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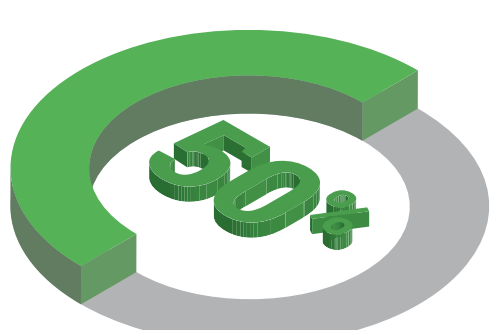
REALLY SURPRISING FACTS

ABOUT MARKETING EMAILS

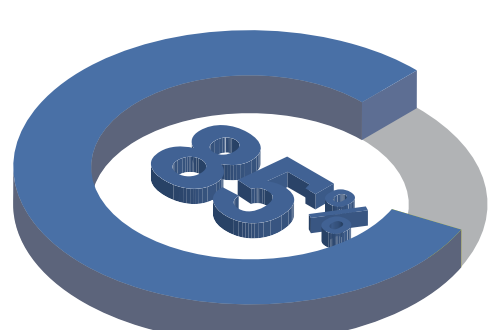
Buying behavior has changed. Customers still need the right information to make a purchase, but they don't always need to talk with a salesperson to get it.



of the B2B sales process happens before a prospect ever talks to a salesperson.¹



of leads may be marketing qualified but aren't ready to buy something from you.²



of B2B transactions will be completed without human intervention by 2020.³

That's why many companies are using email marketing to influence buying decisions and nurture prospects earlier in the marketing funnel – and they're coming face-to-face with five big surprises about running email marketing campaigns within months of implementing a strategy.



1



IT WORKS

Email marketing yields an average 4,300% return on investment for businesses in the United States.⁴

NO PAIN, NO GAIN

Demographic targeting is one of the most popular ways to segment your marketing lists, but targeting by pain points and unmet needs can be highly effective as well.⁵

