



The State Of Email Marketing Automation In UK SMBs

A Mailjet Research Study

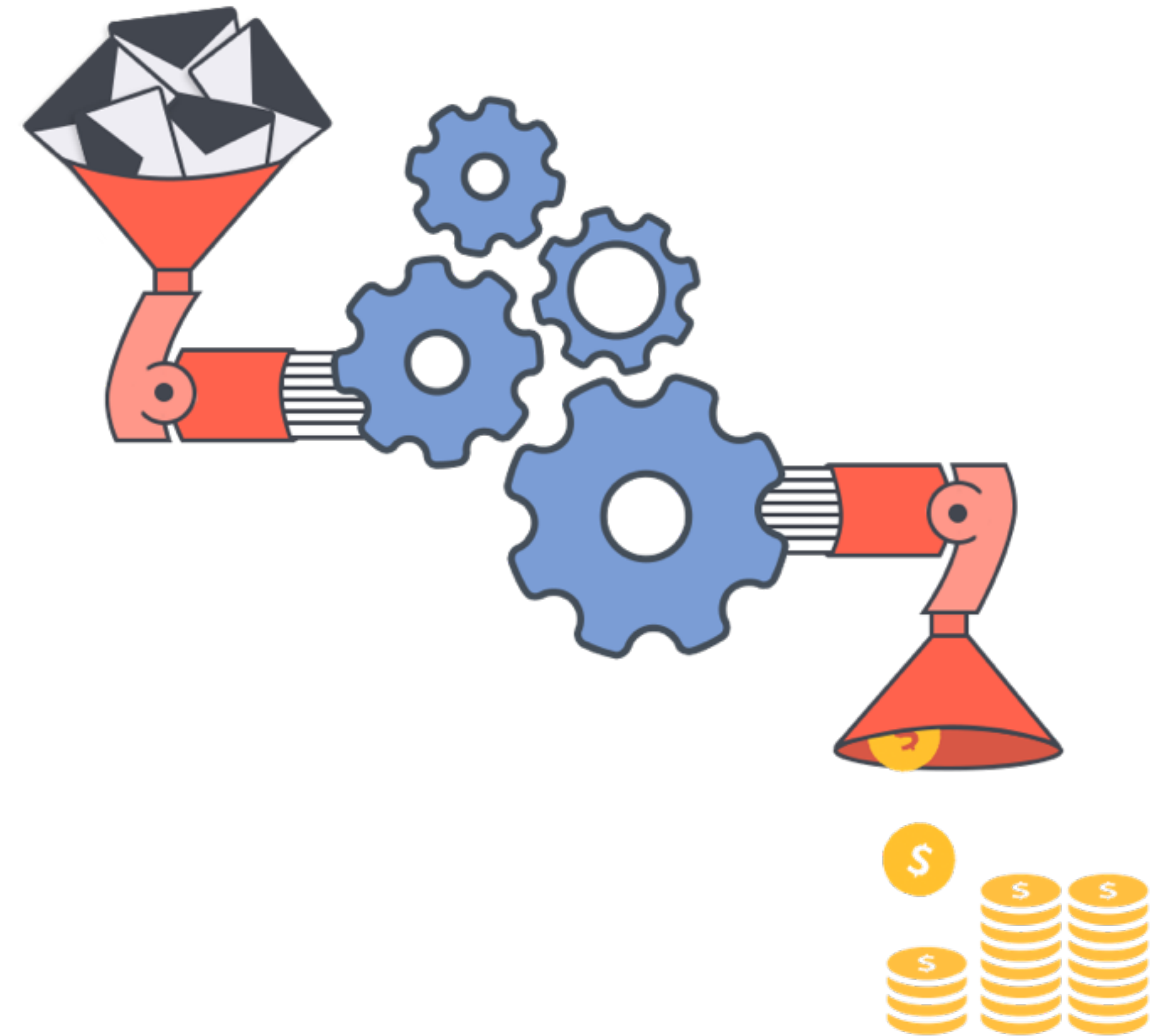


The Research



Mailjet commissioned a new piece of research in April 2016 to understand how UK SMBs view email marketing automation. The survey was taken by over 200 senior marketers working within different UK industries.

The survey addressed the current state of email marketing automation in UK marketing teams, marketers perceptions of email marketing automation and reasons for not adopting an automated approach to email marketing.



Company Size (no. of employees)

