

Personalized Email Marketing: A Key to Maximize Engagement



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Introduction

According to HubSpot, 82% of marketers believe personalized email marketing improves marketing performance, while 78% think it increases customer engagement. According to Salesforce, personalized emails result in five times greater click-through rates. These statistics underscore the significant impact of personalized email marketing for connecting with customers on a deeper level.

Businesses with targeted personalization can greatly enhance consumer engagement, boost revenue, and foster greater brand loyalty by sending customized emails to targeted audience segments. TSL Consulting can help you maximize conversions, simplify communications, and improve lead nurturing. With data-driven segmentation and personalization, in-depth market research, and detailed continuous analysis, we make sure businesses obtain the highest possible engagement and satisfaction.

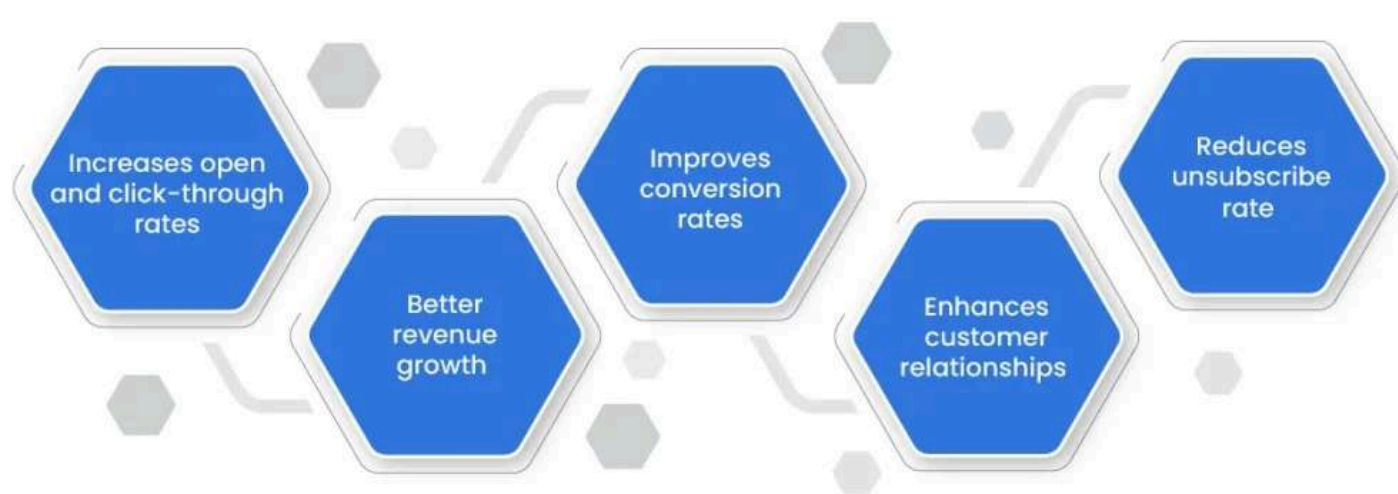
What is personalized email marketing?

Personalized email marketing, or one-to-one marketing, is a common marketing tactic that involves delivering individualized content that resonates with potential prospects or customers. Unlike generic emails,

Personalized emails engage recipients more, with an open rate of  29% and a click-through rate of  41%

According to HubSpot, message personalization was the number one marketing tactic used by email marketers to increase engagement rates and 99% of marketers believe personalization advances customer relationships.

Potential benefits of personalized email marketing



A personalized email is a customized mail sent to an individual tailored to their preferences, behaviors, demographics, or past interactions. Personalized emails that speak directly to the recipient leverage subscribers' data like their name, company, location, and age to create and deliver tailored content.

The following are some potential benefits of customized email marketing strategies-

1. Increases open and click-through rates: Research indicates that emails with customized subject lines have a 26% higher opening rate than those with generic ones. Increased open rates frequently result in better CTR because the subject line already engages the recipient.

