

So, what's trending?

Alex Tremlett operations manager at Insight Data has the latest predictions for successful email marketing in 2022 and beyond

For any business to reap the rewards of email marketing, you must keep up with the latest trends. Email marketing is still a central part of many businesses marketing strategy. In fact 89% of marketers say email is their core strategy.

So here are my top three email marketing trends and predictions that you need to know to keep your email strategy moving forward and generate increasing results month-on-month. Taking these email trends into consideration will give you an advantage over your competition.

Artificial intelligence

AI continues to grow, showing a strong presence in marketing and aiding businesses to make better decisions. When trying to predict the future of email marketing, AI is a vital component. Using AI services can help deliver better experiences for your email subscribers.

AI can also help you analyse thousands of data points and give significant insights to tailor your email marketing campaigns.

It is a fantastic tool to help you distinguish trends and changes within your audience and to make more actionable choices with your marketing.

Focus on mobile usage

Email trends in 2022 are focusing on mobile as 66% of emails are opened on mobile devices. More people use their phone and tablet devices to filter through their inboxes and decide what emails are worth their time.

The shift to mobile means that you need your emails to appear and function perfectly on any mobile device. You will need to have responsive designs for your emails, so they can adapt to the device the reader uses. Keep your emails free of distractions and remain conscious of how much copy you put in your emails. You do not want subscribers to scroll through your email mindlessly.

Integrate interactivity

If you deliver static, boring emails, it won't cut it for your readers. If you want subscribers to interact with your emails, you need to keep them engaged. Interactivity is one of the must-have email trends that will help you heighten your email marketing performance. Interactive emails need to include features that users can operate without having to leave their inbox and visit another web page.

Here are some interactive ideas you can include:

- Carousels of images users can swipe through.
- Sliders subscribers can manipulate.
- Videos users can watch.

Interactive elements can make your emails more appealing and persuade prospects to engage with your email marketing campaigns. It is a fantastic way to help



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you stand out from the crowd.

It is vital to keep your data up-to-date. For example at Insight Data we continuously update, verify, and manage our prospect database. Also we have 'live data' to produce better and faster marketing results. Everything needed to ensure that our client's campaigns are effective. [□](#)

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