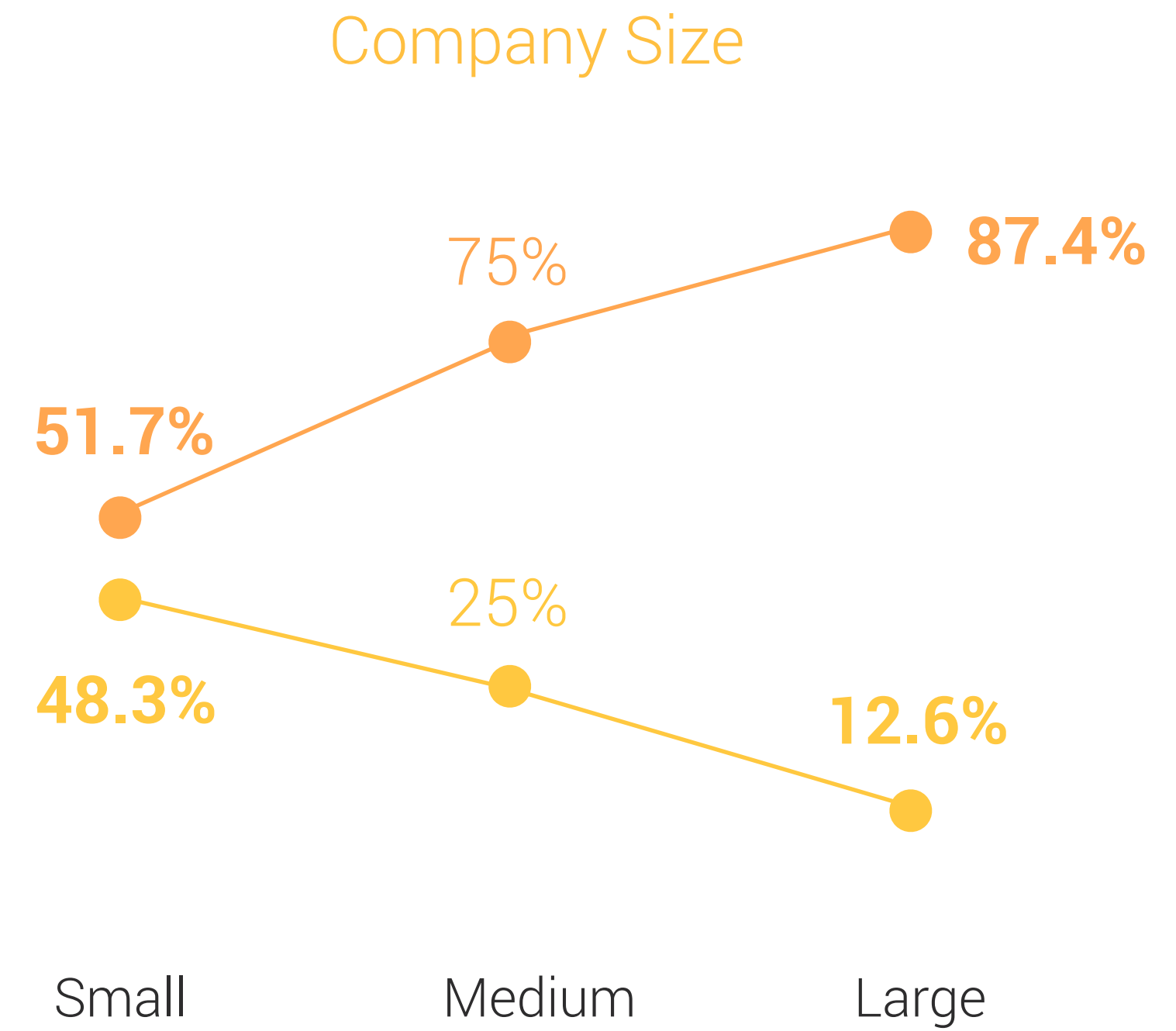
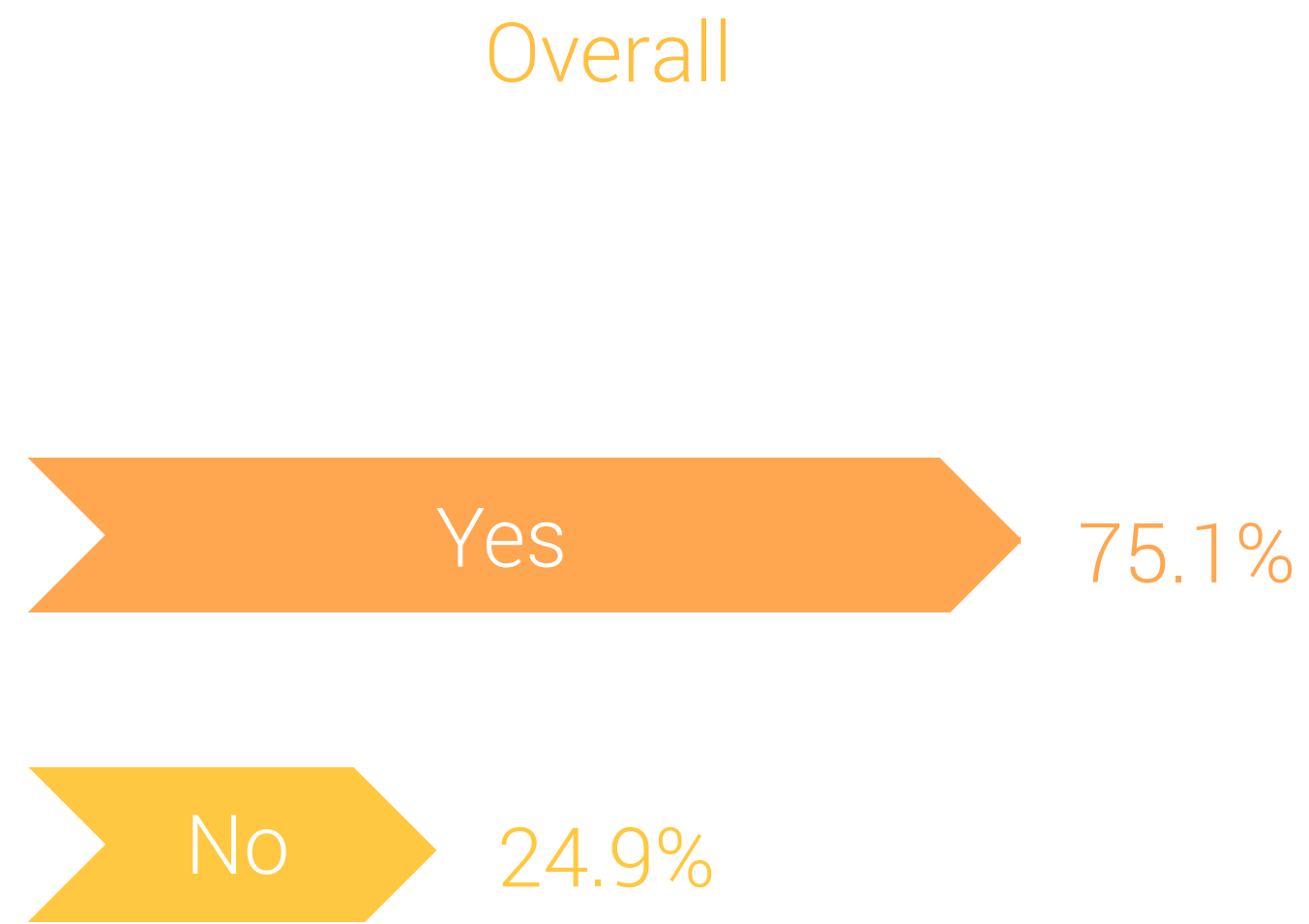
Small = 0 - 99

