

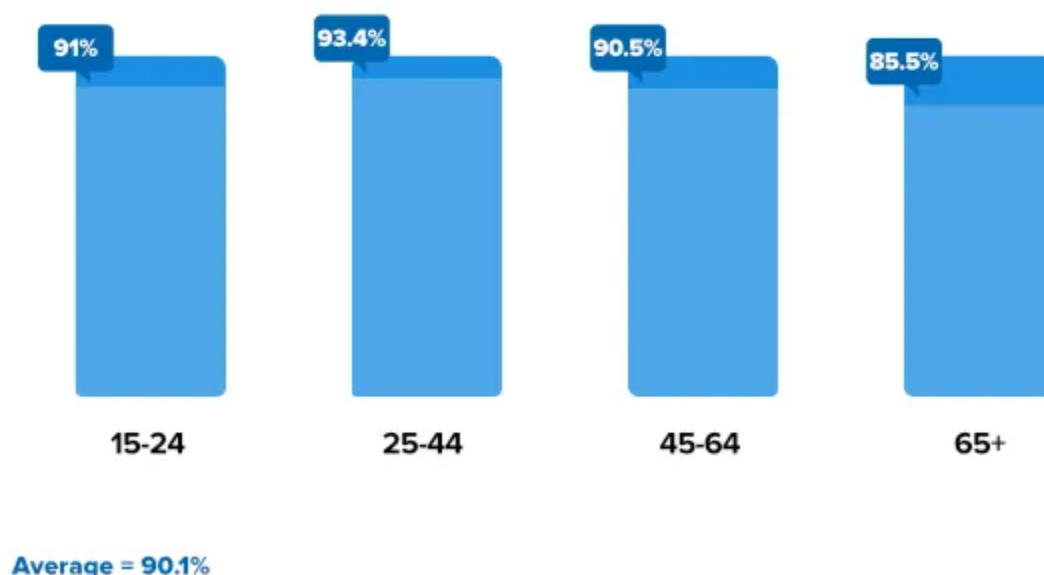
Is Email Marketing Dead? Get to know Everything!

Marketers use email marketing to cultivate prospects and influence buying choices. If done correctly, it may increase client retention and engagement.

But, you might hear that “**Email marketing is dead**,” and it is no more. But do you think email marketing can be dead now or in the future? Absolutely not!

Let's take a solid example! When you wake up, **what's the first thing you do?** I usually check my emails, and you also probably do it every day. [In the U.S., around 90%](#) of teens over 15 used to check their emails daily. So, how can we say that email marketing is dead?

Email Usage in the U.S. By Age



Source: Convertrank

Now, let's take it deeper! To get to know more about Email marketing and is it dead, keep reading this super-informative Blogspot until last.

Email Marketing Statistics:

Merits and statistics are the best way to measure insights when comparing anything. Some marketers claim that email marketing is doomed; others believe in its value. A review of the most recent email marketing data might shed light on the discussion. Let's dive in!

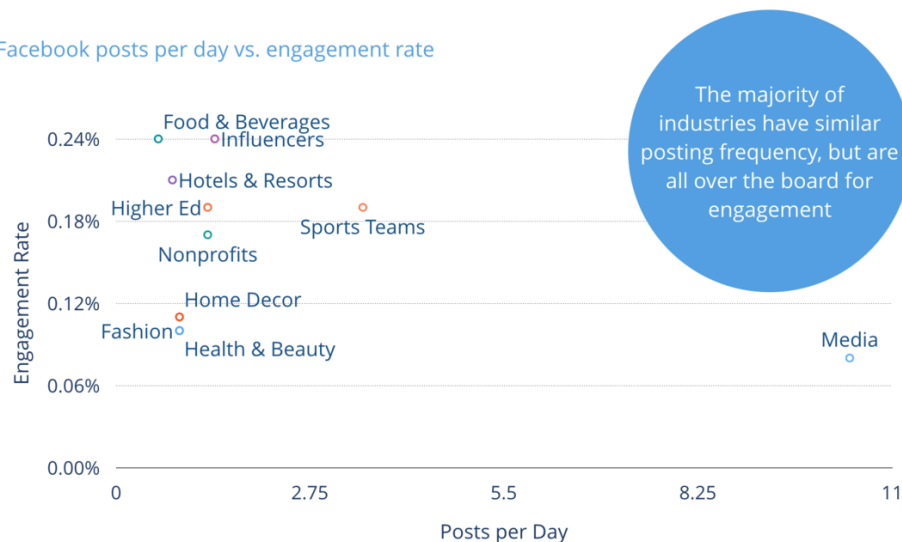
Engagement:

Since the emergence of social networking platforms, our original question has grown more relevant. Most of your potential and present clients are already active on social media. Unfortunately, this frequently causes companies to assume that **Twitter, Facebook, Instagram**, and other social media platforms are the only ways to communicate with their target audience.

