

The Great Debate Over Email Communication

By Allison Flett

Recent data now shows that some 54% of people are opting out of email communications. As a professional marketer, I'm embarrassed to admit that I am one of those people. What is worse is that Trinity Marketing often talks about the power of email and how it is an efficient and measurable way to communicate with clients. Not to mention, if you are reading this it means you received this newsletter as an email. That irony is not lost on us.

But I think what is happening here is we are getting overloaded. Viewing emails via a mobile device is up 80%, with much of that viewing being done on weekends. Digital has almost enabled too much. The access to data and the ability to communicate just about anywhere at anytime has left us feeling overwhelmed and yearning for more personal communication.

So what should we do? Abandon our email campaigns? Start printing everything again and making cold calls? Probably not. But at least being aware of the changing tides is critical. Like good wine, too much of a good thing can be counterproductive.

A recent article in Financial Planning magazine discussed this very issue as it relates to financial advisors and their clients. It talked about how technology—the very thing that brought people together to communicate—is now pushing people apart. The article sites the economic crisis of 2008 as an example of a time when clients really needed to talk to someone and truly be heard when it came to their questions and concerns. I'm sure at that time many companies chose to send out an “everything is going to be OK” email, but was that really appropriate given the circumstances? To quote the article, “emails and technology are great for making appointments or answering quick questions, but not a good substitute for building and maintaining excellent client relationships”.

I would probably go a step further and say that emails can do more than just address questions. When done well, they can generate leads, promote special offers, share timely announcements and even drive revenue. I think we just need to be really smart about what to say and when to say it as high frequency is driving some of those opt-outs.



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In closing, the summer months are almost upon us. Soon it will be warm and we'll want to get out from our inboxes and enjoy the great weather. As such, you may hear from us a little less at least via email. But rest assured, we are here and remain committed to helping clients identify the most effective and efficient ways of getting their story out.

Happy Summer (and go Red Sox)!

Please let us know how you feel at dlogan@trinitynet.com or at 617.292.7399.