



EMAIL MARKETING REPORT

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ABOUT THE SURVEY

The survey asked 30 internet marketers and online entrepreneurs from the [Third Tribe](#) and [ProBlogger](#) forums about their email marketing activities.

Question types included:

- Multi-choice, single answer
- Multi-choice, multi-answer
- Open ended

The opening question served to identify the length of time that the respondent has been using email marketing. 20% of respondents answered that they have never used email marketing.

Those respondents were only asked one further open ended question (not included in this survey) and do not contribute results to the remaining data on email marketing usage.

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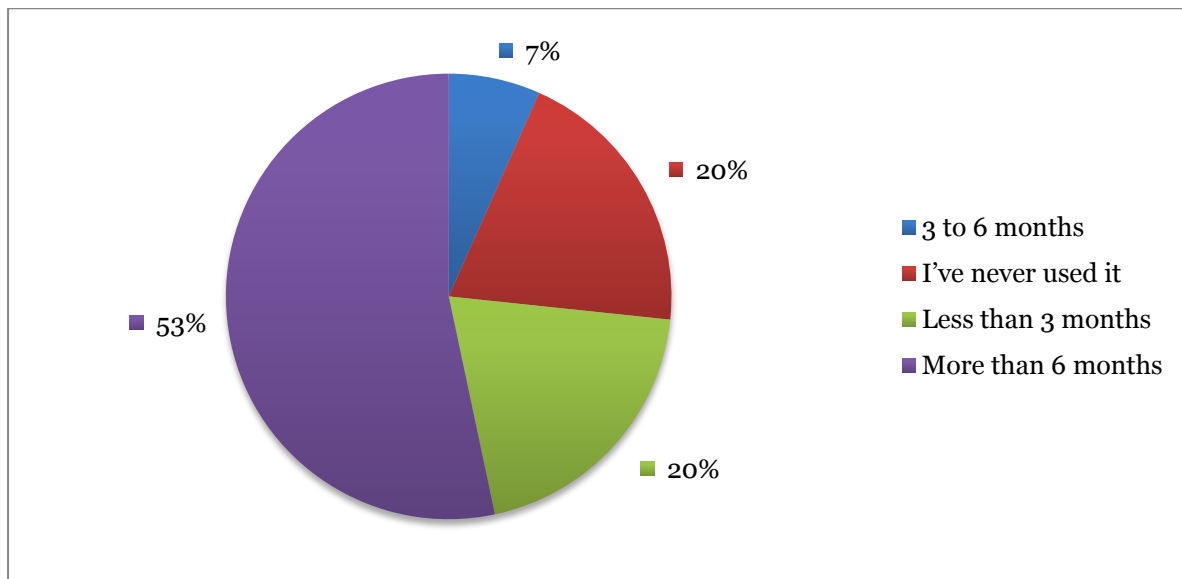
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HOW LONG HAVE YOU BEEN USING EMAIL MARKETING?

53% of respondents have used email marketing for more than 6 months.

