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Email Marketing: Trust and Purpose Lead to Engagement

77% of consumers reported that they prefer to receive permission-based marketing communications through email – and email was the number source for all age groups
Source: Waldow Social

Email is still the quickest way to reach customers with information. While this is true, customers are usually overwhelmed with their day to day tasks and in order to engage them, you should make sure your messages are trusted, purposeful and relevant.

The process of winning your customer's trust begins when you layout your communication strategy and ends with a critical analysis of each email you send. Knowing your audience and the cycle unto which the information you are sending renews will help you define how frequently messages should be sent. This will vary based upon each situation, however you can establish trust by setting frequency expectations up front and sticking to them.

Each email should leave the customer with a clear understanding of what is in it for them. If you remember that marketing should be about helping your clients meet their needs rather than you meeting yours, the program will be more successful. If each message you send has clear value to your customers it will have relevance and you will keep their trust over time.

Making sure that each message is relevant to each recipient requires knowing who your audience is and what they want from your messages. Relevance comes from better list segmentation and targeted messaging. Consider this:

Segmented email campaigns produce 30% more opens than undifferentiated messages.
Source: Monetate's *Intelligent Email Marketing that Drives Conversions* (2012)

76% of all email marketing revenue came from more advanced practices than generic broadcast email. Source: DMA National Client Email Report (2013)

Simply put, small, segmented sends produce more engagement than large, untargeted sends. Engagement comes from purposeful messaging and leads to long term success from your email marketing campaigns.