

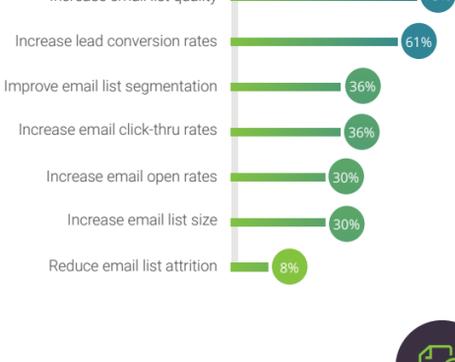
# EMAIL LIST STRATEGY

We interviewed marketing agencies to find out how they overcome significant barriers to success when it comes to their clients' email list strategies.



## Agency Goals For Email List Strategy

What are the MOST IMPORTANT GOALS of an email list strategy?



Agencies are keenly aware that list quality is of the utmost importance, with 73% of agencies reporting that it's their most important goal. In fact, list quality is vital to achieving nearly all of the other goals agencies list as important.

A clean list naturally leads to increased conversions, because users that want to receive your emails are more likely to engage and convert.

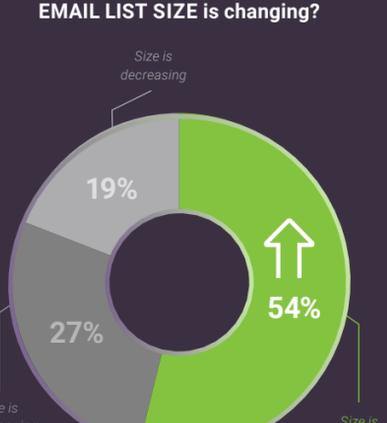


## Email List Quality And Size Are Increasing For More Than Half Of Agency Clients

Which best describes how EMAIL LIST QUALITY is changing?



Which best describes how EMAIL LIST SIZE is changing?

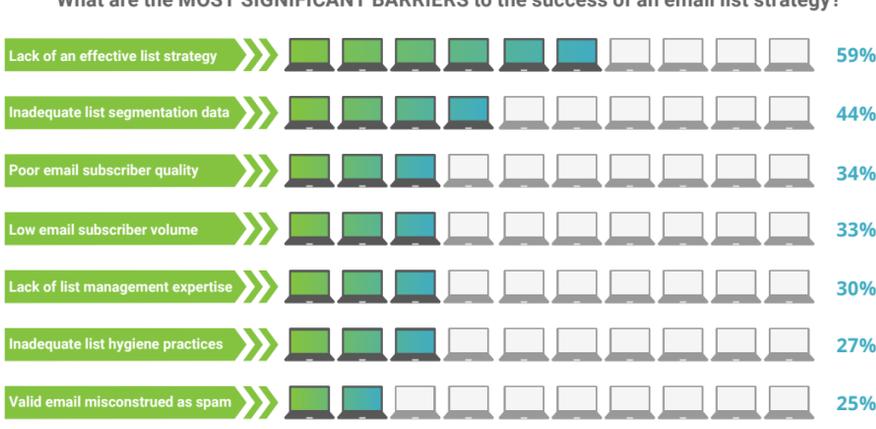


Marketers know that email lists are the key to future sales and that developing and maintaining high-quality lists is imperative to success. Email marketing evolved very quickly, and as a result, spam filters often became overly aggressive in response. Over time, agencies have adapted and responded, and as a result, are reporting that both list quality and list size are increasing.



## Challenges To Implementing A Successful Email List Strategy

What are the MOST SIGNIFICANT BARRIERS to the success of an email list strategy?



What can agencies be doing better to grow their clients' email lists? They need to evolve their approach. While marketers have become more strategic overall in the way they work, documenting an overall strategy is a first step they can't afford to skip.



## Generating Success With Email List Strategy

There are several tactics that agencies rank as highly effective when assessing their email list strategies. Using specific landing pages to ask a user to update information, or even to give additional details, is a top performer. This is because the user understands that providing the information will result in more accurate messages.

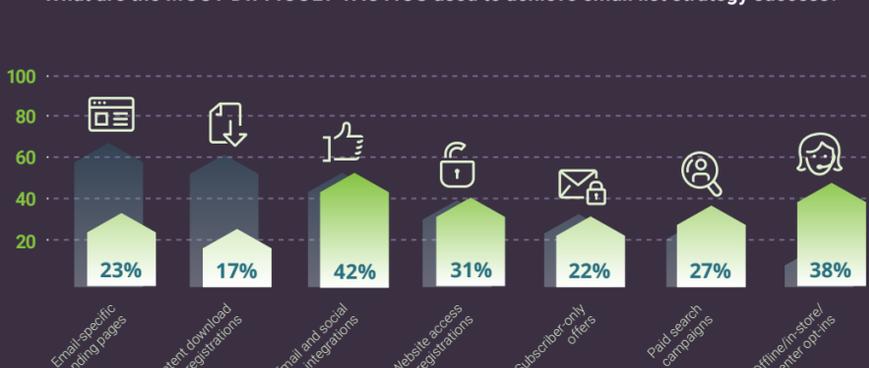
What are the MOST EFFECTIVE TACTICS used to achieve email list strategy success?



## What Email List Tactics Do Agencies Need Help With?

Agencies need help with integrating email and social media campaigns to grow their lists. That's no surprise, since social media platforms recently began closing their APIs so that companies can't easily export this data. Agencies also want the ability to integrate various types of offline opt-ins.

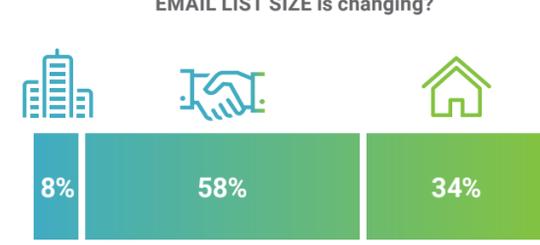
What are the MOST DIFFICULT TACTICS used to achieve email list strategy success?



## Agencies Need Help

Agencies want to implement and execute client email strategies effectively. Tapping into a specialist to put an initial strategy in place is one approach. It allows an agency to run with the strategy thereafter to ensure clients achieve email list success. Larger agencies might consider keeping a specialist on staff or retainer to both develop and execute strategies.

Which best describes how EMAIL LIST SIZE is changing?



Email marketing is just one aspect of a marketing automation platform, but it's a powerful tool.

With marketing automation, you can create drip campaigns that nurture leads, use dynamic content to personalize messages and segment on buyer personas for even more targeted communications.

SharpSpring includes all of these features and is a fraction of the cost of competitors. See what marketing automation offers today...get a demo of SharpSpring.

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