

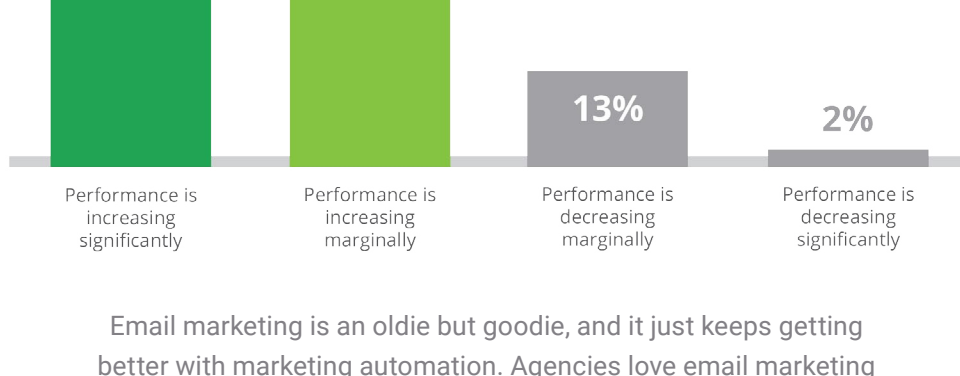
# AGENCIES TALK: STATE OF EMAIL MARKETING

What's new with this classic? Lots. Hear straight from marketing agency execs on ways they use email marketing for client and agency growth.



## No Doubt...Email Still Delivers

How is email **PERFORMING** for your agency?

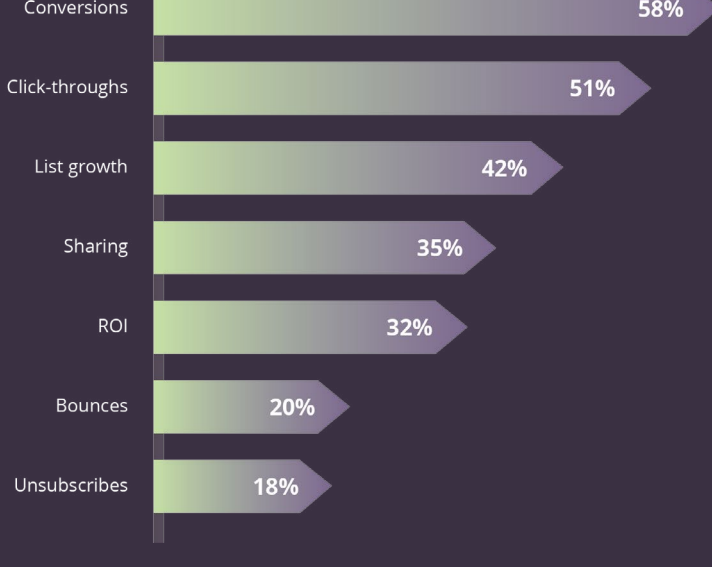


Email marketing is an oldie but goodie, and it just keeps getting better with marketing automation. Agencies love email marketing since it performs well at a low cost. **A total of 85% of marketing agencies say that email marketing performance is increasing, with half (50%) describing the increase as significant.**



## Prove to Clients It's Working: Click-Throughs & Conversions

What are the **KEY METRICS** used to measure email marketing performance?

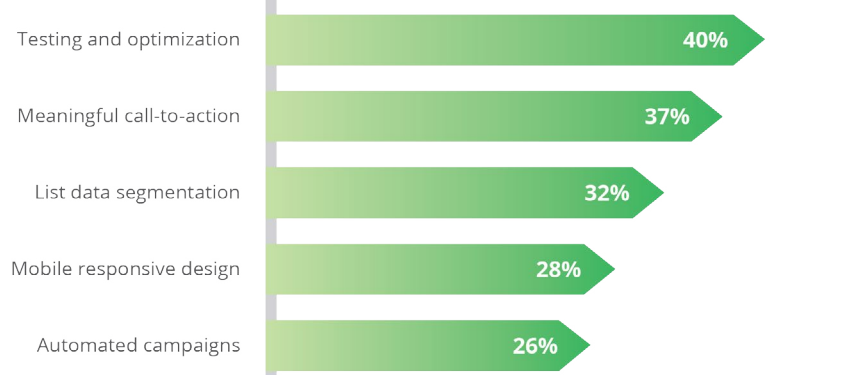


Agencies must constantly prove their value to clients, and email campaign results are the low-hanging fruit. Use your marketing automation platform to **generate reports showing the ROI of email campaigns**. Agencies report that **conversions (58%)** and **click-through rates (51%)** are what clients want to see most.



## Get Personal & Start Testing to Win at Email

What are the most effective **EMAIL MARKETING TACTICS** today?

