

Email Marketing Challenges faced by Canadian SMBs

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Methodology

Internet survey conducted in the summer of 2016 among 1,000 Canadian organizations involved in email marketing:

287 respondents including 177 SMBs

- 1 employee : 33
- 2 to 5 : 63
- 6 to 10 : 28
- 11 to 30 : 28
- 31 to 50 : 9
- 51 to 100 : 16

According to Statistics Canada, a SMB is a company with fewer than 100 employees



How long have you been using email marketing?

- Less than a year 15%
- Between 1 and 2 years 23%
- Between 2 and 5 years 40%
- More than 5 years 23%

The number of SMBs that use email marketing increases by 15-20% per year



What are the reasons for using email marketing?

- Inform our customers 76%
- Increase sales with current customers 69%
- Strengthen our customer relationships 57%
- Attract new customers 50%

* Many possible answers

Email marketing is a growth tool for Canadian SMBs



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Do you measure your results

- No 20%
- Opening or click rate 80%
- Conversion rate 20%
- Comments received 20%

4 out of 5 Canadian SMBs measure the results of their marketing mailings



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Are you satisfied by the results?

- Feeling that I have performed 6%
- Good 51%
- Okay results 22%
- Not really 23%

57% are pleased with the effectiveness of their marketing mailings



Who handles marketing?

- An in-house person whose specialty is not marketing 63%
- In-house specialist 23%
- External specialist (freelancer) 5%
- Marketing agency /web supplier 10%

Two thirds of Canadian SME conduct their marketing without proper knowledge



Key issues?

- Lack of time 46%
- Lack of necessary skills 36%
- Frequency of mailings 30%
- Unsatisfactory results 28%
- Relevance of content 28%
- Need assistance 24%

Lack of time and of the necessary skills are the main issues faced by Canadian SMEs



What type of help do you need?

- Email marketing strategy 61%
- Increase our listings 59%
- Mailing designs 43%
- Content production 42%
- Features 24%

Canadien SMBs need help with their mailing marketing strategy



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