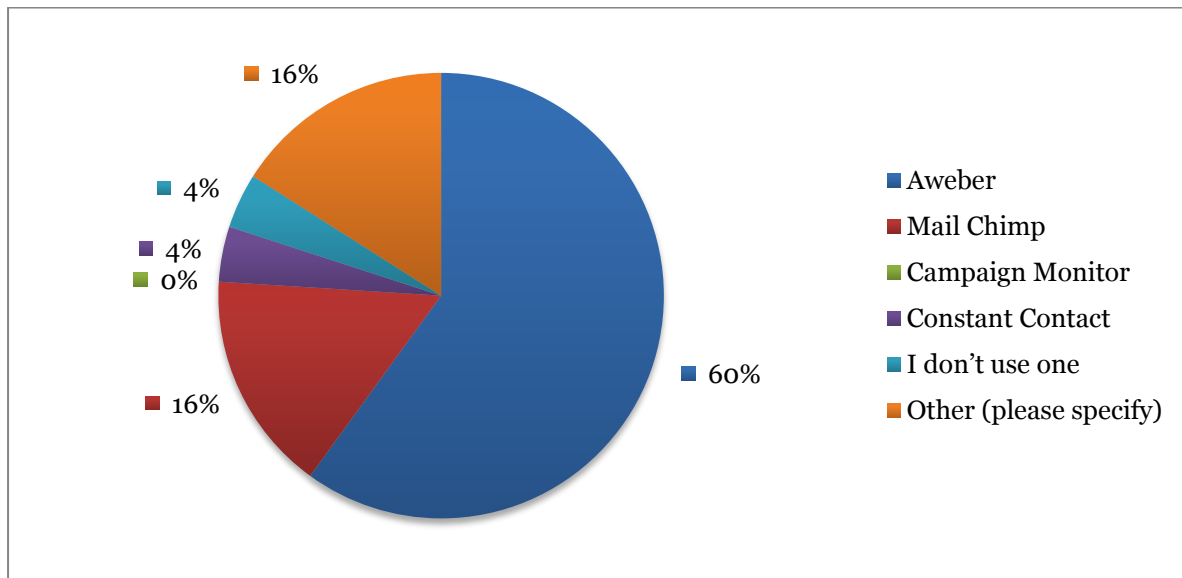


FURTHER READING:

- ➔ [Introduction to Email Marketing](http://email-marketing-reports.com) (email-marketing-reports.com)
- ➔ [Why Email Marketing is Dead \(And How to Bring it Back to Life\)](http://Copyblogger.com) Copyblogger.com
- ➔ [Email Marketing: What's an Autoresponder, and Do I Need One?](http://Remarkable-Communication.com) (Remarkable-Communication.com)

WHICH EMAIL SERVICE PROVIDER DO YOU USE?

With 60% of responses [Aweber](#) is the most popular email service provider, with [Mail Chimp](#) being the second most popular. Services named in the “Other” category include 1ShoppingCart, Solution6, and iContact.

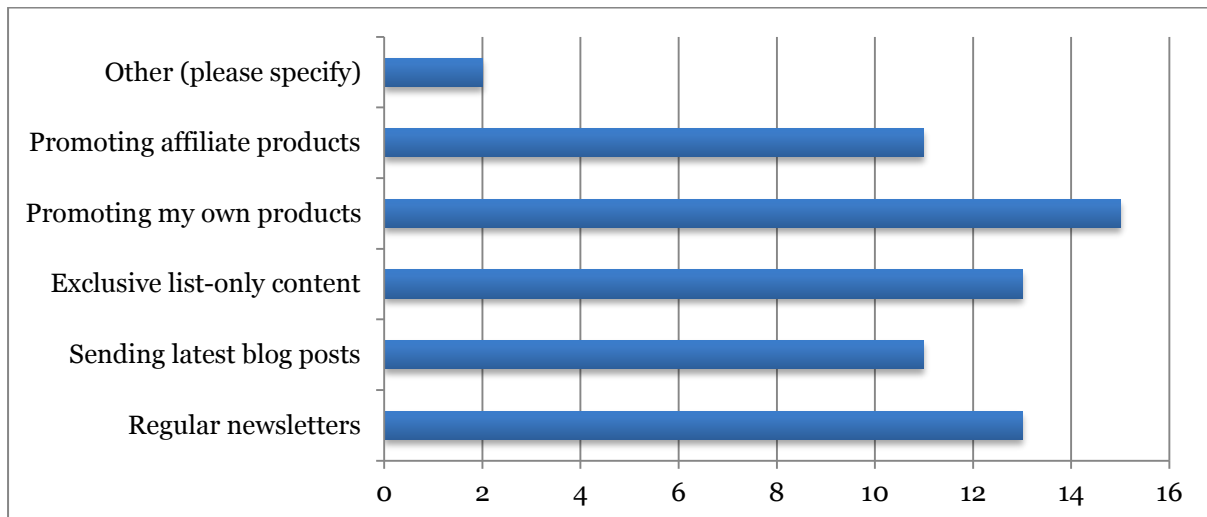


POPULAR BLOGS:

Blog	Provider	Blog	Provider
Probblogger.net	Aweber	DailyBlogTips.com	Aweber
Copyblogger.com	Aweber	Remarkablogger.com	Aweber
TheLaunchCoach.com	Aweber	ChrisBrogan.com	BlueSkyFactory
IttyBiz.com	Aweber	ChrisG.com	Aweber

WHAT DO YOU USE YOUR MAILING LIST FOR?