The engagement levels on these sites, on the other hand, paint a different narrative. According to Rival I.Q., the typical engagement rate per Facebook post in 2018 was only [0.16 percent](#). On Twitter and Instagram, the median engagement rate per post is 1.73 percent and 0.046 percent, respectively.

FACEBOOK POSTS VS. ENGAGEMENT

Facebook posts per day vs. engagement rate



Source: RivalIQ

Given the vast number of Facebook users, this is disheartening. However, the gap is partly due to changes in social media networks' algorithms, which have limited the organic reach of your content.

It's an attempt to get more companies to pay for social media marketing. However, this shows that email marketing has a much greater probability of capturing your audience's attention.

ROI:



Source: Pexel

The return on investment is one of the most **critical indicators of a marketing campaign's success**. Unfortunately, you may need to spend money on appropriate tools regarding email marketing. Given the vast number of Facebook users, this is disheartening. The gap is partly due to changes in social media networks' algorithms, which have limited the organic reach of your content.

It's an attempt to get more companies to pay for social media marketing. This shows that email marketing has a much greater probability of capturing your viewer's attention. You

may also need to pay individuals to develop appealing newsletters and publish top-quality content.

According to a recent survey, email marketing generates [a revenue of 4400%](#). This frequently leads to whether email marketing successfully raises revenue and drives leads. Otherwise, any monetary or time commitment may not be worthwhile. To put it another way, the email marketing ROI is a critical metric for measuring the efficacy of your marketing approach.

Ownership:

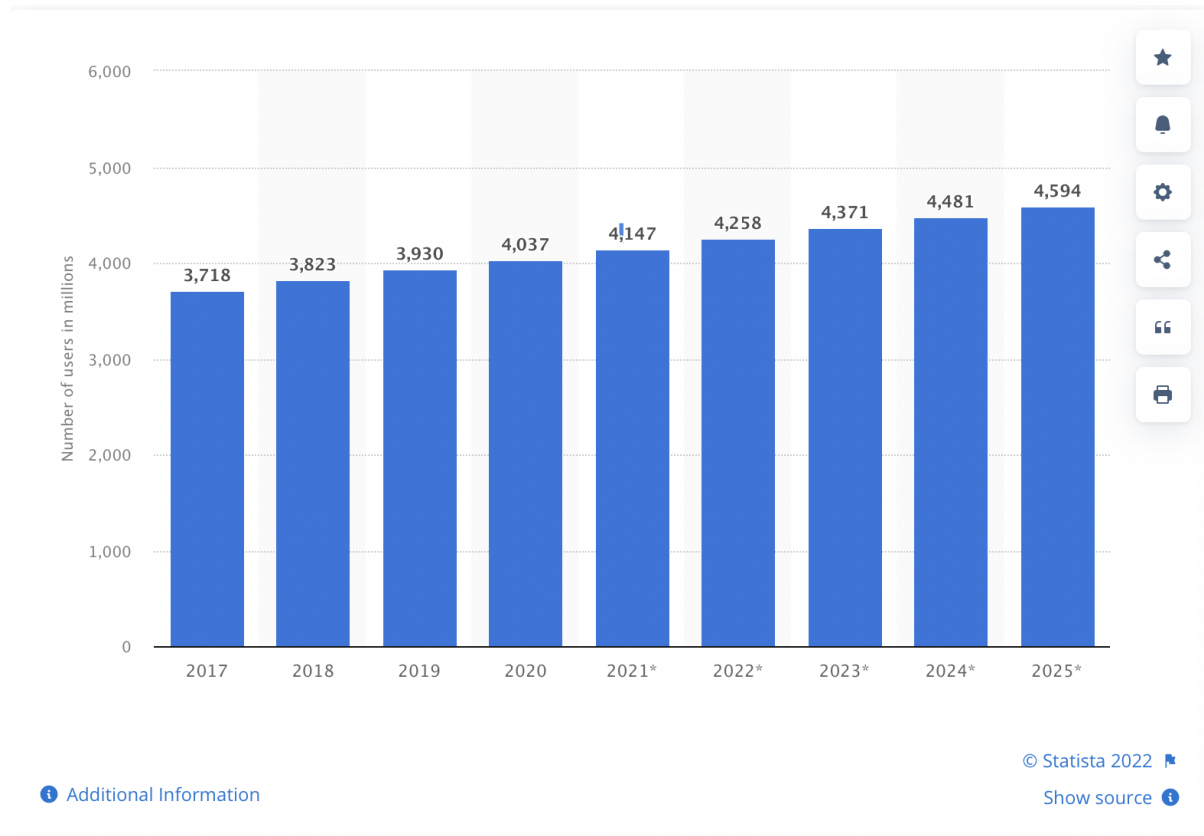
One of the essential advantages of email marketing is total control over your subscribers. Those customers can't be picked away from you, regardless of the email marketing platform.

