

# Top of Mind Marketing: Email List Strategy

A hand is shown tapping a glowing white envelope icon on a tablet screen. The screen is surrounded by several other glowing white envelope icons of various sizes, some appearing to float in the air. The background is dark, and the overall theme is digital marketing and email communication.

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# 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.

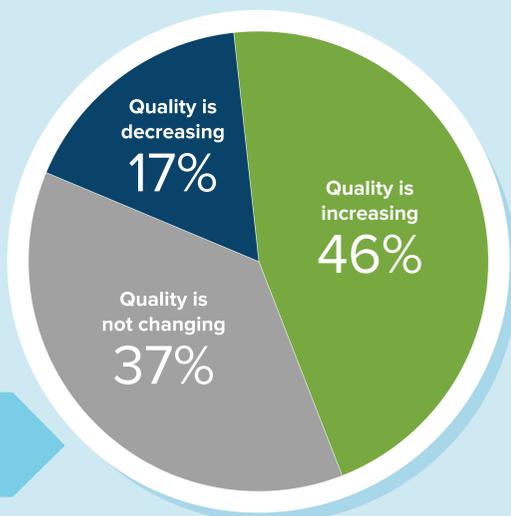
## Prioritizing Email List Goals



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.

## Achieving Email List Quality

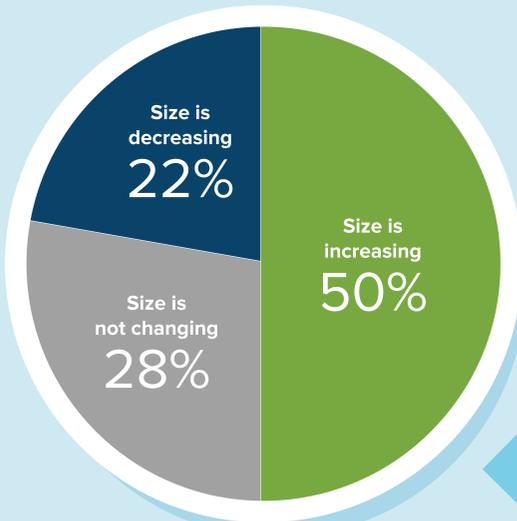
Marketers work hard to achieve their number one goal of high list quality — and it's having an impact. Nearly half (**46%**) of marketing leaders said email list quality is increasing, while only **17%** report quality is decreasing.



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 **53%** of marketing leaders. Subscriber quality (**36%**) and list hygiene (**35%**) are also identified among other leading areas of concern.

## 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.



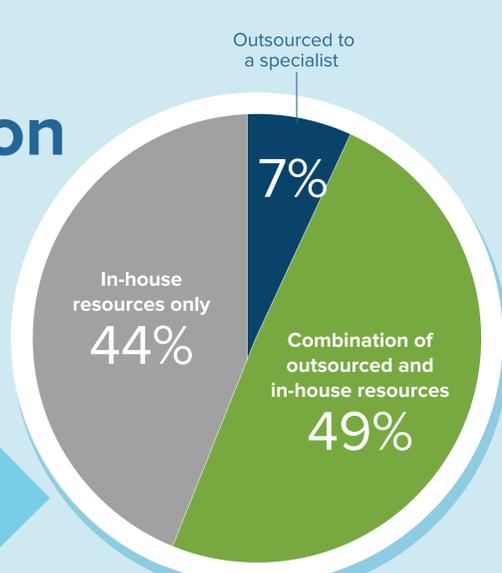
## Tactics That Pose a Challenge



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.

## 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?

iContact in partnership with Ascend2, November 2016

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

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