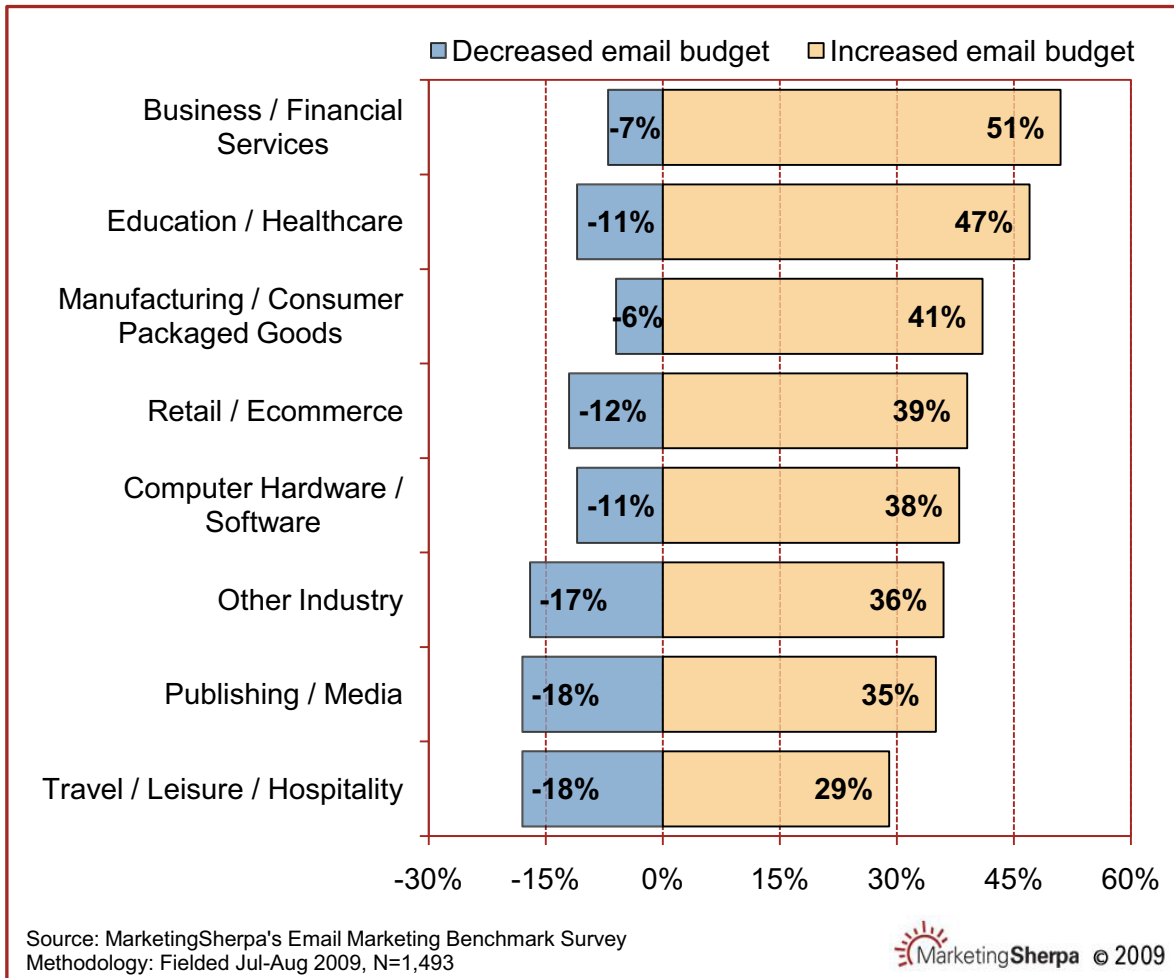


2010

Email Marketing Benchmark Report

Note: This is an authorized excerpt from the full 2010 Email Marketing Benchmark Report. To download the entire Handbook, go to: <http://www.SherpaStore.com> or call 877-895-1717