Respondents were able to choose more than one answer. The most common usage of email marketing among respondents is promoting their own products, followed by newsletters and exclusive list content.



If I had to name one technology or medium that has had the greatest impact upon building my blogs readership – newsletters would be right up there.

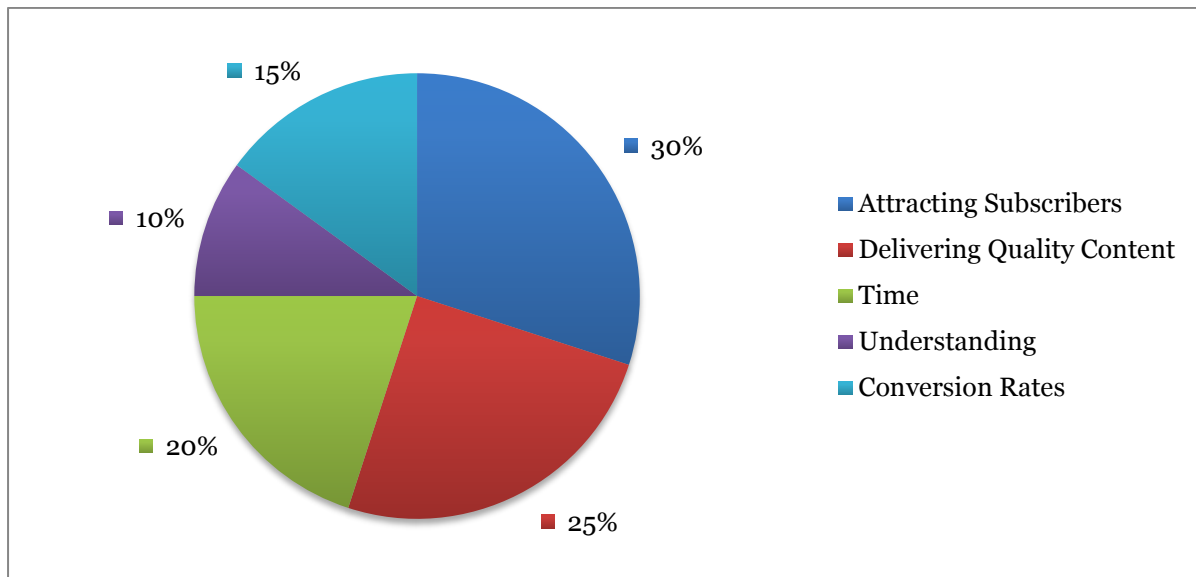
- Darren Rowse ([Link](#))

FURTHER READING:

- [The Beginner's Guide to Starting a Newsletter](#) (SmartPassiveIncome.com)
- [A Simple Email Newsletter Template](#) (DivineWrite.com)
- [How to Write Engaging Newsletter Articles in 7 Easy Steps](#) (ProCopyTips.com)

WHAT IS CURRENTLY YOUR BIGGEST OBSTACLE WITH EMAIL MARKETING?

22 respondents answered this open question with a variety of specific answers. The results have been summarized into these categories.



Using killer content such as a free report, guide or ebook is a great way to build your list. Here is an example of one of my own blogs where I started a mailing list last year.



See if you can guess when I started offering up the free guide to subscribers!