Personalized emails that resonate with the recipient's preferences, interests, and pain points, increase the likelihood of them actually reading your email content and taking the desired action, such as making a purchase or signing up for a webinar.

2. Better revenue growth: 80% of customers are more inclined to buy from a business that provides personalized experiences. Moreover, according to McKinsey, companies using personalization see a 20% average increase in sales. When customers feel understood, they are more likely to get engaged, leading to higher conversion rates and increased sales.

3. Improves conversion rates: According to Experian, personalization results in six times higher transaction rates. Segmented and personalized email campaigns result in a 760% increase in revenue, largely due to higher conversion rates.

4. Enhances customer relationships: According to HubSpot, 99% of marketers believe that personalization helps improve customer relationships. Personalized emails with tailored content make customers and subscribers feel important which further helps in raising brand awareness.

5. Reduces unsubscribe rate: An average email unsubscribe rate is around 0.17%. One of the most common causes of unsubscribes is irrelevant emails. Segmented, personalized and targeted emails lower the possibility of opt-outs.

Is personalized email marketing more effective?

Yes. Compared to generic mass emails, personalized emails are proven to boost engagement, and brand reputation. Furthermore, personalization has 29% higher open rates, 41% higher click-through rates, and 6 times higher transaction rates.



Boost sales and build relationships with TSL Consulting's targeted email campaigns.



Personalized email marketing Strategies

1.Segment audiences: Segmenting subscribers or customers based on recent purchases, demographics, actions taken, geographic location, or behavior, allows you to target specific groups with personalized emails that resonate with them. This helps in reducing the unsubscribe rate and increases the overall conversion rate. Marketers have reported that segmented marketing has increased revenue by 760%

2. Leverage automation: Leverage the best email marketing platform to manage all segmentation and targeting efforts effectively. These platforms help collect data by tracking user interactions and analyzing behavior along with basic information like location, job title, and past purchase history. This data helps you craft tailored email content, subject lines, and timing for each segment. By sending emails in response to activities or behaviors, automated triggers can give subscribers a more interesting and pertinent experience.

3.Create dynamic content: According to Forbes, 91% of consumers enjoy shopping with brands that provide personalized recommendations and offers. Dynamic content helps you send personalized emails with content that changes based on recipient preferences or actions. Depending on who is reading the email, dynamic content can be automatically updated. For instance, you can include a subscriber's first name in the subject line or body of an email by using dynamic content like first name fields.

4.Optimize for mobile devices: Email designs that are responsive to mobile devices can boost unique mobile clicks by 15%. Since most emails are seen on smartphones, make sure your emails have responsive design.

5.Include a responsive CTA: According to HubSpot, personalized calls to action have a 202% higher conversion rate than default calls. Instead of "Buy Now," using personalized CTAs such as "Get Your [Specific Product] Today," can make them actionable and relevant.

6.Tests and optimize: Conduct A/B tests for subject lines, content, and CTAs to understand what resonates best with your audience and perform better.

TSL expertise in personalized email marketing

With 3.9 billion people using email daily, email remains the most impactful communication channel to enhance engagement and streamline communication. [TSL Consulting](#) leverages this potential with a sophisticated in-house [email automation](#), designed to craft tailored campaigns that align with the unique complexities of B2B technology businesses.

Through advanced segmentation and personalization, in-depth market research and detailed performance analysis, we ensure that emails are highly relevant and delivered at the right time to the right audience.

By integrating email marketing services with complementary digital strategies like SEO, social media marketing, and LinkedIn nurturing, we help businesses maximize ROI and lead generation.

Our in-house [email marketing platform](#) with AI-powered automation helps in real-time contact validation, seamless social media integration, real-time de-duping, managing real-time subscriptions, and focusing on maximizing the possible hit ratio.

TSL is dedicated to helping you save time, improve the effectiveness of your email marketing campaigns, and scale outreach. Let us help you create an email campaign that perfectly fits your business objectives. Call us on 9529286060 or write to us at smohite@tslmarketing.com to start your journey with personalized email marketing.