

Making Email Campaigns More Effective



According to a February 12, 2010 [Report by eMarketer](#), 67% of people in the US that signed up for email trust the source. Yet nothing beat a recommendation from someone you knew, which eMarketer says is trusted 92% of the time.

So how can you make email campaigns more effective?

That same Report noted that news articles where trusted 70% of the time, making [editorial style stories](#) one of the most trusted sources of media in the United States and the younger the audience, the more trust they had.

Younger audiences trust email sources they signed up for 55% of the time, yet the trust they placed in news is 81%.

By incorporating News Features in your marketing strategy the results can make any email campaign more effective. In fact, marketers report that their email campaigns are as much as 48% more effective when editorial style stories are used in conjunction to their email campaigns.

Advertising Tactics/Media Trusted* by Internet Users in North America, by Age, April 2009 (% of respondents)

	<20	Total
Recommendations from people I know	96%	92%
Consumer opinions posted online	66%	72%
Editorial content such as a newspaper article	81%	70%
Brand Websites	82%	69%
E-mails I signed up for	55%	67%
Ads in newspapers	68%	66%
Brand sponsorships	77%	62%
Ads in magazines	70%	62%
Ads on TV	75%	61%
Ads on radio	73%	61%
Ads before movies	75%	53%
Billboards and outdoor advertising	65%	53%
Ads served on search engine results	46%	37%
Online video ads	35%	33%
Online banner ads	26%	24%
Text ads on a mobile phone	26%	18%

Note: *participants responded that they trusted each tactic "completely" or "somewhat"
Source: Nielsen Online, "Nielsen Global Online Consumer Survey," July 2009

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Savings Realized

The eMarketer Report shows that 'trust factor' improves 32.1% over email when editorial style stories are used. In dollars, that could equate to huge savings.



To order an editorial style story for your next campaign, contact *Marketing* at [Price Target Media](#): 888-744-8777