



Email marketing versus Réseaux Sociaux

Dès l'apparition des premiers réseaux sociaux, l'email marketing a été donné pour mort.

Une personne affiliée à un réseau social ne serait plus concernée par les emails commerciaux reçus. Elle préférerait les posts aux newsletters pour être tenue informée des promotions, de l'actualité de la structure suivie.

Cette fausse idée a pu traverser le cerveau de quelqu'un mais les différentes études et chiffres démontrent bien la pertinence de l'email marketing.

Mais par contre, ils peuvent être utilisés de manières complémentaires.

Par exemple tout simplement, sur les réseaux sociaux faire régulièrement des posts pour inciter à l'abonnement à la newsletter et proposer dans le contenu de nos emails marketing

la possibilité de partager son contenu.

Une infographie compare les 2 supports :

M vs S

Email vs social media marketing

An EPIC showdown between two of the most widely used digital marketing platforms. Which one deserves your marketing dollars?

Round 1: Benefits

Email is the most cost-effective tool for individuals and businesses. It offers immediate and targeted delivery of your message to your existing, past, and future customers. Social media is best known for marketing support, not for...

Cost-effective Email is the most cost-effective tool for individuals and businesses. It offers immediate and targeted delivery of your message to your existing, past, and future customers.	Targeted Email allows you to target your message to specific individuals or groups of people, increasing the relevance and effectiveness of your marketing.
Immediate Email messages are delivered almost instantaneously, allowing you to reach your audience quickly and efficiently.	Control You have complete control over the content, timing, and frequency of your email messages, allowing you to tailor your marketing to your audience's needs.
Measurable Email marketing provides a wide range of metrics and analytics, allowing you to track the performance of your campaigns and make data-driven decisions.	Engagement Email allows you to engage your audience through personalized content, interactive elements, and direct communication.
Flexibility Email marketing can be used for a wide variety of purposes, from promotional offers and newsletters to educational content and customer support.	Reach Email allows you to reach a large and diverse audience, including people who may not be active on social media.

They're both great, but...
Round 1 is a draw!

Round 2: Growth

Email has been the go-to digital marketing tool for the most time, but social media marketing has...

Email marketing ROI 60% in 2012	Social media ROI 4000% in 2012	Social media ROI 17.4% in 2012
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But social media marketing boasts even more stellar numbers

Global social media marketing revenue \$4.7bn in 2012	U.S. social media marketing revenue \$1.3bn in 2012
100% of U.S. marketers use social media in 2012	70% of U.S. marketers use social media in 2011
13.7% of U.S. marketers use social media in 2010	

Social marketing still wins, but marketing is changing.
Round 2 goes to Social Media!

Round 3: Usage

There's a lot of hype surrounding social media, but what's the reality? Email is still the most popular online activity.

94% of U.S. marketers use email in 2012	75% of U.S. marketers use social media in 2012
81% of U.S. marketers use social media in 2011	61% of U.S. marketers use social media in 2010

It's no surprise who takes...
Round 3 goes to Email Marketing!

Round 4: Reach

The hype around how you better users rely on social media to connect, interact, and share their opinions is growing. But what about email?

75% of U.S. marketers use email in 2012

Media usage per age group

Age Group	Email	Social Media
Age 18-29	24%	24%
Age 30-39	24%	24%
Age 40-49	24%	24%
Age 50-59	24%	24%
Age 60-69	24%	24%
Age 70+	24%	24%

2005
17%

2011
30%

When it comes to traditional media, email still wins.
Round 4 goes to Email Marketing!

Round 5: Features

We looked through all the features that marketers need to track their social media strategy and compare them to email marketing.

List management Email: 100% Social: 55%	Segmentation Email: 100% Social: 40%
Deliverability Email: 97% Social: 100%	Message creation Email: 100% Social: 40%
Automation Email: 100% Social: 40%	Reporting & analytics Email: 100% Social: 40%
Content creation Email: 100% Social: 40%	Mobile Email: 100% Social: 40%

Social media has many great features, but...
Round 5 goes to Email Marketing!

Final tally

Email

Social media does deserve the hype. But when it comes to results and performance, email marketing comes out on top. **KOD!**

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