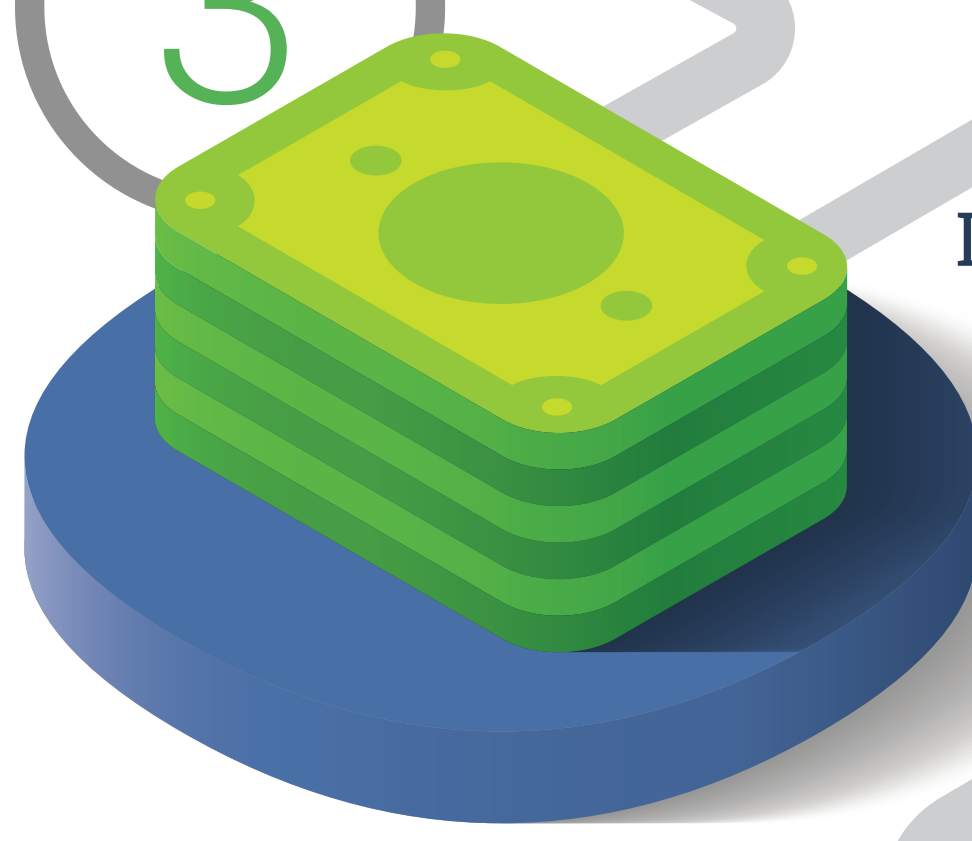
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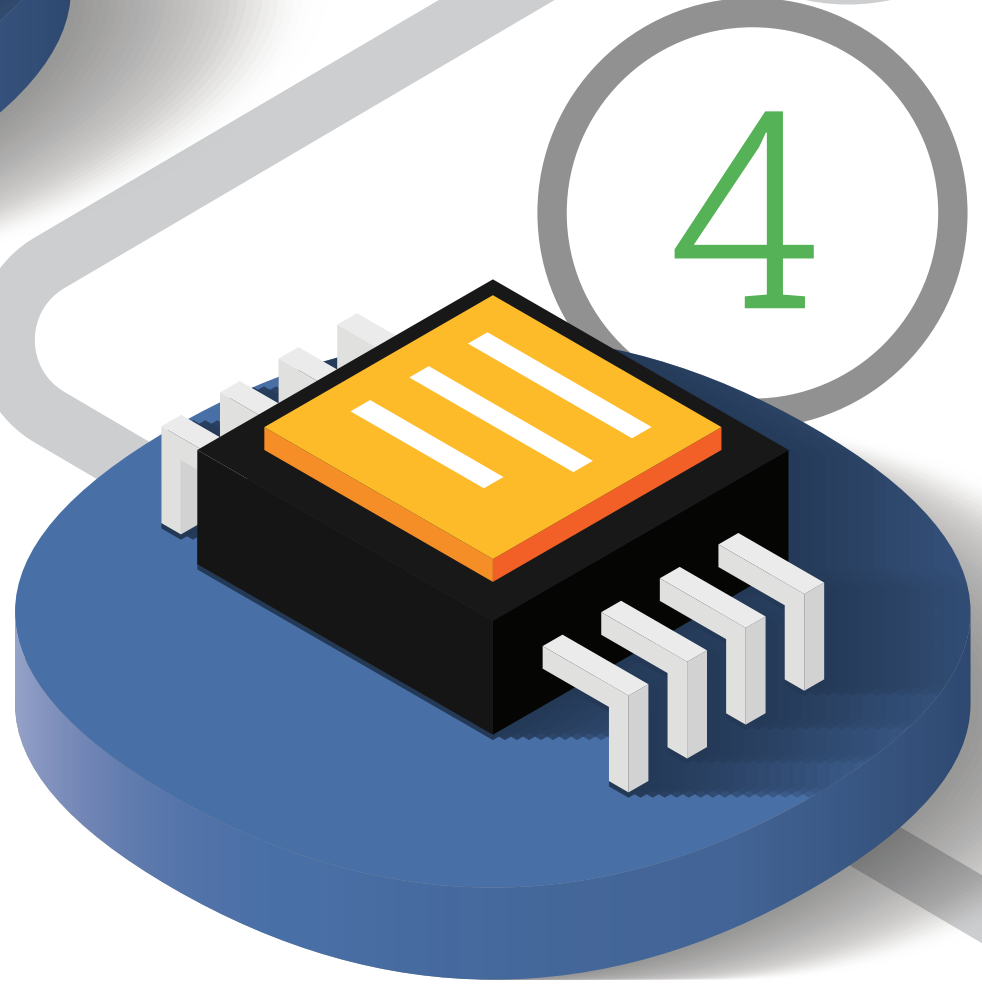
INVESTMENT TREND

86% of businesses are investing in more email marketing.⁶

3



4



TECH IT UP

60% of those companies are spending those dollars on email marketing technology.⁶

5



MOST AREN'T DOING IT RIGHT

Only half of marketers rate their email campaigns successful.⁷



When done right, email marketing offers tremendous advantages to your business. When done wrong, it can be a costly waste of time and budget.

Ready for a second opinion on your email marketing strategy?

Speak to the experts at Access Marketing Company.



720.536.8650 // INFO@ACCESSMARKETINGCOMPANY.COM

¹Corporate Executive Board. ²Gleanster Research. ³Gartner Group. ⁴Direct Marketing Association. ⁵Lyris. ⁶Email on Acid. ⁷Econsultancy.