



Best Emerging Trends in Email Marketing

As we move further, we notice several changes. That is why it's essential to draft a strategy, try to implement it properly, and analyze the results. Always strive to stay ahead of your competitors by being prepared with 2-3 strategies that you know will work best for your business. Below is a list of Emerging Trends in Email Marketing to provide you with a first-mover advantage. Check out!

To make the most of these trends, partnering with an [email marketing company in Bangalore](#) can help you implement strategies effectively and drive better results for your business.

Emerging trends in email marketing:

1) Use user-generated content:

Practising user-generated content in email marketing is the best means to boost organic traffic and generate more customers. People trust the company more if they see a positive review about that company from someone else. The chances of them converting into potential customers increases then.

You can use all the user-generated content for free and add it to some template. You can also add polls, reviews, pictures of your product used by a customer with an attractive call to action.

2) Try to send personalized messages:

Try to add some personalization to your emails. Customers love if they are valued by the company, they feel important. One of the biggest challenges in email marketing is that it lacks that personal touch due to the automated replies. The key trend to follow in email marketing is to add that personal touch to your emails.

Try sending emails only to your targeted audience rather than everyone. Keep a check on your audience preferences and behaviour, and then create an email accordingly

3) Use of Artificial intelligence in email marketing:

Artificial intelligence is a confusing concept for everyone, be it newcomers or be it, professionals. The fact is, there's enormous data available online than any marketer could

ever handle and prepare, even if they practised superior technology and edge-cutting software. Contrarily, AI is proficient in dealing with this task with the least effort involved. AI can be used for multiple things like creating email subject lines, sending times, surveying etc.

4) Create attractive emails:

Interactive emails help to increase traffic and boost engagement. Attractive emails appeal to everyone. You can make your emails more attractive by adding images, gifs, videos, surveys, call to action, etc. Attractive emails also help to improve your customer experience and engage them.

5) Focus on privacy:

Customers are aware of their privacy the most and are more conscious of their data being used. You have to stretch beyond supporting PCI and being GDPR obedient to win their confidence and support. Make privacy the focus of all your email campaigns to assure you are fulfilling their expectations.

It means regularly examining enactment surrounding data privacy and continuing to be honest with clients. Use your emails to notify consumers of any future modifications to data privacy and highlight how you are guarding their data. This will also improve your business ethics in a favourable light.

6) Use catchy subject lines:

The first thing that a consumer will see is your subject line. That is why using an eye-catching and unique subject line is crucial. The subject line makes the first impression of your emails, and making the first impression is very important. Every consumer opens emails based on the subject line only. If they find it attractive, they will open it, otherwise, they will ignore it.

7) Customer appreciation emails:

Appreciating your customers will always stay in trend. Praising your customers never goes out of style. By sending appreciative emails to your customers, they feel loved, important and valuable. By doing this, you are taking a step toward making lifelong relations with them. You can send birthday wishes, thank you for shopping emails, some offers and discounts.

These are the emerging trends in email marketing. We all can say that the year 2022 will be full of competition, new changes, challenges and everything. Try to be in touch with these changes and challenges, otherwise, you will lag behind the competition. Use these trends and get the first-mover advantage by drafting your strategies now.

Still got a problem? No worries. Contact us at Hirola Infotech Solutions for top-notch [email marketing services in Bangalore](#) and get rid of all your problems. Our experts, with years of experience in email marketing, will be happy to assist you. They will craft the best email marketing strategies tailored to complement your business and deliver outstanding results. Thank you!