t +44(0)1243 531123
f +44(0)1243 779070
e napier@napier.co.uk

Email Marketing Success 2012

A Study by Napier Partnership Limited

EMAIL MARKETING IS ON THE MOVE

In 2012 Napier worked alongside the University of Chichester to conduct research into email marketing sent to electronics design engineers. The study identified issues and trends, providing insights that allow marketers to improve the results of future campaigns.

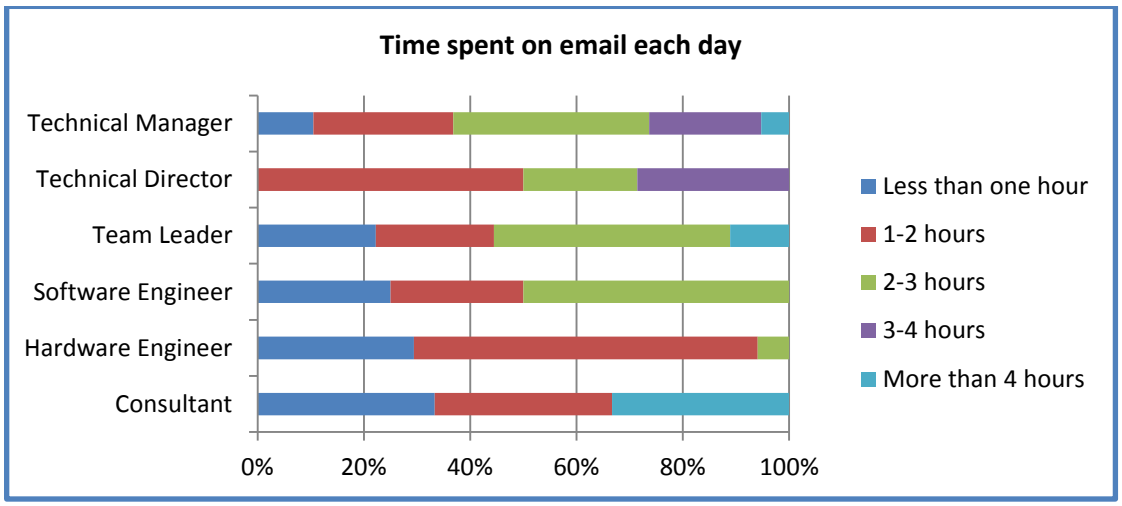
This research conducted by Napier in 2012 showed that despite the fast paced changes in online marketing, there is a still a need and desire for email marketing and potential for success when a campaign is conducted with thought and planning.

Napier Partnership Limited
Donnington Park House, Donnington Park, Birdham Road
Chichester, West Sussex PO20 7DU

Registered in England No. 4138045

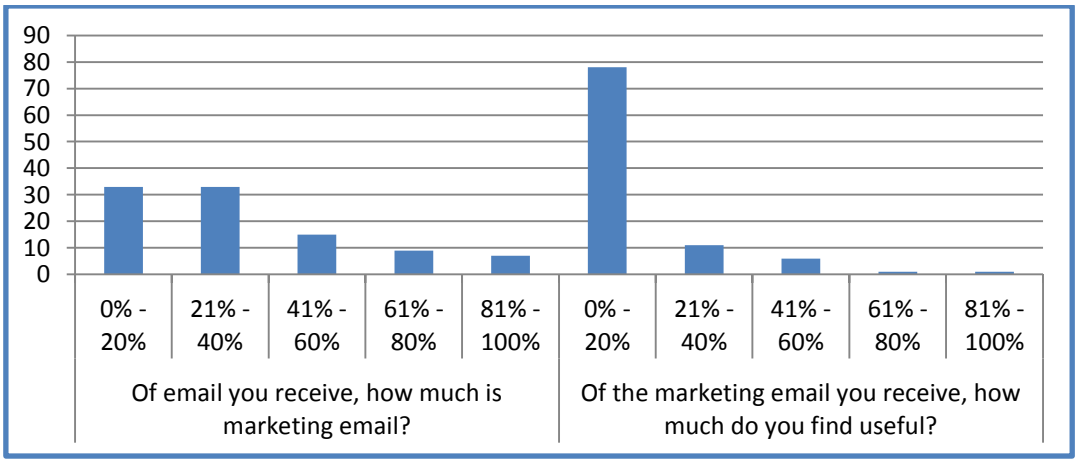
THERE IS A USE FOR EMAIL

This survey, conducted by Napier in 2012, found the majority of recipients were spending upward of 2 hours on email per day. Software engineers were using the medium the least, with an average of 1.76 hours each day spent on email. Technical managers were the most likely to spend more time on email, with an average of 2.84 hours spent on email each day.