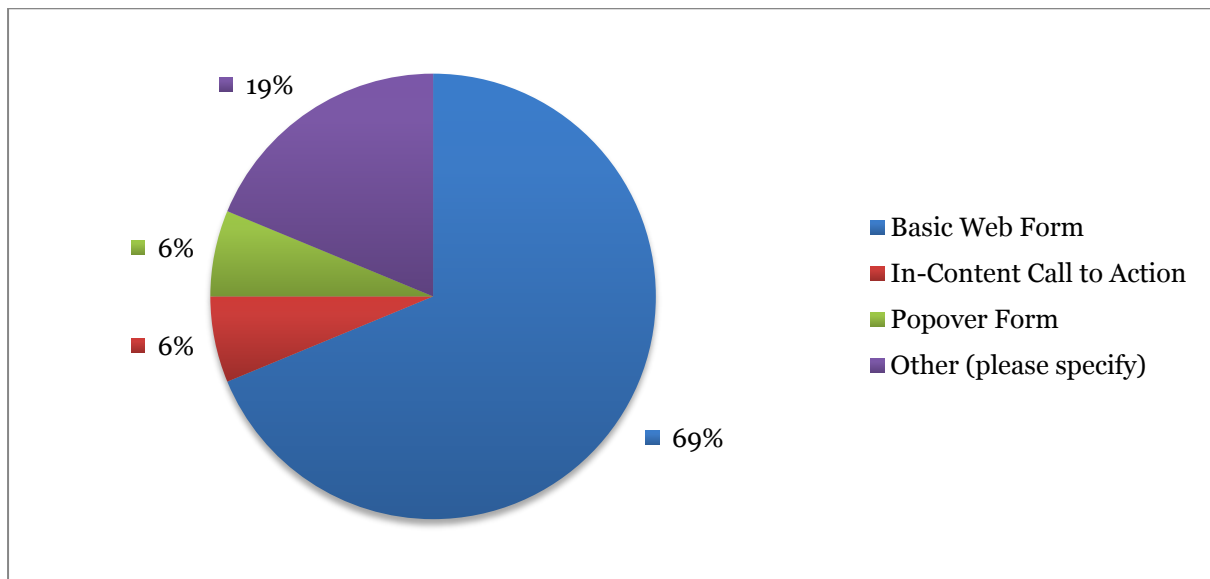
- Paul Cunningham ([Link](#))

FURTHER READING:

- [Why Size Doesn't Matter When it Comes to Mailing Lists](#) (TheLaunchCoach.com)
- [Email Marketing Tips: Getting More Email Subscribers](#) (ChrisG.com)

WHAT HAS BEEN YOUR BEST PERFORMING SIGNUP METHOD?

69% of respondents said that a basic web form is their best performing signup method.

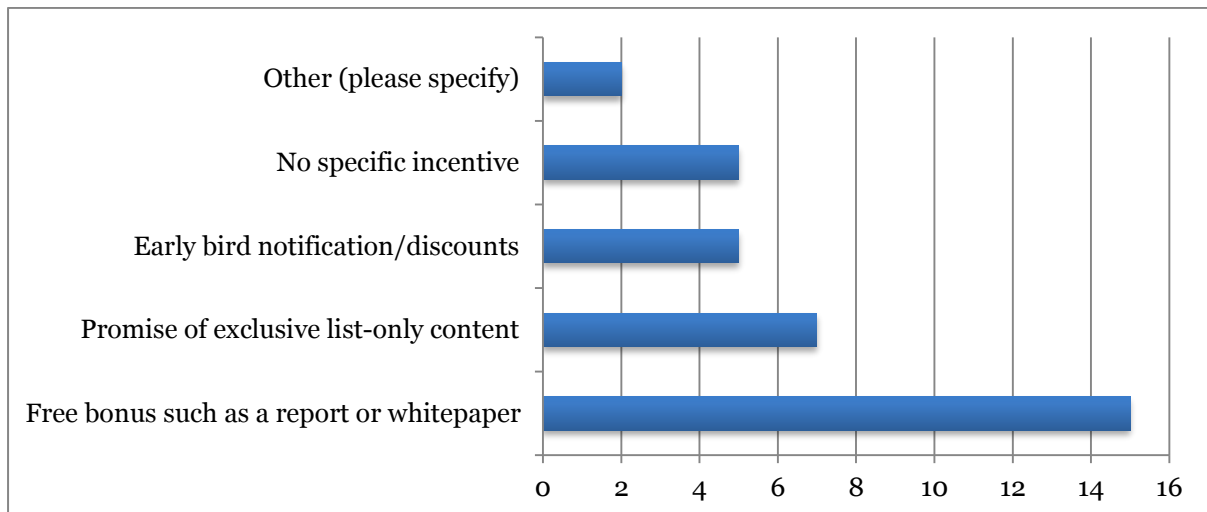


FURTHER READING:

- ➡ [How to Drastically Increase Subscriber Numbers to Your Email Newsletter](#) (Prologger.net)
- ➡ [Grow Your List With Hosted Web Forms](#) (Aweber.com)

WHICH LIST BUILDING INCENTIVES DO YOU USE?

Respondents were able to choose more than one response. Free reports and whitepapers are a popular list building incentive, followed by the promise of exclusive list-only content.