Medium = 100 - 249

Large = 250 +



SMBs Are Adopting Email Automation At A Slower Rate

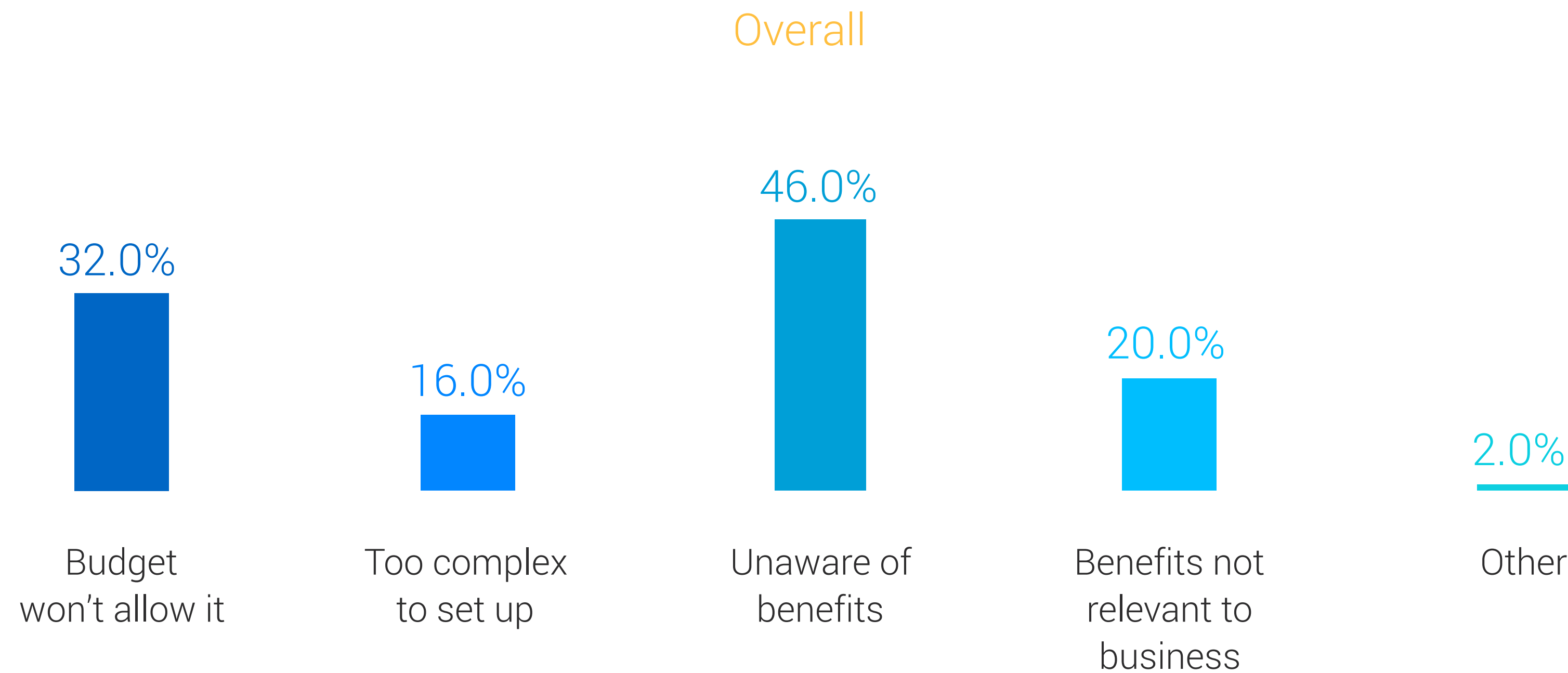


48% of small businesses are not using any form of marketing automation.