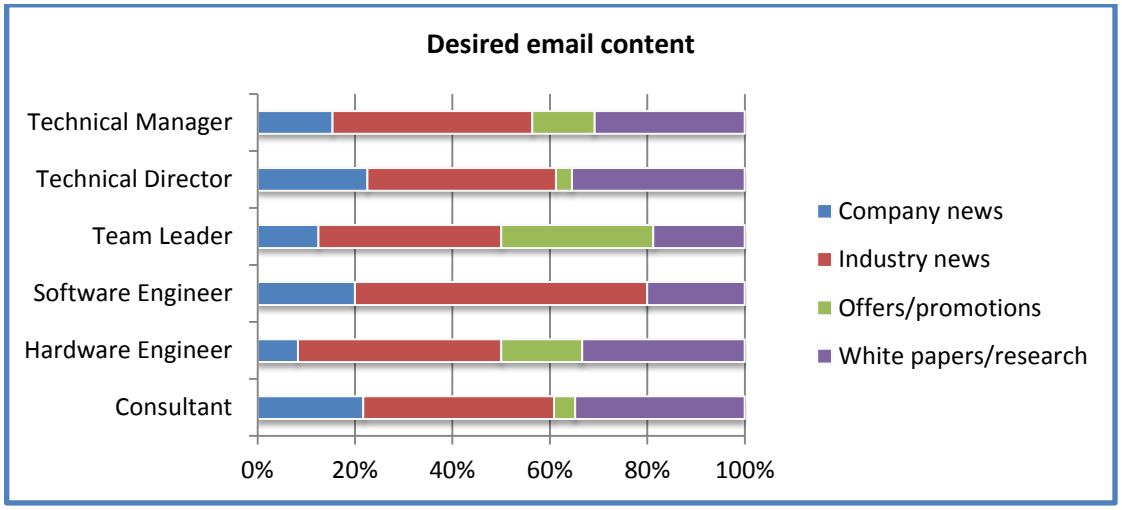
PEOPLE WANT MARKETING EMAILS!

Only 7% of respondents expressed a desire to never receive any email marketing messages, with a further 35% stating they would be happy to receive weekly updates from companies, and 53% happy to have these monthly. Despite being happy to receive updates, 80% of respondents stated they found less than 20% of marketing emails useful. This demonstrates the importance of understanding what content engineers want to receive, and ensuring this is provided by campaigns.



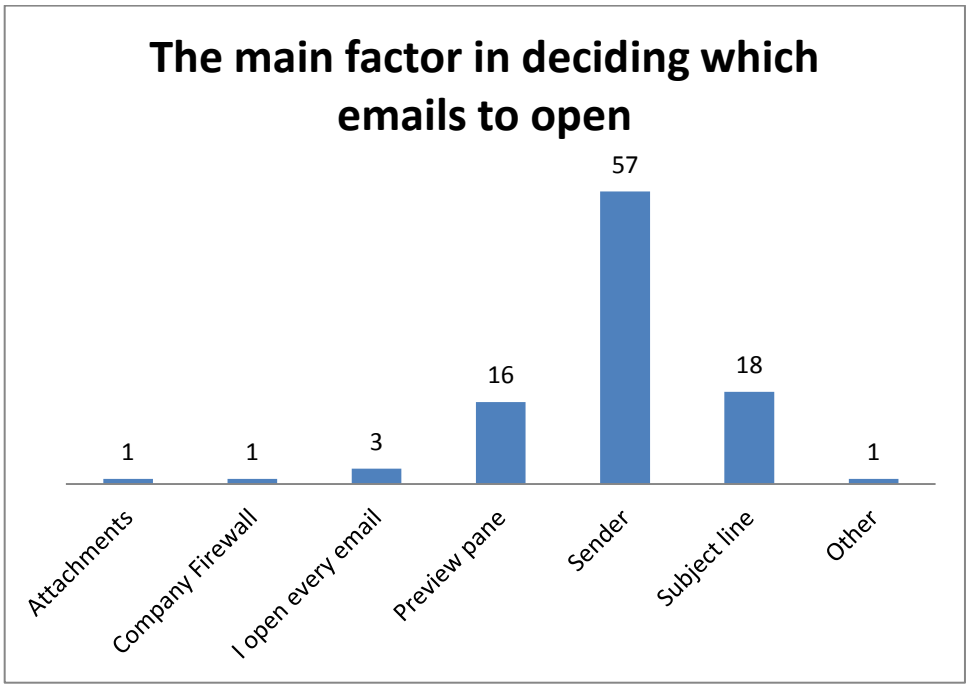
WHAT CONTENT DO THEY WANT?