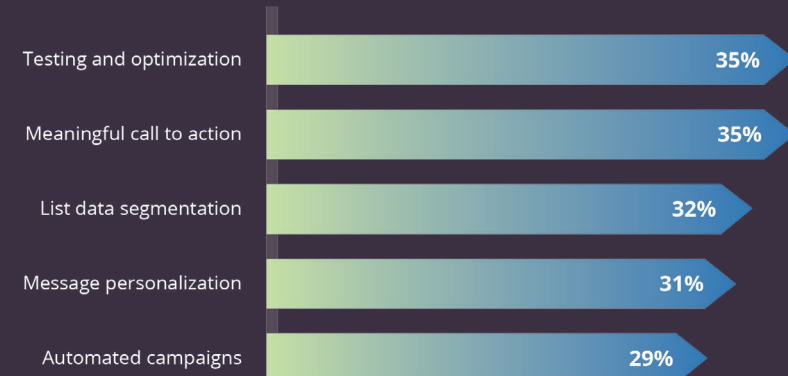


From a simple merge variable to greet your leads by name, to a persona-based messaging strategy, **email personalization wins big (48%)** – and your marketing automation platform is built for it. Agencies must **test & optimize (40%)** to ensure the messages are effective, and again, marketing automation platforms make this a breeze.



## Agencies Find Some Email Tasks To Be Challenging

What are the most **DIFFICULT** email marketing tactics for agencies?

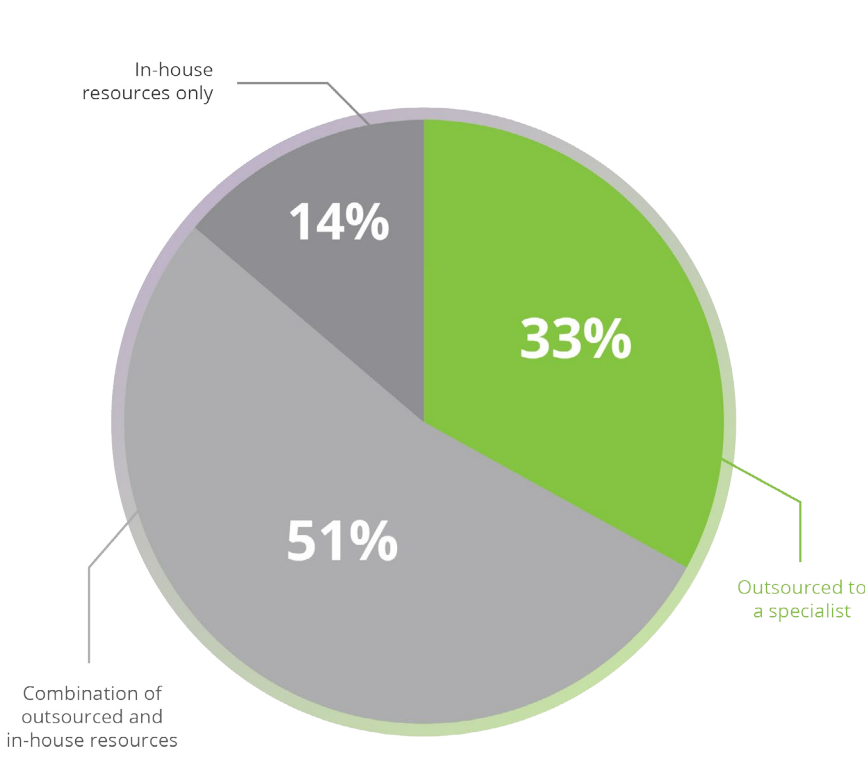


Agencies have difficulty **testing and optimizing email campaigns (35%)**, **zeroing in on calls to action (35%)**, **segmenting lists (32%)** and **personalizing their messages (31%)**. While an outdated email service provider might make these tasks more challenging, a full-featured marketing automation platform makes them **'point-and-click' easy**.



## It's Okay to Ask For Help

What **RESOURCES** do agencies use to execute email marketing?



A mere **14% of agencies use in-house resources** to handle all of their email marketing needs. **Nearly all (85%) get outside help**. The message is clear: for effective email marketing campaigns for your agency and your clients, it's okay to get help. Savvy agencies know that having the right platform at your fingertips can be a game-changer.

Email marketing is just the beginning.

Experience marketing automation built for marketing agencies.

- As little as **1/10th the cost** of competing platforms
- Rebrandable interface**, domain, notifications, and more
- Share **email templates** among clients
- Single sign-on** to manage all clients in one spot
- Multi-client management to **easily add clients** on the fly
- Flexible platform with **hundreds of integrations**
- Unlimited free support**
- Month-to-month billing** – no annual contract
- Grant access to **unlimited users**

[GET A DEMO](#)

Sell more services, prove your results and increase revenue when you move clients from email marketing to marketing automation. Let us show you how on a free demo today.