

# Email Marketing as Strong as Ever

According to a recent study email usage is almost at saturation point, with 97% of consumers using email regularly. With 94% of marketers using email, it's no surprise that email marketing is at its strongest – and looks set to continue.



The report conducted by Forrester Research Inc. (entitled 'Email Marketing Comes of Age') compared the effectiveness of email and direct mail marketing. It seems email users tend to spend more online, act more on impulse, and don't mind paying extra for the convenience of shopping online. Plus they make great sales people – often referring business as a result of recommendation or forwarding marketing emails to others.

The report confirms that, although direct mail is still a powerful marketing tool, email marketing is seen as the way forward by most marketers. Online shoppers tend to purchase 138% more than those who do not buy through email. Average email click-through rates have actually levelled off during the past few years, hovering around the 5% mark. Good news for email marketers as it suggests the market remains steady, with a constant flow of 'ready to buy' consumers.

So what are the anticipated trends for 2007? Industry experts believe email marketing strategies and analysis will need to grow more sophisticated in order to respond more accurately to consumer behaviour. This in turn will improve response rates and encourage conversion.

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