All job roles within the industry expressed a need for four key areas of information: Company news, industry news, offers/promotions, and white papers/research; however it appeared some sectors were more interested in some areas than others. Software engineers expressed a desire for industry news, whilst technical directors wanted to see more research and white papers. Team leaders were interested in offers and promotions.



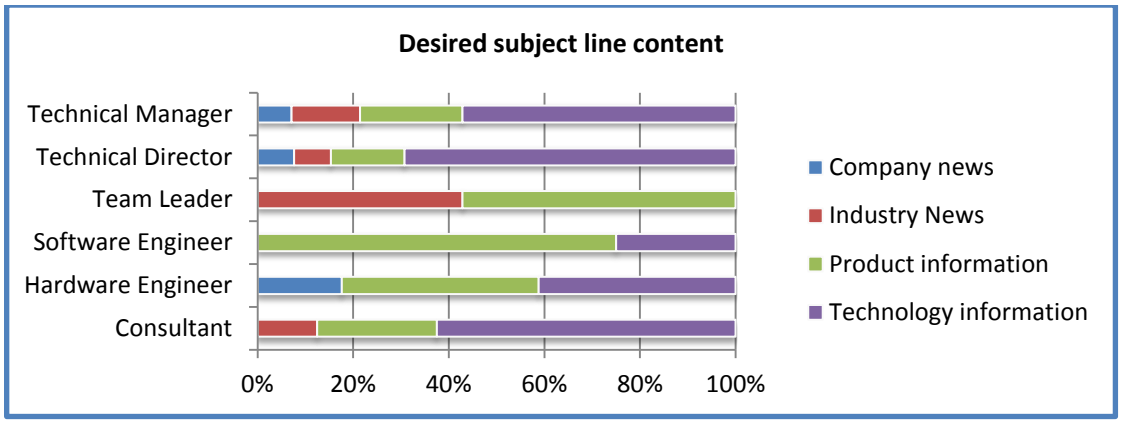
WHAT MAKES PEOPLE OPEN EMAILS?

Aside from the sender, the subject line was cited as the most important factor in deciding whether to open an email. Respondents were also asked what information in the subject line would attract them to open an email.



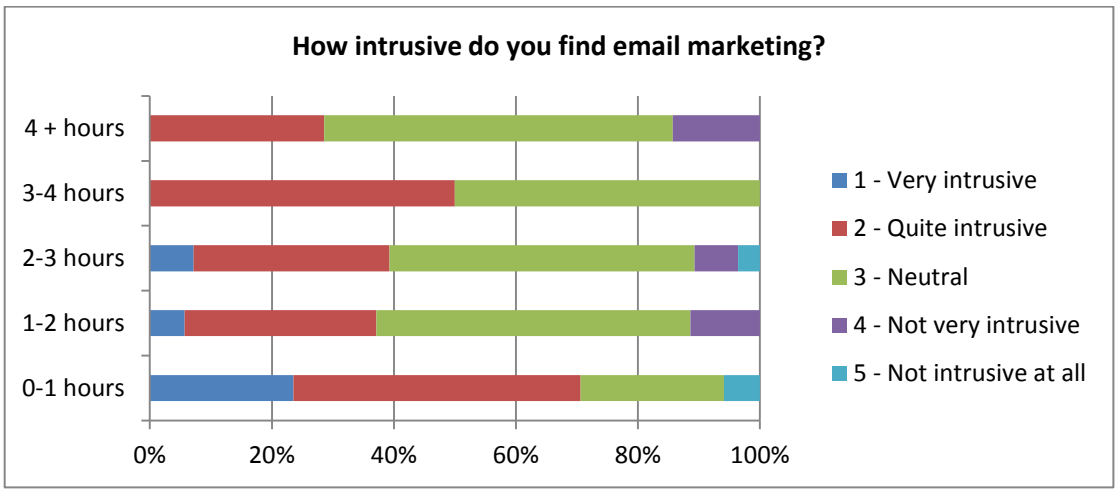
The majority of respondents wanted to receive product information, with software engineers the most keen to receive this information. Less desire was expressed for company news, and many qualitative answers expressed annoyance at receiving this kind of information, which isn't beneficial if they don't hold a personal interest in the company. Offers and promotions were not popular, possibly because many receivers were not in a position to make purchase orders.

