



# WHY FINANCIAL PROFESSIONALS NEED TO UTILIZE EMAIL MARKETING

*Did you know that there are more than 5 billion email accounts in the world right now, with 332 billion emails sent each and every day?!*

## How effective is email marketing for financial professionals?



- Every dollar invested in email marketing yields a \$44 return on investment.
- 49% of consumers surveyed prefer to receive company communications versus email.
- 90% of consumers surveyed say they prefer to receive company newsletters via email compared to via social media or messenger.
- Email is 300% more effective than social media for client conversions.
- The value of those conversions is an estimated 50% higher than social media.
- 64% of small businesses use email marketing to reach customers.
- 89% of marketers use email as the primary channel for generating leads.
- The average open rate for emails (across all industries) is 19.7% - but tends to be lower in financial services or high-ticket services.

## Advantages to email campaigns for financial professionals:



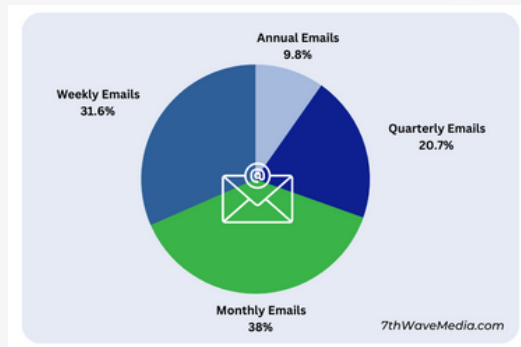
1. A great way to consistently stay in touch with current clients – positive touches!
2. Email marketing is particularly useful for financial planners who can't heavily utilize social media (due to compliance restrictions).
3. Email campaigns can be easily reviewed and approved by your compliance department.
4. A fantastic way to nurture leads and groom prospects until they become clients.
5. There are economies of scale to email – it costs about as much money and takes as much time to email 10 people as 1,000 or 10,000.
6. Email messaging can be (and should be) personalized to your client.
7. It's a great way to provide content of value to your clients and audience.
8. Email marketing is direct – you are not wondering if the receiver will even see it based on social media algorithms or ads, etc.
9. You can motivate email users to take action – special offers, products, news, etc.
10. Email marketing is easy to put on autopilot with automated campaigns, monthly newsletters, prospecting campaigns, etc.

## How often should you email clients?

A recent Morningstar study asked how frequently clients prefer to be emailed. What did they find?

Quick answer:

Somewhere between weekly and monthly.



**MARKETING SOLUTIONS FOR  
FINANCIAL PROFESSIONALS.**

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