Marketers Lack Awareness Of Email Marketing Automation Benefits

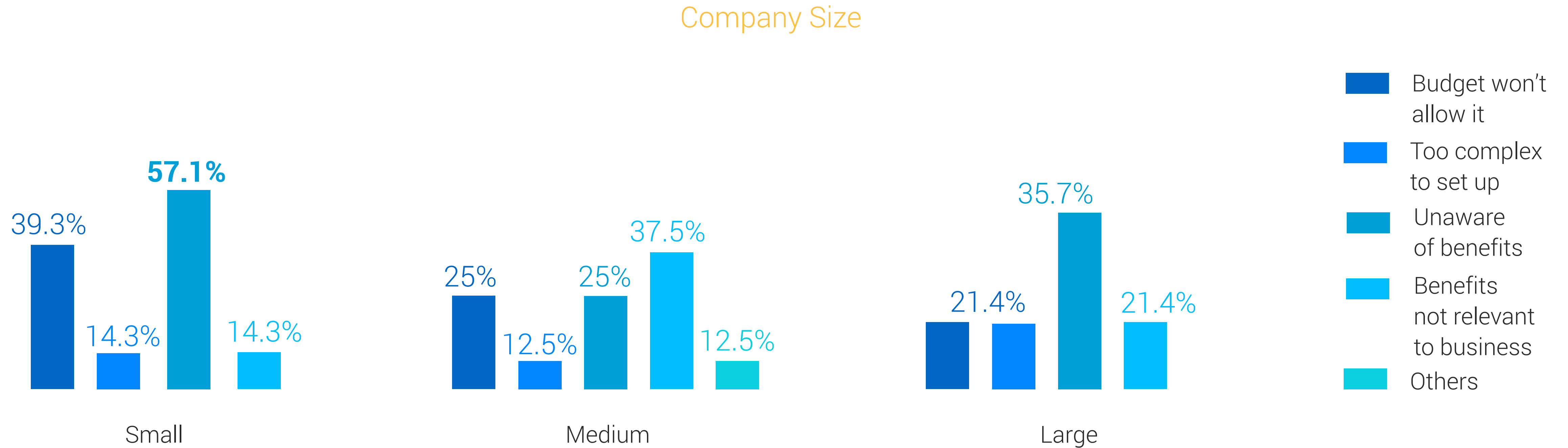
Why aren't you using email marketing automation solutions?





Marketers Lack Awareness Of Email Marketing Automation Benefits

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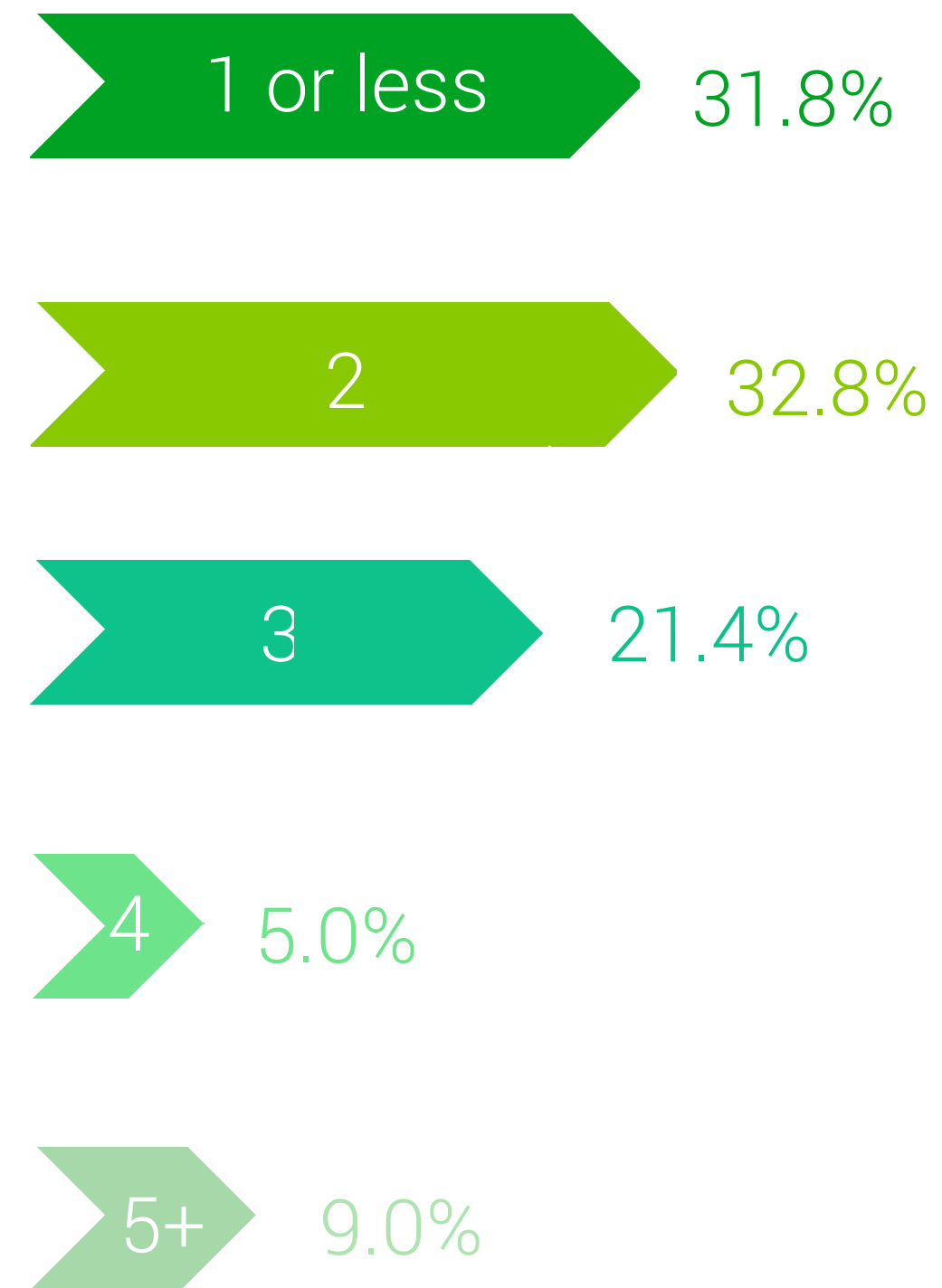
Three in five small businesses (57%) admit they haven't properly looked into the benefits of automation.