When compiling lists of email addresses for marketing, asking for the individual's job role allows a company to use more advanced targeting to ensure individuals can have emails tailored to their interests.

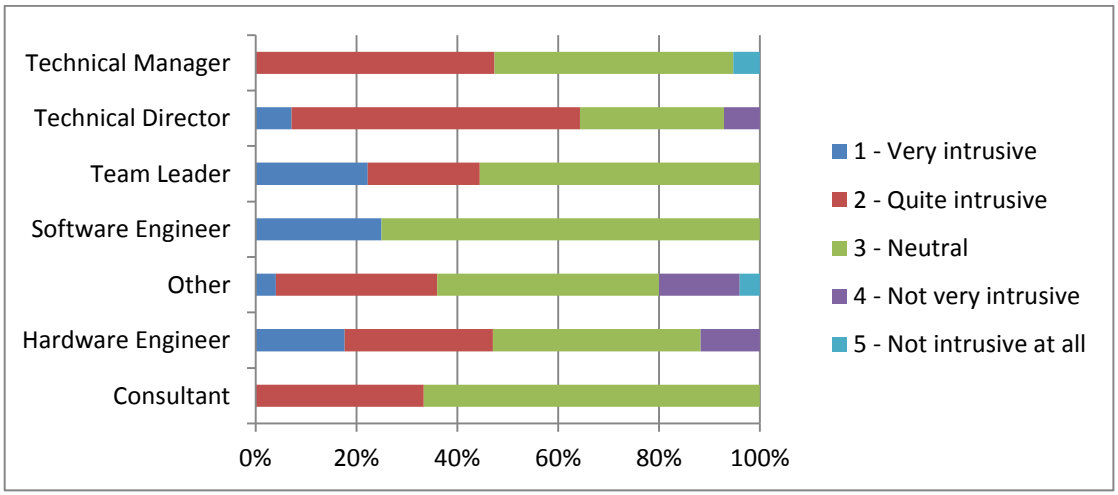


HOW ANNOYING IS EMAIL?

The levels of annoyance about email marketing were not as high as anticipated, with 55.67% of respondents expressing “neutral” to “not very intrusive” opinions about marketing emails.

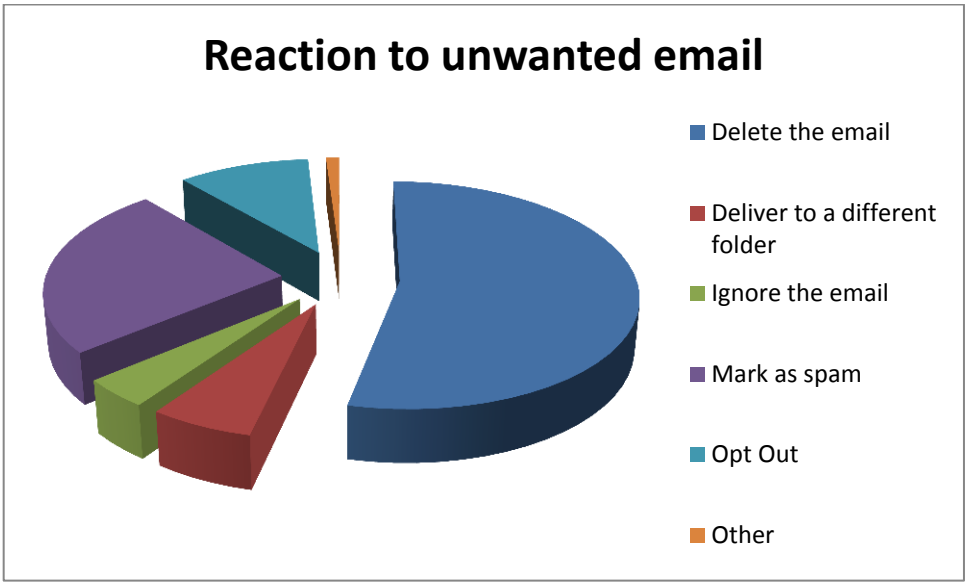


This demonstrates an understanding of the need for email marketing and shows the perception that it can deliver useful information. To further this understanding, this was then categorised into opinions by job role, with consultants and software engineers demonstrating the least annoyance, and technical managers and directors showing the greatest annoyance.