#2. How Email Marketing Budgets Changed in 2009 by Industry

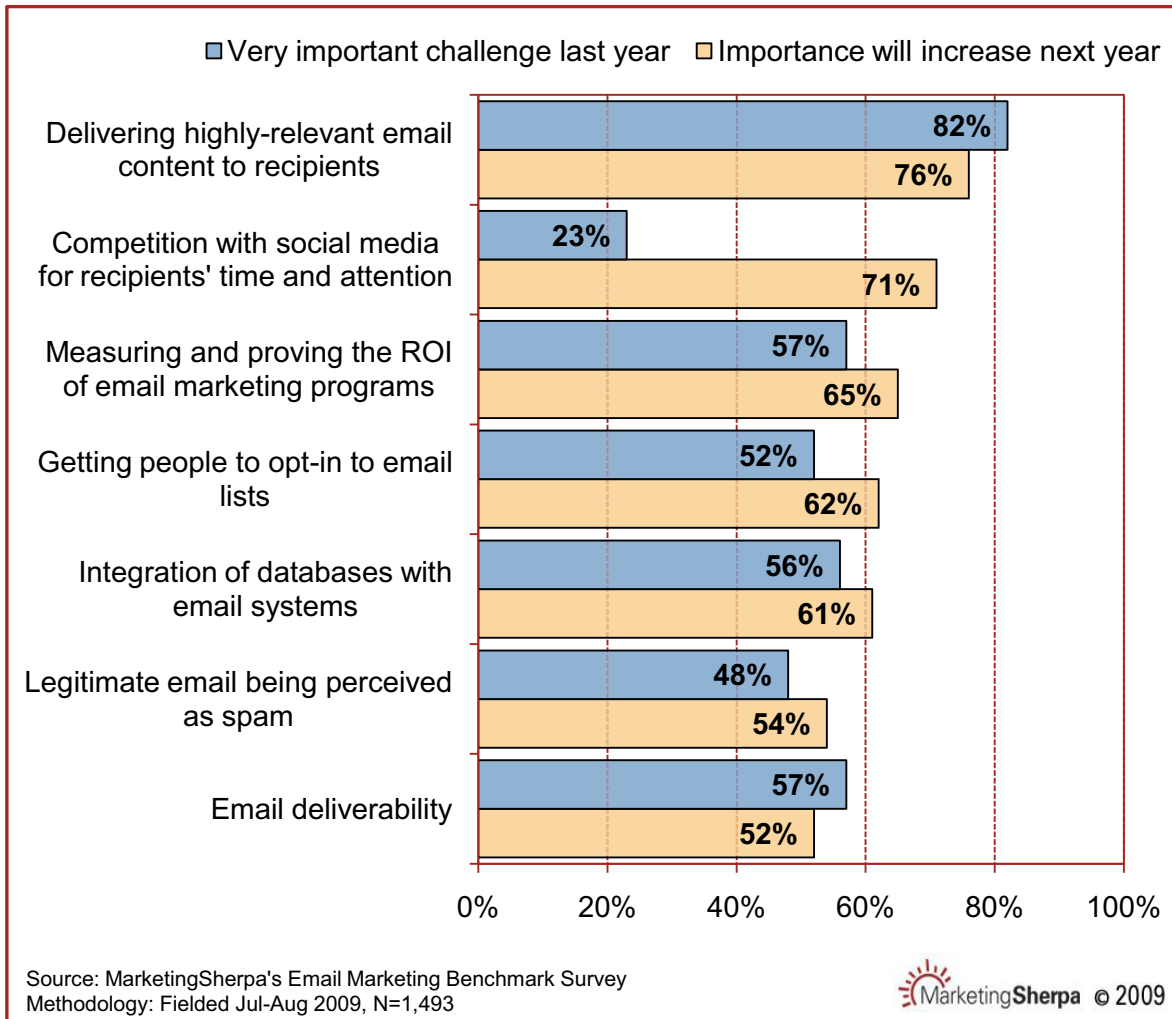


No matter what industry your organization is in, chances are your total marketing budget decreased substantially in 2009. But there is good news for email marketers. As this chart shows, a much larger percentage of organizations increased their email marketing budgets than decreased them. This positive change occurred in only two marketing tactics: email and social media.

In this age of cost consciousness and demand to justify ROI, email marketing continues to prove its value as a highly cost-effective tactic.