Customer Communication Is Low

How many different types of emails might you send a subscriber / customer per week?

Overall

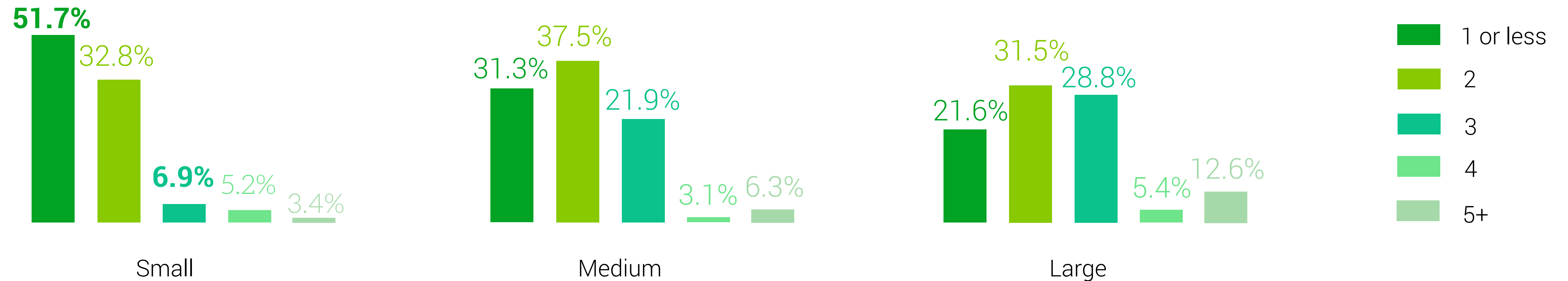




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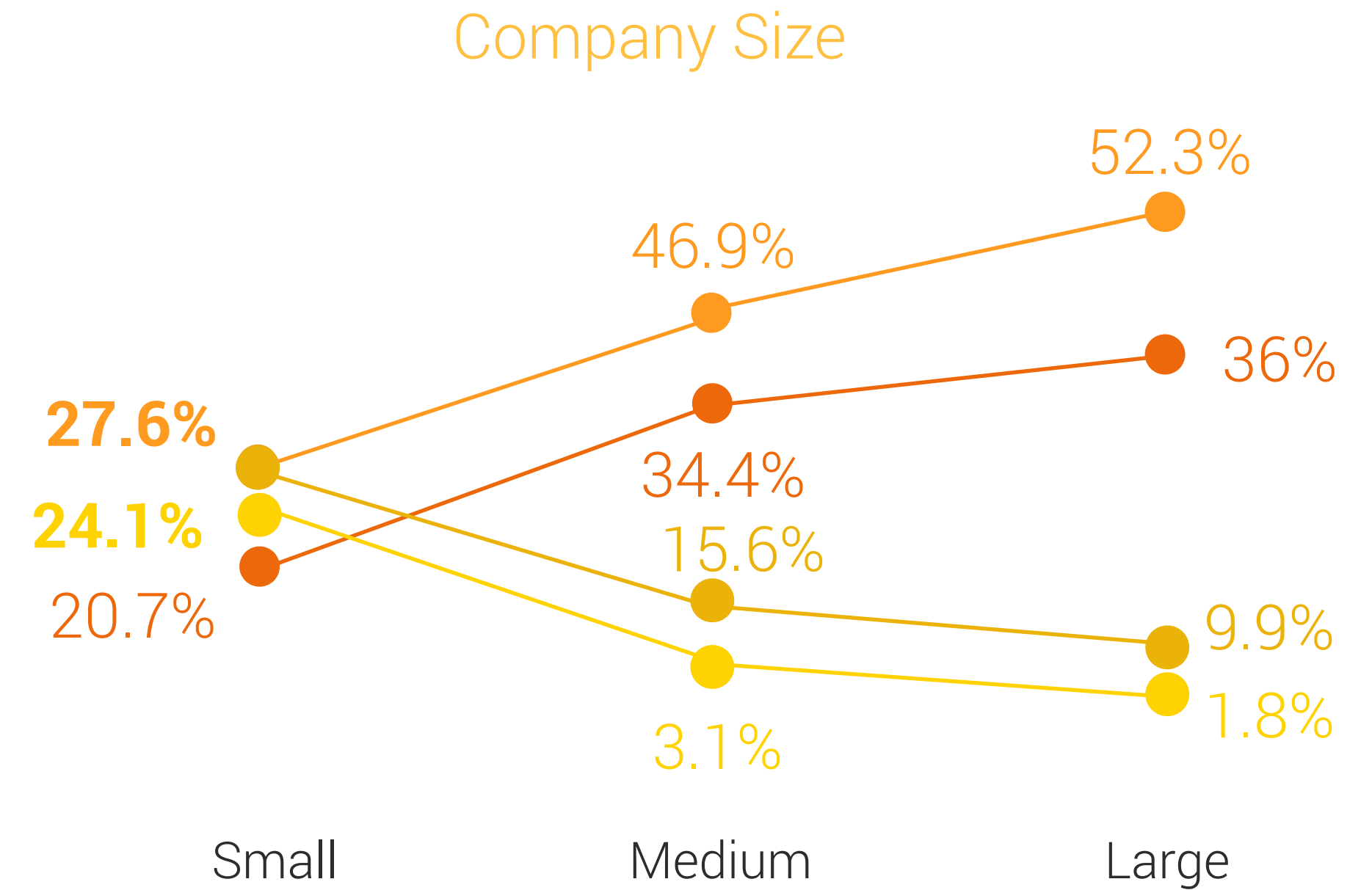