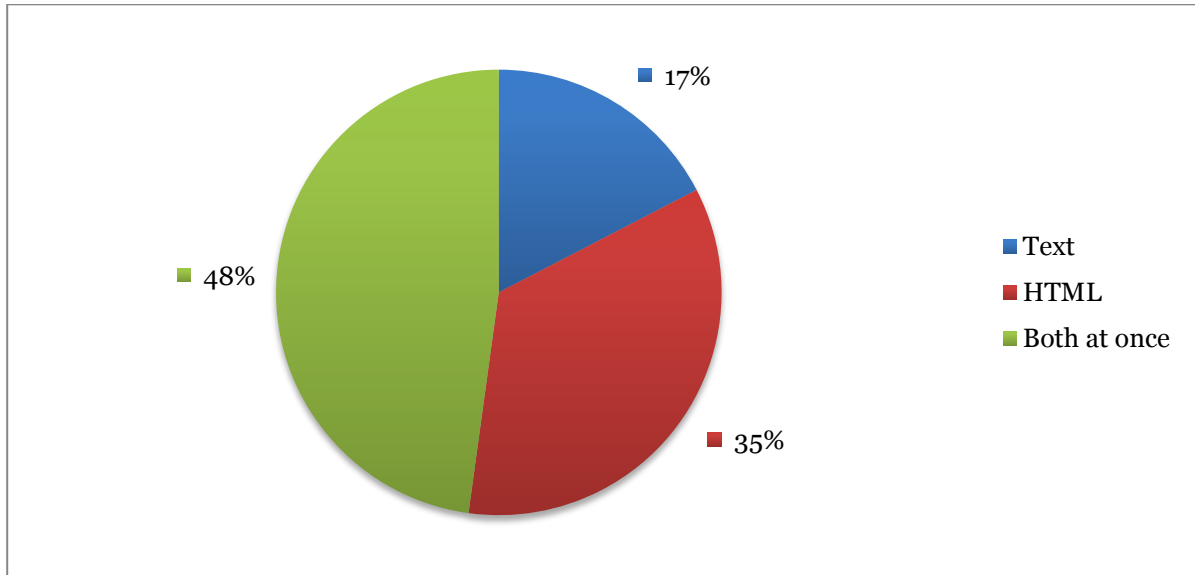
Other responses included contests for subscribers.

FURTHER READING:

- ➡ [Get More Subscribers: Seal the Deal with Incentives](#) (Aweber.com)
- ➡ [How to Use Free Content to Build a Mailing List](#) (BloggingTeacher.com)

WHICH EMAIL FORMAT DO YOU MOST OFTEN USE?

48% of respondents send both a text and HTML version of each message to their list.



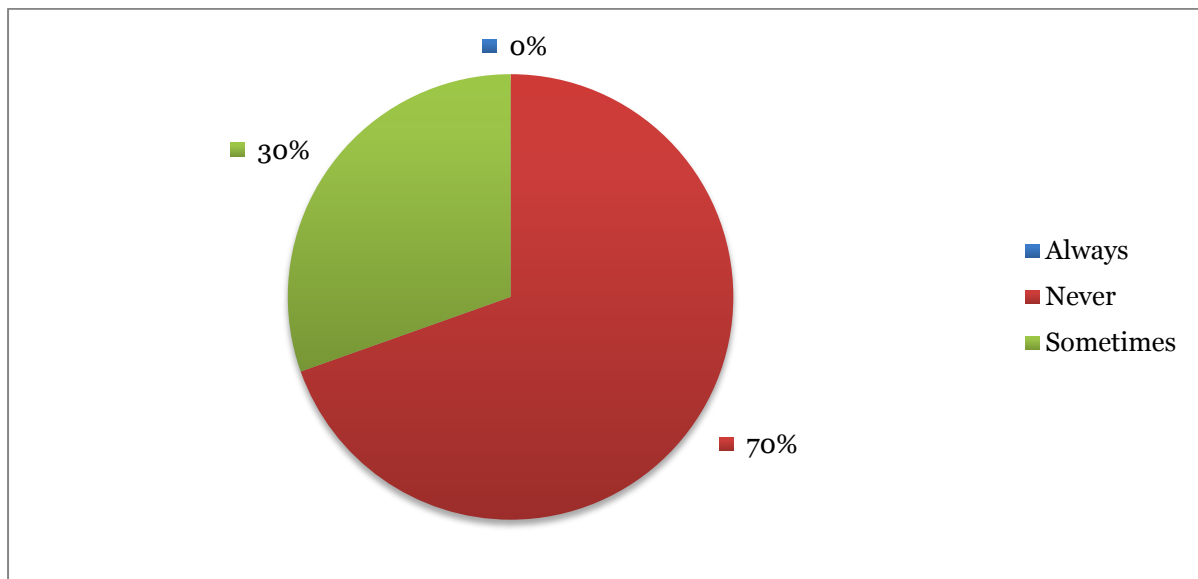
FURTHER READING:

- ➡ [Should I Use Text or HTML?](#) (Aweber.com)
- ➡ [Starter HTML email templates for your email marketing campaigns](#) (MailChimp.com)
- ➡ [30 Free HTML Email Templates](#) (CampaignMonitor.com)
- ➡ [Beautiful Email Newsletters](#) (Beautiful-Email-Newsletters.com)

DO YOU USE SPLIT TESTING FOR YOUR CAMPAIGNS?

30% of respondents perform some type of split testing on their campaigns, while 70% of respondents never perform split testing.

Respondents specified that split tested items included opt-in forms, headlines, and landing pages.



You have two choices, fire and forget or incremental improvement. If you opt to make your emails more and more effective then it is worth investing the time and effort to work out why some emails perform better.

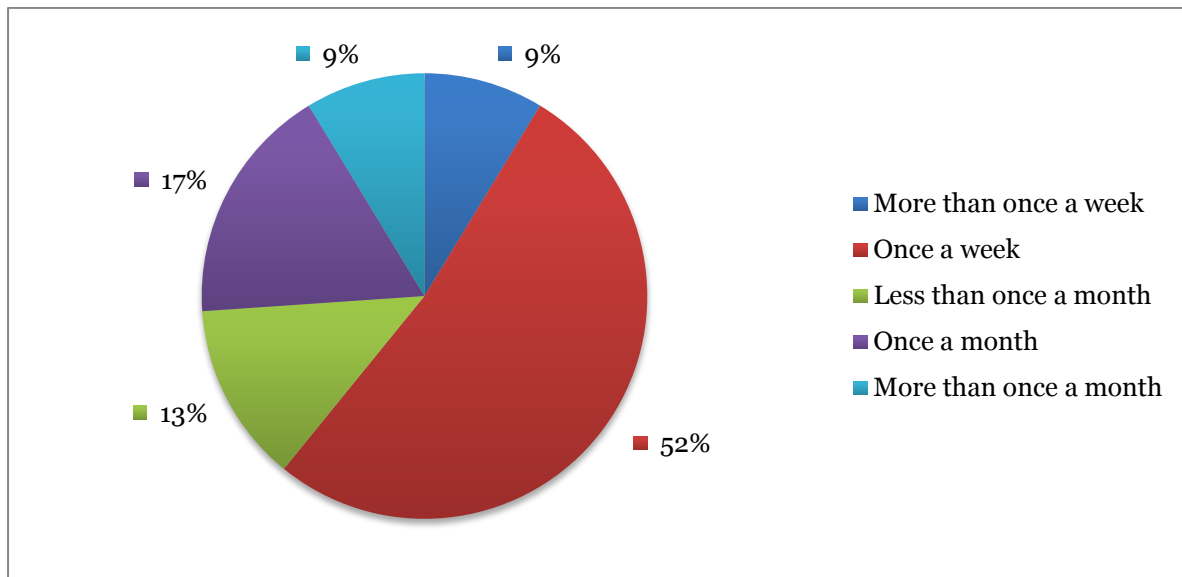
- Chris Garret ([Link](#))

FURTHER READING:

- ➡ [Why test your emails? Test results to inspire you...](#) (email-marketing-reports.com)
- ➡ [Why Split Test Your Messages?](#) (Aweber.com)

HOW OFTEN DO YOU EMAIL YOUR LIST ON AVERAGE?

52% of respondents send emails to their subscribers once a week on average. Only 9% send more than once a week, while 13% send less than once a month.