Executive Summary

#1. Past Email Marketing Challenges Will Increase in Importance in 2010

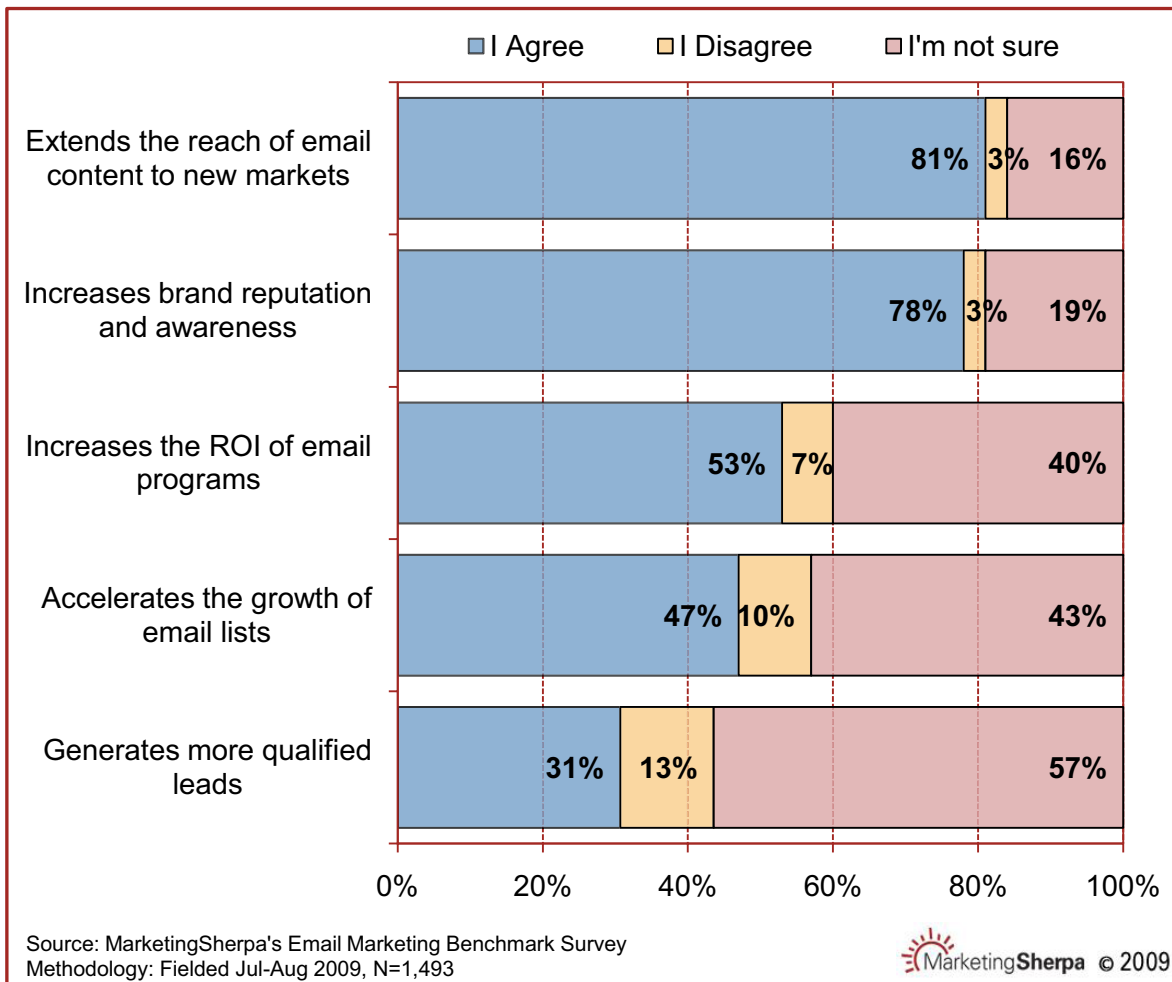


Much can change in a year impacted by the enormous pressure of an economic recession. Though many of last year's challenges will become more important going forward, one challenge stands out. More than three times the percentage of email marketers who thought "competition with social media for recipients' time and attention" was very important last year think its importance will increase next year.

Return on investment, list growth and database integration are also gaining in importance as we look ahead.

While "delivering highly relevant email content to recipients" continues to rank at the top, it is declining slightly as email marketers conquer the complexity of this essential tactic and consider it less challenging.

#4. Marketers Are Happy With Social Media's Influence on Email



“Social sharing” allows email recipients to share email content on popular social networks and other social media sites. It is a rapidly emerging email tactic and, as this chart shows, about eight in 10 marketers agree that social sharing “extends the reach of email content to new markets” and “increases brand reputation and awareness.”

We have dedicated a chapter of this Benchmark Guide to a special report on this topic with insights from marketers on strategies unique to social sharing. Many have already learned some valuable lessons.

For example, one marketer told us, “As with any messaging intended to build a relationship with prospective customers, the email content shared on social media sites must NOT be sales oriented. We began sharing content that was heavily geared toward promotion. This was not effective in the social environment. We now concentrate on educational and informational topics that our prospects and customers will find interesting rather than on aggressive selling information. This is building a preference for our brand within the social communities we are reaching.”