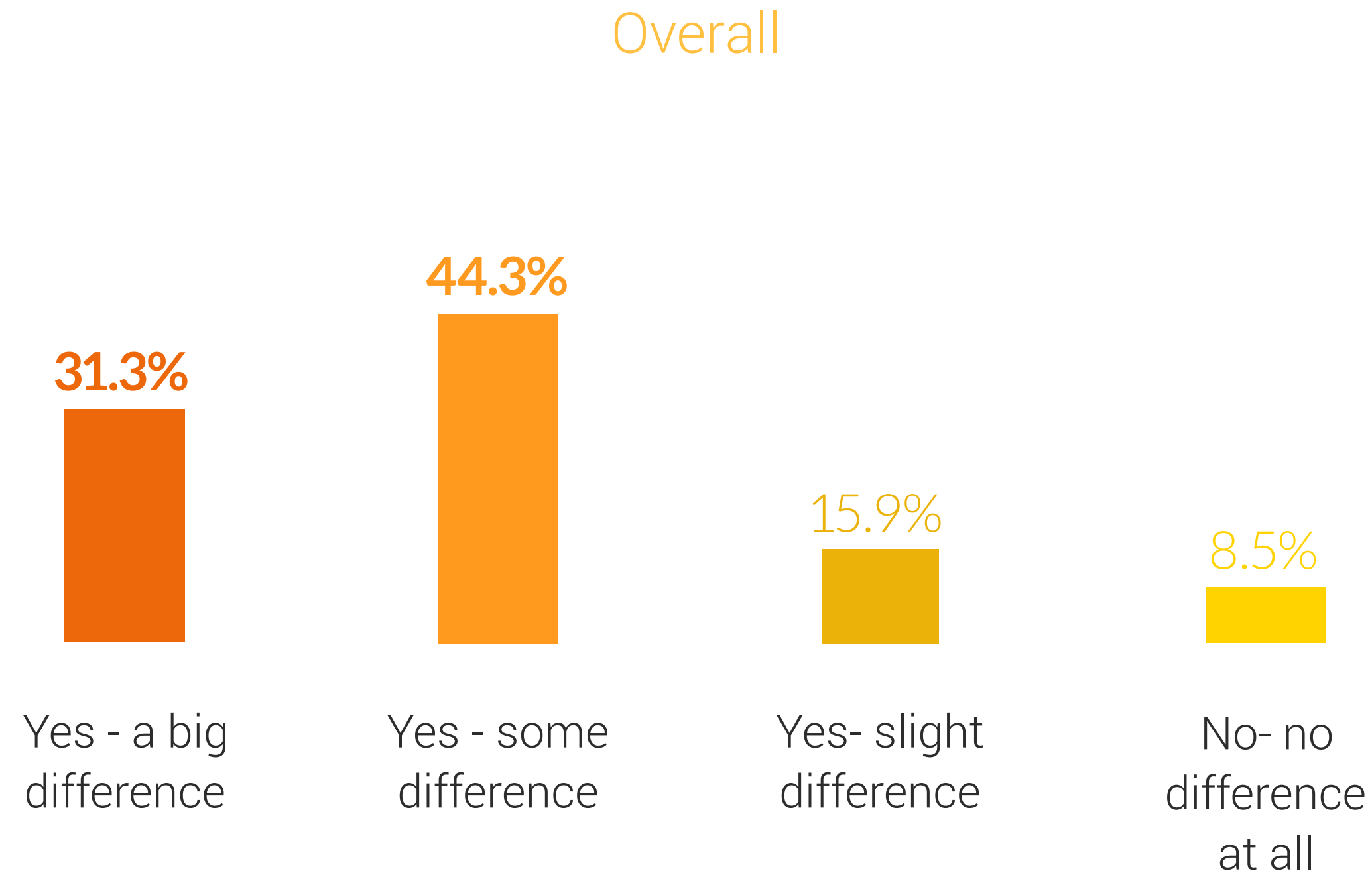


52% of senior marketers at SMBs admit communicating with customers less than once a week.



Email Automation Makes A Difference

Do you feel automation has / would make a big difference to your direct marketing engagement?

