Top-of-Mind Marketing:
Email List Strategy



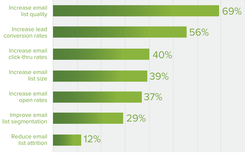
A healthy contact list is key to email marketing success. Collecting, segmenting, and managing an email marketing list should be at the top of every email marketer's priority list, yet it is often overlooked.

In order to take a closer look at how marketers approach email list management and what they view as the most significant challenges, **iContact** partnered with **Ascend2** to survey marketing decision-makers about how list strategy was impacting their businesses and organizations.

Prioritizing Email List Goals

Increasing the quality of email list data is a top objective for **69%** of marketing decision-makers, followed by increasing lead conversion rates **(56%)** and click-thru rates **(40%)**. Another **39%** identified increasing list size as a top priority.

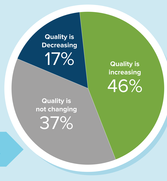
WHAT ARE THE **MOST IMPORTANT GOALS** OF AN EMAIL LIST STRATEGY?



Achieving Email List Quality

Marketers work hard to achieve their number one goal of high list quality — and it's having an impact. Nearly half **(46%)** of marketing leaders said email list quality is increasing, while only **17%** report quality is decreasing.

WHICH BEST DESCRIBES **HOW EMAIL LIST QUALITY** IS CHANGING?



Optimizing Email List Size

Marketers are reaching out to increasingly larger audiences with their email campaigns; fully half **(50%)** of marketing leaders report their email list size is increasing. Only **22%** report a decrease in list size.

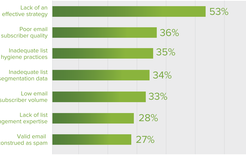
WHICH BEST DESCRIBES **HOW EMAIL LIST SIZE** IS CHANGING?



Identifying Barriers to Success

Lack of an effective list strategy ranks as the top obstacle to email list success for marketing leaders. Subscriber quality, list hygiene, segmentation, and low contact volume are nearly tied when it comes to leading areas of concern.

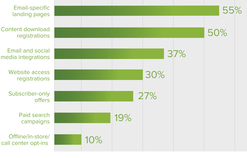
WHAT ARE THE **MOST SIGNIFICANT BARRIERS** TO THE SUCCESS OF AN EMAIL LIST STRATEGY?



Most Effective Email List Tactics

Email-specific landing pages **(55%)** and content download registrations **(50%)** rank as the most effective tactics marketing leaders use to achieve email list success. Email and social media are also playing important roles.

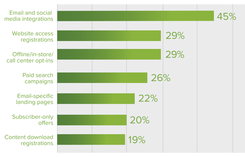
WHAT ARE THE **MOST EFFECTIVE TACTICS** USED TO ACHIEVE EMAIL LIST STRATEGY SUCCESS?



Tactics That Pose a Challenge

A successful email list strategy employs many tactics — and poses a number of execution challenges. Integrating email and social media is the most difficult tactic for **(45%)** of marketing leaders today. Website registrations, opt-ins, and paid search campaigns also pose significant challenges.

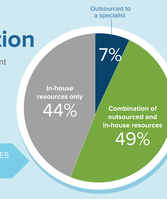
WHAT ARE THE **MOST DIFFICULT TACTICS** TO EXECUTE IN AN EMAIL LIST STRATEGY?



The Art of Resource Allocation

Every marketing strategy requires a commitment of time and resources. Email marketing is no exception. That's primarily why a significant number of marketing decision-makers **(56%)** outsource the execution of all or part of their email list tactics to a specialist.

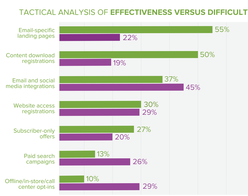
WHICH BEST DESCRIBES THE RESOURCES USED TO EXECUTE EMAIL TACTICS?



Effective Does Not Equal Difficult

The most effective list tactics can also be the easiest to execute, especially when using marketing automation. Automation also makes quick work of implementing the third most effective tactic: email and social media integration.

TACTICAL ANALYSIS OF **EFFECTIVENESS VERSUS DIFFICULTY**



iContact in partnership with Ascend2, November 2016

The complete report **TOP-OF-MIND MARKETING: EMAIL LIST STRATEGY** is available for download.

DOWNLOAD NOW

iContact