

SEASON 2 / EPISODE 05

IS EMAIL MARKETING DEAD?

In this episode of the Wander Creative Podcast, Dan is joined by Michelle and Franklin to explore the world of email marketing and its evolution over time. They begin by discussing the importance of building and engaging with an audience, emphasizing the need for personalized and visually appealing content. They also touch on the significance of timing when sending out email campaigns and the importance of offering incentives to subscribers.

The hosts highlight the shift towards mobile optimization in email marketing, as more people access their emails on mobile devices. They also discuss the role of good design and user experience in email marketing success. The episode explores the enduring relevance of email marketing despite the rise of social media and the potential future impact of AI in email marketing automation.

Overall, the conversation provides insights into the current state and future prospects of email marketing as a powerful tool for engaging with audiences.

TAKEAWAYS

- 01** Email marketing has been around since the 1960s, and while it has evolved, it remains a crucial part of digital marketing.
- 02** Building and nurturing an email list is essential for successful email marketing. Personalized, visually appealing content with clear calls to action is also vital.
- 03** Timing matters in email marketing, and sending emails during times when recipients are most likely to check their inboxes can improve engagement.
- 04** Mobile optimization is crucial as most people now check their emails on smartphones or tablets. A mobile-first approach is recommended.
- 05** Email marketing is still effective and relevant due to its widespread use, with over 4 billion email users globally. It allows direct communication with engaged subscribers.
- 06** The future of email marketing may involve further advancements in mobile optimization, improved security against spam and phishing, and the integration of AI and automation for more personalized campaigns.