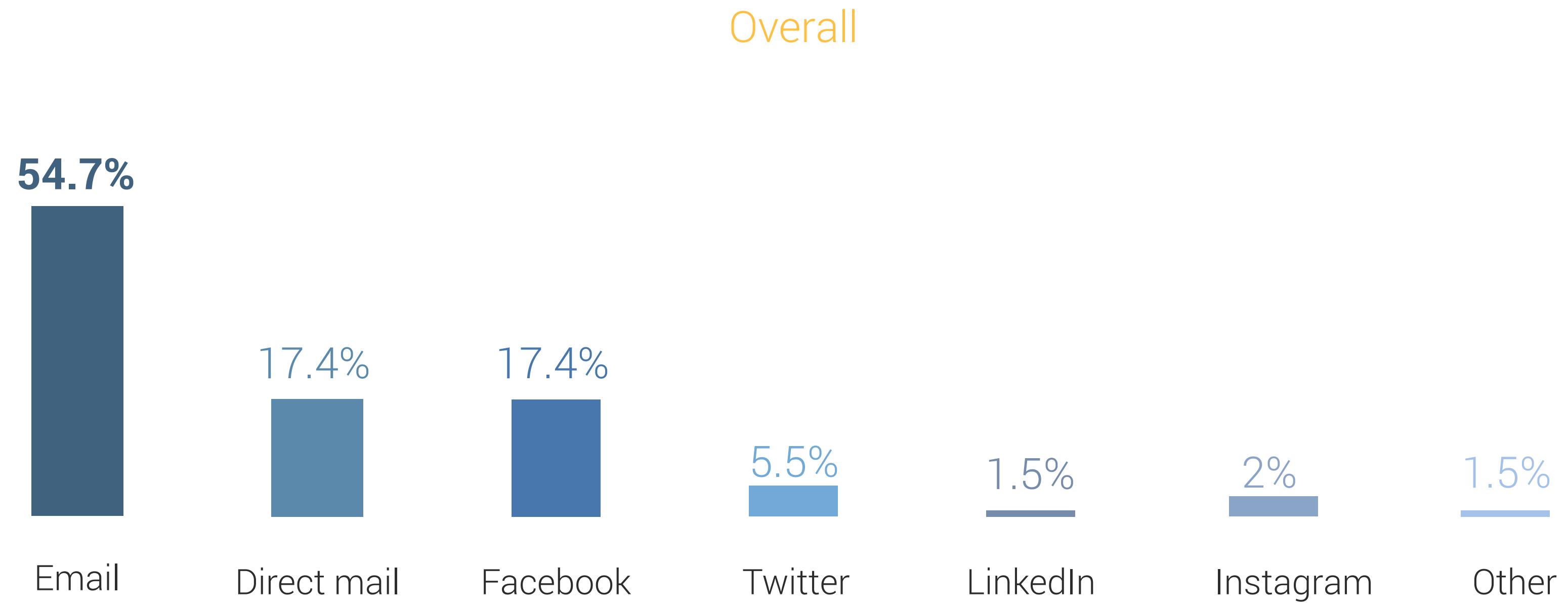


Three in four senior marketers believe email automation will make a noticeable difference to their marketing engagement.



Email Is Your Most Important Channel

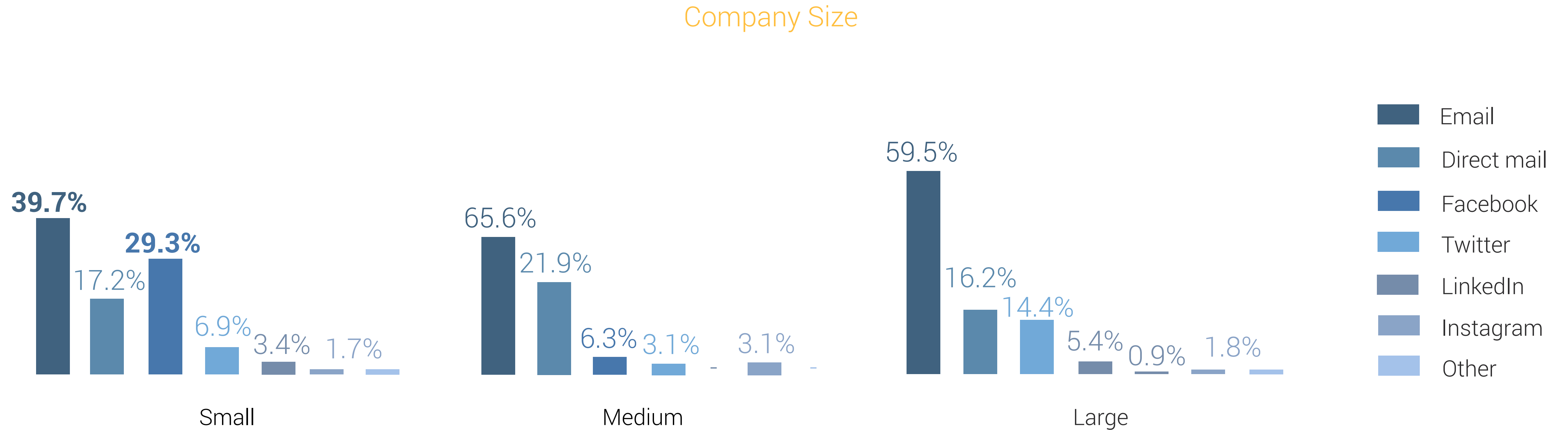
Which channel is most important to your customer engagement strategy?





Email Is Your Most Important Channel

Which channel is most important to your customer engagement strategy?



