



Market Data / Supplier Selection /
Event Presentations / User Experience
Benchmarking / Best Practice /
Template Files / Trends & Innovation



Email Marketing

Business Case

Email Marketing

Business Case



Published 2010

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording or any information storage and retrieval system, without prior permission in writing from the publisher.

Copyright © Econsultancy.com Ltd 2010

Econsultancy London

4th Floor, 91-93 Farringdon Rd
London EC1M 3LN
United Kingdom

Telephone:
+44 (0) 20 7269 1450

<http://econsultancy.com>
help@econsultancy.com

Econsultancy New York

41 East 11th St., 11th Floor
New York, NY 10003
United States

Telephone:
+1 212 699 3626

Contents

1. About Econsultancy	1
1.1. About This Guide.....	1
2. Scope	2
3. What is Email Marketing?	3
3.1. 10 facts about Email Marketing.....	3
4. Why is Email Marketing Important?	4
4.1. Reasons why you need an email marketing strategy	4
5. Market Data	5
5.1. Key findings from the Email Marketing Census	5
6. Email Marketing Trends.....	6
6.1. The key reasons for growth.....	6
7. Summary of Business Benefits	7
8. Costs & Resourcing	8
9. Case Study - Finance.....	10
10. Case Study - Retail	12
11. Case Study - Other	14



1. About Econsultancy

Econsultancy's reports, events, online resources and training help an international community of more than 85,000 digital marketers make better decisions, build business cases, find the best suppliers, look smart in meetings and accelerate their careers.

Econsultancy, which has offices in London and New York, is an [award-winning online publisher of reports](#) covering best practice, user experience benchmarking, market data, trends and innovation, and supplier selection. Econsultancy is an invaluable resource for internet professionals who want practical advice on all aspects of e-business.

Econsultancy also operates a highly popular [training](#) division, used by some of the world's most prominent brands for staff education, both in-house and via public courses. Econsultancy provides training across all areas of digital marketing and at all levels from one-day courses to an MSc in Digital Marketing.

In addition, Econsultancy hosts more than 100 [conferences and events](#) a year, including the Online Marketing Masterclasses, the annual Future of Digital Marketing conference, the Peer Summit, Roundtables, Briefings and a range of social events.

Econsultancy also runs the prestigious [Innovation Awards](#) where pioneering work carried out in the world of digital marketing and e-commerce is judged by an international panel of experts from companies themselves known for innovation.

The [Econsultancy.com](#) site now attracts 175,000 unique users per month where they access research, read the blog and take part in discussions in the forums. And as a portal to the digital marketing community, Econsultancy members can also link up with other members and digital suppliers through the directories, as well as find a new job or new digital talent using the job listings.

Some of Econsultancy's members include: Google, Yahoo, Dell, BBC, BT, Shell, Vodafone, Yell.com, Oxfam, Virgin Atlantic, Barclays, Carphone Warehouse, IPC Media, Deloitte, T-Mobile and Estée Lauder.

[Join Econsultancy](#) today to learn what's happening in digital marketing – and what works. Call us to find out more on +44 (0)20 7269 1450 (London) or +1 212 699 3626 (New York). You can also [contact us online](#).

1.1. About This Guide

This business case will help you evangelise about the business benefits of email marketing. Use it to figure out how to persuade your boss that an investment in email is a smart move.

We don't expect you to know everything about email marketing, and anything you do know is a bonus. But what's important here is that **you know** that email matters. And now you need to educate the boss.

This guide provides you with a framework for an internal presentation / argument for an email marketing budget. It contains lots of key facts and figures that will help you make a solid case for investment.



2. Scope

We have purposefully limited the scope of this report in order to focus on **Winning The Budget**. Accordingly, it will not explain the ins and outs of email marketing in minute detail.

In simple terms, this guide will focus on the practice of sending communications such as newsletters and product offers via email. **Companion guides** are also available for other areas of internet marketing, such as paid search, search engine optimisation and affiliate marketing.

What to expect from this guide:

- We'll start off by providing you with a brief overview of email marketing.
- Then, we'll get into why email marketing is so important for businesses of all shapes and sizes, backing up our view with market data and other research.
- After that we will take a look at some recent trends in email marketing.
- Once we've set the scene we'll provide you with a list of business benefits. Then we'll let you know what to expect in terms of costs and resourcing.
- And finally, we'll look at a few case studies, by sector.

Further Reading

Email Marketing Census 2009

<http://econsultancy.com/reports/email-census>

Email Marketing Platforms Buyer's Guide

<http://econsultancy.com/reports/email-marketing-buyers-guide>

Email Marketing Request for Proposal (RFP)

<http://econsultancy.com/reports/email-marketing-request-for-proposal-rfp>



3. What is Email Marketing?

We explain this in far greater detail in our other reports but for now let's distill this into the most important points...

3.1. 10 facts about Email Marketing

1. If done correctly, email marketing can be a highly cost-effective way to generate new revenues and repeat business.
2. Your email marketing campaigns can be performed through a fully-managed or hosted service, and/or through an in-house system. This is a play-off between cost, scalability and control.

4. Why is Email Marketing Important?

Email marketing can help you achieve a range of online marketing objectives, ranging from tangible revenue increases through new and repeat sales, to 'softer' benefits such as improved branding.

It is best used in tandem with other forms of online marketing, so how you split your budget is something you'll need to plan carefully – there is a balance to be found.

4.1 Reasons why you need an email marketing strategy

1. **Email can help you achieve your business goals**
Want more customers? More leads? More sales? E-commerce is booming and a well-planned email marketing campaign can generate high response rates, allow you to get the word out about offers and discounts, and create opportunities to cross-sell and up-sell. The measurability of the medium means that those benefits can be demonstrated in tangible terms.
2. **Brand awareness and credibility**
Creative email campaigns can help you engage your customers in an informative and entertaining way – but always follow guidelines and don't overdo it.

5. Market Data

The following data comes from our 2009 [Email Marketing Industry Census](#) (sponsored by Adestra), conducted with more than 500 companies and agencies about their email marketing activities.

5.1 Key findings from the Email Marketing Census

- The vast majority of respondents (78%) rate email as 'excellent' or 'good' for ROI, higher than for any other digital marketing channel.
- Significantly fewer marketers than in 2008 say that the lack of skills and training is a barrier to effective email marketing.
- Companies are now also less likely to use a *mixture of different approaches* than they were in 2008 or 2007, although nearly half of agencies surveyed (48%) say their clients typically use a mixture of email services.



