 2018)



Customers Like to Hear From You

49%

of consumers said that **they would like to receive promotional emails** from their favorite brands on a weekly basis

(Statista, 2017)





Interactive Emails Are the Way Forward



Adding videos to your
email can increase
click rates by

300%

(Martech Advisor's 2017 data)





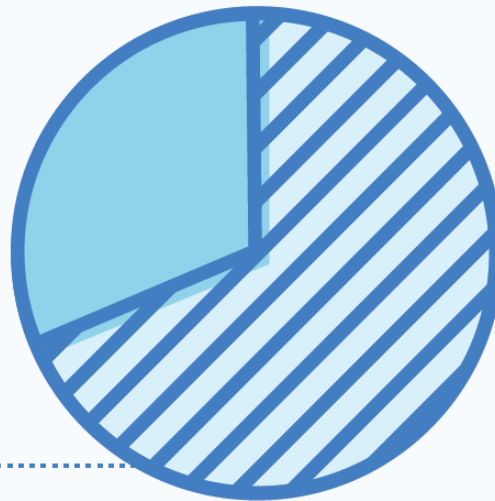
The Power of Abandoned Cart Emails

**Sending 3
abandoned cart
emails** results in

69% ○

more orders than
a single email

(Omnisend, 2018)





Personalization Works Wonders For Email

Emails with **personalized subject lines** generate

50%

higher open rates

(Yes Lifecycle Marketing, 2017)





Email Marketing Helps to Grow Your Business



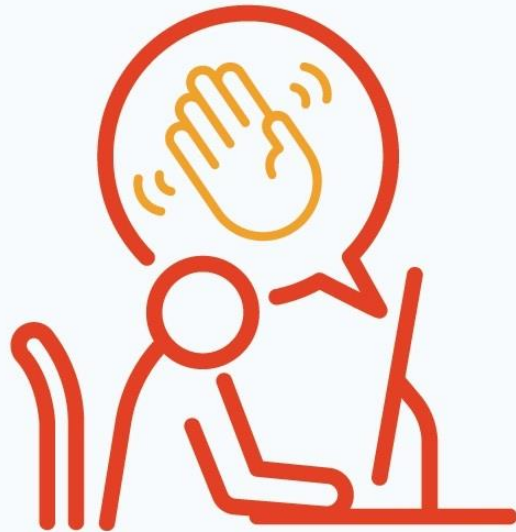
81%

of SMBs still rely on email as their primary customer acquisition channel, and **80% for retention**

(Emarsys, 2018)



Welcome Emails Have Great Potential



On the other hand, the average open rate for a **welcome email** is

82%

(GetResponse, 2017)

Billions of Emails Sent Daily



In 2019 alone,
293.6 billion ○
emails were sent and
received each day.
(Statista, 2020)



This figure is expected to
increase to over
347.3 billion ○
daily emails in 2022.
(Statista, 2020)