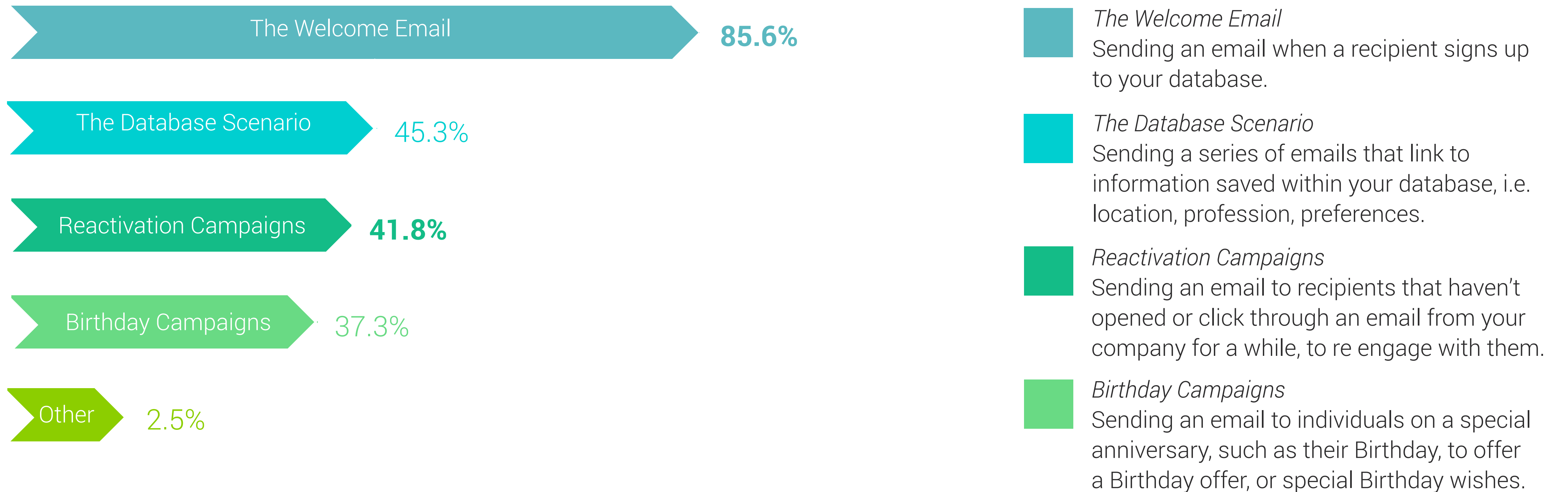
40% of SMB marketers view email as their most important customer engagement tool.



What Are The Adopters Doing

What functions / situations does this automation solution cover?

Overall

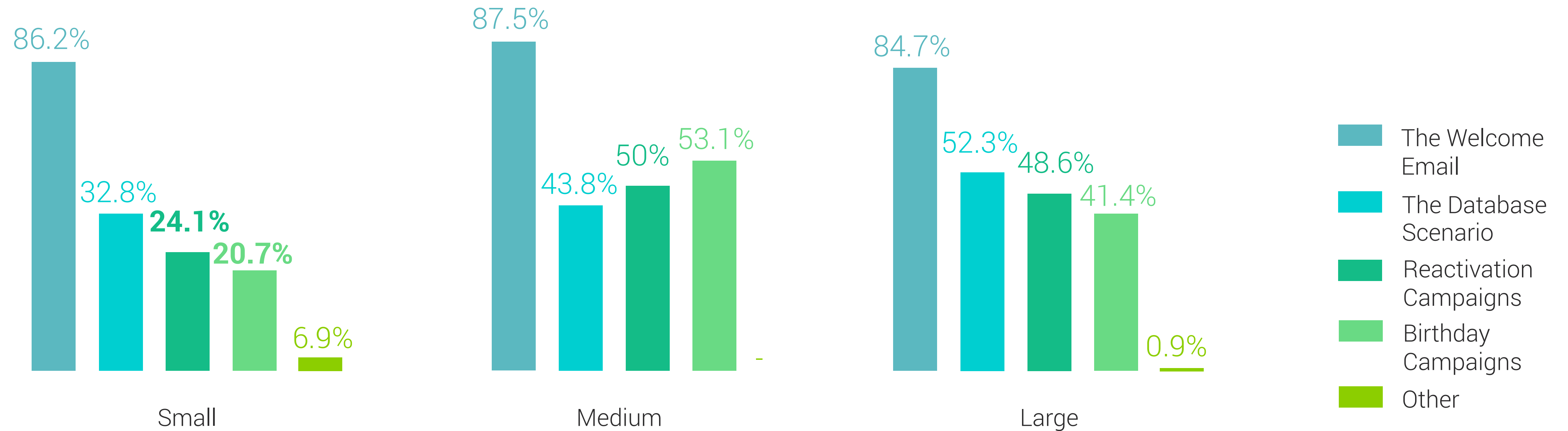




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86% of UK marketers have adopted the Welcome Programme.

Only 42% are re-engaging inactive users. Only 21% of SMBs are wishing their customers happy birthday.



SMB marketers are slower to adopt email marketing automation than their larger counterparts.

If you're yet to adopt email marketing automation, you could be missing out on building great relationships with your customers. In the age of constant connectivity and engagement, we expect brand experiences tailored to our interests and delivered in real-time. Yet, the majority of brands are talking to their customers once a week or less. How often do your favourite brands talk to you? Do they wish you happy birthday? Out of the four email scenarios we asked marketers about, wishing a customer a happy birthday was the least adopted.

There is a misconception that email marketing automation is unaffordable for small business marketers. The marketing technology is becoming more competitive. It's increasingly possible to invest in automation at every level. Here at Mailjet, we're passionate about offering SMBs the same tools their enterprise counterparts have, at an affordable level.

Most marketers agree that email marketing automation will make a difference to their communications. Econsultancy has reported the adoption of email marketing automation is on the rise, [with an increase of 3%](#). 61% of marketers are looking for automation capabilities when reviewing their email service provider.

What are you waiting for?

If you're yet to discover what Email Automation can do for you, check it out today!



Increase The KPIs That Matter For You With Email Automation

Interacting with your customers in a timely manner is key to a successful marketing strategy. Being able to onboard new recipients, engage at key personal moments, reward actions or reactivate inactive users is becoming the new normal for companies. [Mailjet can help you automate a customer-centric email strategy.](#)

Send Email That Converts

Mailjet is a global email service provider, offering you an intelligent all-in-one solution for marketing and transactional emails. Our sophisticated analytics tools and simple APIs give you the tools to maximise the benefits to each individual contact of every email you send. We achieve exceptionally high deliverability rates for our global customer base through a combined emphasis on achieving your strategic email goals and safeguarding your brand's reputation over time.

Thank You



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