

# Diversity of Email Marketing

According to a recent study by the Direct Marketing Association (DMA), the world of email marketing is far more diverse than expected. The study measured results from marketers, service providers, B2B, B2C, and asked participants to rate their relative level of email marketing expertise : beginner, intermediate, or advanced.

Speaking of the study, “Actionable Insights into E-Mail Marketing,” a senior researcher at DMA is quoted as saying “We were surprised to see so much variance in a channel like e-mail that has been around for so long.”

The study highlighted frequency as a growing trend. Email marketers are sending communications with more frequency than in 2006 (and that figure was up significantly on 2005’s). It seems around 75% of email campaigns are aimed specifically at customer retention whilst the remaining 25% target prospective customers.

Popular email newsletter material includes company announcements (68%), company newsletters (65%), and discounts or special offers (63%).

Peter Johnson, VP of research and marketing intelligence at the DMA says : “Agencies, Internet service providers and e-mail services providers rate deliverability as the biggest challenge, while marketers rate integration of e-mail into a bigger marketing campaign as the biggest challenge.”

**B2C companies are more aggressive with their email marketing campaigns than their B2B cousins, choosing to allocate 11% of their total 2007 marketing budget to email marketing compared to 6.5% from the B2B sector.**



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