You need to commit to a consistent publishing schedule. A week is really ideal. If you can get somebody to give you a part of their week, then you're going to capture their attention on an ongoing basis. They start to look forward to your content.

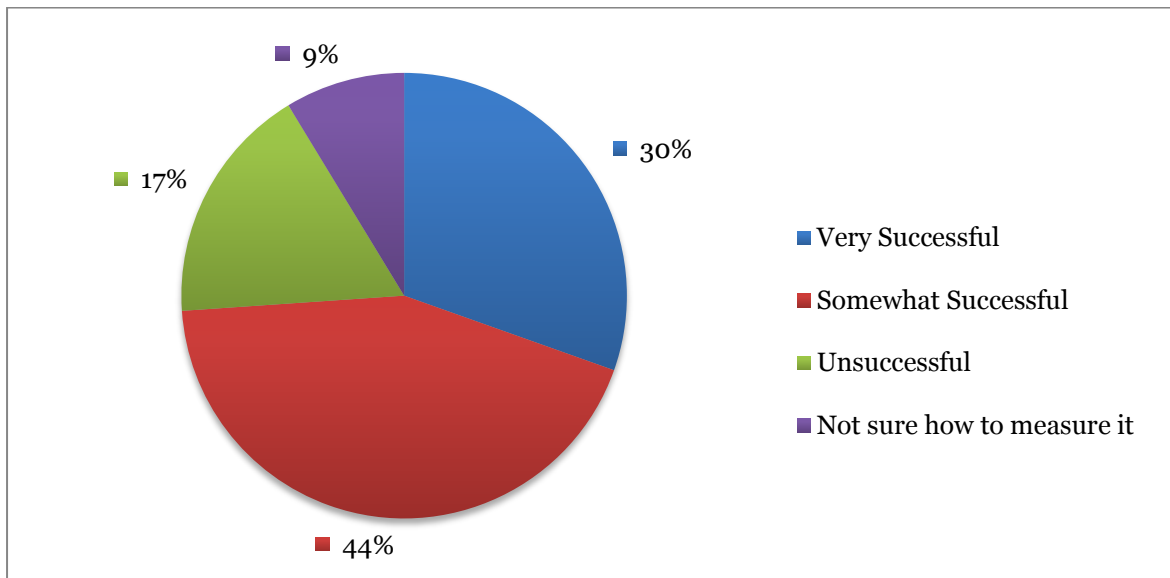
- Dave Navarro ([Link](#))

FURTHER READING:

➡ [What is the Best Day to Send Emails?](#) (BloggingTeacher.com)

OVERALL I WOULD SAY MY EMAIL MARKETING HAS BEEN...?

Respondents were asked to rate the success of their email marketing efforts in achieving their own goals. 74% of respondents say their email marketing has been somewhat successful or very successful.



FURTHER READING

- ➡ [Top tips: How to measure success of email marketing](#) (NetImperative.com)
- ➡ [Do You Create More Effective Email Campaigns With These Reports?](#) (Aweber.com)

SUMMARY

- Studies show that the effectiveness of email marketing increases every year, yet 47% of survey respondents have been doing it less than 6 months. **It is never too late to add email marketing to your online business strategy.**
- The most popular email marketing service is [Aweber](#).
- The leading use of email marketing among survey respondents is **promoting their own products for sale.**
- The biggest challenges reported by survey respondents are **attracting subscribers and delivery quality content to their mailing list.**
- **The basic web form is considered the best performing signup method** among respondents. Popover forms are considered better performing for converting visitors into subscribers in some niches, but only 6% of respondents gave this answer.
- Although there has been some criticism lately of the low value of the “ethical bribe” for list building, **free reports and whitepapers are still widely used as an incentive.**
- Despite the recommendations from leading email service providers **35% of respondents send emails as HTML only**, and only 48% send in both formats at once.
- Even though **70% of respondents say they never use split testing for their email marketing** only 26% didn’t rate their email marketing performance as successful to some degree.
- Most respondents **email their list at least once a week.**
- Though 74% of respondents rate their email marketing as somewhat or very successful, this result **increases to 86% when only those who email their list at least once per week are included.**

Thanks to all survey respondents for their time in contributing to this report.

<http://www.bloggingteacher.com/email-marketing-report>