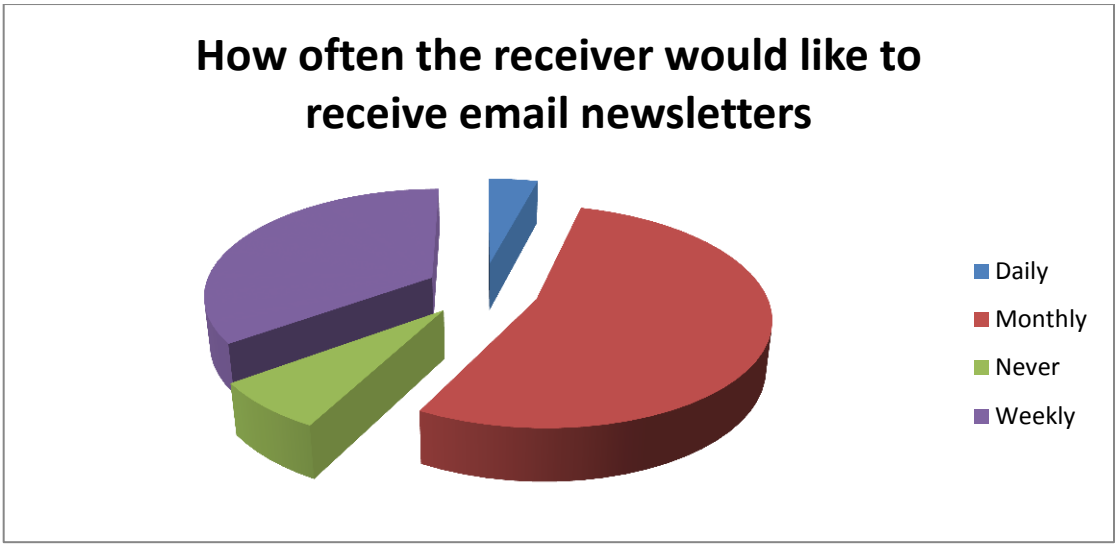
DEALING WITH UNWANTED EMAIL

The chart below shows the majority of respondents delete unwanted emails, or mark them as spam. Whilst deleting an email is essentially harmless, the choice to mark an email as spam can cause issues for companies who use external platforms for email marketing; these can disable email marketing accounts which receive as few as 10 spam ratings on an email.



This research also showed 30% of respondents categorise email they are not interested in as spam, suggesting legitimate marketing communications could be affected by this. The amount of email received is also linked to this decision, as those who find less than 20% of email useful are more likely to take quick action and delete or mark the email as spam, which could suggest frustration. Very few respondents stated they would opt out of an email marketing list, with many taking quicker action. This research demonstrates whilst permission marketing has clear positive attributes, it is being overshadowed by the ability to dispose of email in a quicker way, using the “mark as spam” button.
How Often Should I Send Emails?

The questionnaire also asked how often respondents would like to be contacted by marketing companies with which they held an interest.



There was great deal of variance in the responses; however 53.56% of respondents detailed they would prefer monthly updates and 35.02% stated they would prefer weekly messages. This demonstrates a need for marketing emails; less than 10% of respondents stated they would prefer never to receive email marketing messages, showing that despite annoyance, most recipients do find some email messages useful.

Those receiving less email were happy to receive weekly emails but those who received higher volumes of email preferred monthly updates. This demonstrates that one email marketing schedule cannot target all target markets, which may have different needs in communication.

CONCLUSION

Despite popular opinion, the vast majority of electronics engineers understand the need for email marketing and value many of the emails they receive. Getting the content, frequency and subject line right are important. The survey also showed the need to customise to take account of the demands of each recipient's job.

However the study also showed that recipients are taking quicker action to remove email they find intrusive through the use of UBE filters and the ability to block "spam" communications. This was supported in the research, which showed 78.3% of respondents were most likely to delete unwanted emails or mark them as spam.

This research found some factors which affected the choice of how to dispose of email, including a relationship with volume of email received, as those receiving higher levels of email took quicker action routes, such as deleting the email or marking it as spam, whereas those who received less mail were more likely to use the opt out function.

Despite the challenges, email marketing remains an effective channel to reach electronics design engineers. By using the results of this study, marketers can understand the varying needs of different recipients, allowing them to deliver the right information at the right frequency. Doing this will increase the effectiveness of any email marketing campaign.

ABOUT NAPIER

Napier is a PR-lead, full service marketing agency that specialises in the B2B technology sector. We work closely with our clients to build campaigns, focusing on achieving results that have a significant positive impact on their businesses and which, above all, ensure maximum return on their investment.

Napier's services include training, consultancy and full outsourcing of social media marketing within the engineering and technology sectors.

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