Your lists cannot be **deleted** or **blocked** by email marketing platforms. But on the other hand, you don't have any influence over your social media profiles.

Platforms like Facebook can temporarily or permanently suspend your account. If this happens, you can restrict access to all followers you've amassed over time. On the other hand, the ownership argument only arises when you post emails to customers who have explicitly permitted you.

Reach:

In 2018, the overall number of email subscribers worldwide surpassed [3.8 billion](#), according to Statista. This figure is higher than the global amount of social media users. Furthermore, by 2023, the amount is predicted to reach 4.4 billion.



Source: Statista

In contrast, **in 2018**, the total amount of emails produced and received was above 280 billion every day. By **2023**, this figure is expected to reach 347 billion. These data show that email marketing can get a large number of people.

Furthermore, despite the advent of social messaging applications, most millennials still favor email as a communication medium. **In 2017**, 91 percent of 15 to 24-year-old web users in the United States utilized email.

This data shows that marketing emails are still a common approach of contact for internet users worldwide. As a result, email marketing cannot be dismissed as an outmoded or irrelevant strategy. The trick in this multitude of email subscribers is to focus on the appropriate section.

B2B Opportunities:



Source: Pexels

One of the main advantages of email marketing is that it gives B2-B marketers flexibility. For example, social networks or influencer marketing may reach out to individual customers.

However, employing such strategies to create B2B connections is typically challenging. On the other hand, Email marketing is a goldmine of B2B marketing options. Most firms' senior decision-makers would like to know about a startup entity and its offers via email.

This kind of interaction is more trustworthy and reliable. As per the Content Marketing Institute, [93% of B2B marketers](#) utilize email to distribute their content. Furthermore, **40%** believe that email newsletters are critical to their online marketing strategy's success.

Email marketing from Consumer's perspective:

With the popularity of messaging programs like Facebook and Whatsapp, you might be wondering if emails are still relevant. However, as previously said, there is some positive news. Email is still the favored method of communication, according to studies.

This is particularly true when customers are looking for brand-specific information. They'd prefer to read extensive automated emails on a new product than receive irritating text messages about it on their phones. Emails are equally as prevalent among millennials who are tech-savvy.

According to Sale Cycle, [59% of customers](#) say that marketing emails affect their purchasing decisions. You should present them with the correct offers and speak to them in a tone that they understand. Individualized subject lines are more likely to attract their interest.

How often do you buy products and services from marketing/advertising emails?



Source: Sales Cycle

Email is not a bother from the user's perspective. Instead, it is a favored method of communicating with people and receiving new information from companies. Email marketing isn't going to fade anytime soon. Subscribers are more inclined to look forward to your emails if you receive quality material and offer from your company.

Intelligent personalization that extends beyond merely utilizing subscribers' first names is one method to ensure that your email isn't on the hit list. Even if you've never used personalization before, learn how to utilize Smart Tags to make your advertising campaigns more engaging.

What are the benefits of Email marketing?



Source: Pexels

So, what are some reasons why email marketing is so important for marketers?

Just think of how we claimed that email is still popular among consumers? They use emails to shop and locate offers, it turns out.

According to MarketingSherpa, roughly [60% of customers](#) subscribe to a brand's mailing list to get promotional inboxes and bargains, whereas just 20% follow businesses on social media. Of course, there are many other ways to communicate, yet email has learned to evolve and remain relevant.

One of the most compelling reasons to use email is that social networking sites come and go, and you never truly control your account. Thus your profile might vanish at any time. So it occurred to Felix Baumgartner, a world-famous skydiver with over a million admirers.

Doesn't it lead you to think?

Email marketers' Remarks:

Marketers have a lot of options available for email marketing software. But what are their thoughts on the emails they have sent? It comes out that they, too, are concerned about relevance. **According to the DMA**, only 55% of marketers feel that more than 50% of what they put out is beneficial to their subscribers. That's a significant issue.

What's worse? Only one in seven persons feel that more than a quarter of their emails are valuable. Quality content is a significant challenge for email marketers. Since content is one of the most effective methods to attract and keep customers, researching ways to develop good content should be a top goal for every marketer.

Testing is one of the most acceptable methods to make sure you're meeting expectations every time. You may split test anything, even your content!

The Verdict:

The question "**is email marketing dead?**" has grown increasingly relevant since the development of social media platforms. Finally, after a long debate, it is concluded that email marketing may be said to be alive and well.

Every strategy must evolve, expand, and innovate as the globe and the market change. You are playing poorly if you believe email marketing is dead. It's time to rethink your email marketing approach to assist your company in thriving in the long run.

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