

EMAIL MARKETING TRENDS 2021

THAT NOBODY IS TALKING ABOUT



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Introduction

If you search Google for “Email trends” or “Email Marketing trends 2021”, you’ll already see a number of articles. This can only mean one thing. Marketers are serious about email marketing in 2021.

I tried the same and realized that many similar pieces lead to what should be done in 2021 from a technology perspective. Here at Netcore, we believe email marketing is not just technology; it is also an art, storytelling, and conversation mindset.

“We believe email marketing can do a lot good in 2021, for any brand. More so than most other marketing channels”

We want to share the trends and direction we observe brands and marketers are moving towards globally.



2020 Has Been A Year Of Re-invention

Pandemic, lockdown, and then reopening led to a paradigm shift in our thinking . This year has been the most challenging battleground for marketers, as German philosopher, Friedrich Nietzsche's said, "What doesn't kill you, makes you stronger."

This year many marketers started introspecting on what should be done differently. Email is no longer just about new customer acquisition and transactions; it is about conversations and retention.

We've experienced a paradigm shift in thinking "What do I want to send?" to "What do they need right now?"

The old marketing playbook was thrown out of the window in 2020, and forced us to reinvent how we communicate to our subscribers. We have to be more customer-centric, empathetic, and sensitive to their feelings, needs, and desires.

2021 will be about futuristic tech, better email marketing skills, and being genuinely good to each other.

Let's talk about trends that nobody is talking about, but they will re-define your email experience.

1

Old school email marketing will get beaten by the competition

If you are still using basic personalization, demographic segmentation, and using high-tech email tools to get your email marketing right; hang on. You might just be scratching the surface.

Segmentation has moved beyond simple demographics, now there are smart segments. An AI-enabled feature that identifies hidden patterns from demographics+behavioral customer data that is tough to locate manually.

E.g., My friend in Canada received a Thanksgiving email on Nov 26, 2020, while Thanksgiving in Canada was Oct 12, 2020. Not the experience you want to give your subscribers.

Personalization has moved beyond just name and image personalization.

Do you still like email with your name in the subject line wishing you on your birthday?

Or you are one of those who has been browsing for a car loan? What if you receive an email from your bank with a car shaped cake and a great offer on a car loan to make your birthday? On top of it, you found that email on top of your mailbox while starting your day.

Personalization has moved beyond demographics. Use technology to understand its multiple levels deeper and then create an experience for your customer. That's what brands are inclined to do—stitching data from numerous properties and sources.



Personalization is about understanding the dreams, hopes, and motivation of your customers



2

Know your customers using technology & strategy for better email experience

2020 taught us many things, knowing your customers better is the most important one.

Did you also realize the following during the pandemic:

My offers are not working.

I don't know what motivates my users?

I wish I knew them better etc.

When a user signs up with your website, typically you have a limited amount of information about them. Double opt-in registration is not the end of the world, it is the start of the journey – use this as an opportunity to learn more about your subscribers.

Use a combination of strategy and tech to start building more insights about your subscribers.

After all, it's important to remember that they are people. You need to know them better to be friends, be more empathetic, and be more relevant.

The strategy will help you be more conscious of knowing your subscribers. You can ask them questions and take feedback at micro levels rather than once in a year, feedback or survey emails.

Imagine if every CTA is an opportunity.

E.g., The registration email has two confirmation links; one CTA has a male and the other female.

Another example: As a clothing retailer, try examining the most often clicked department by an individual. This can provide insights into the interests of your subscriber and what types of content and imagery you should send them in the future.

With the click of a button, you can gather one new insight into your user.

You take this to the next level by making every CTA a forward-looking insight to start building a better relationship with them.

Technology can start by tagging your campaigns and their performance.

Then you can build insights that are more behavioral based and can be used to customize the user experience.

You will be able to decide when subscribers are more likely to open your emails.

Or which CTA has more potential for being clicked.

This trend will elevate itself in 2021, and more new tools will emerge in the market to enable marketers intelligent data about their customers with less difficulty.

3 Email for brand equity and experience

My mailbox is full of emails that are incredibly creative and empathetic. There is a slight reduction in sales tone—a mass of senders focusing on building an experience and brand equity.

One of the significant trends in 2021 is about a mindset of conversations and not conversions. I will build brand equity, and the ROI will be an outcome of that.

“People don’t buy what you do; they buy why you do it. And what you do simply proves what you believe”

– Simon Sinek

There is no moat that protects your brand against the competition. 2021 is about what do you believe as a brand? What is now your why?

A great tone, more humility, more care will improve trust amongst your subscribers. Focus on enhanced storytelling, creativity, and innovation in your emails. Subscribers are more likely to entertain the next few emails if they found your previous story (email) worthy.

4

Improved deliverability and customer experience with AI

We have been talking about AI in email marketing will bring a revolution. Well, it has begun!

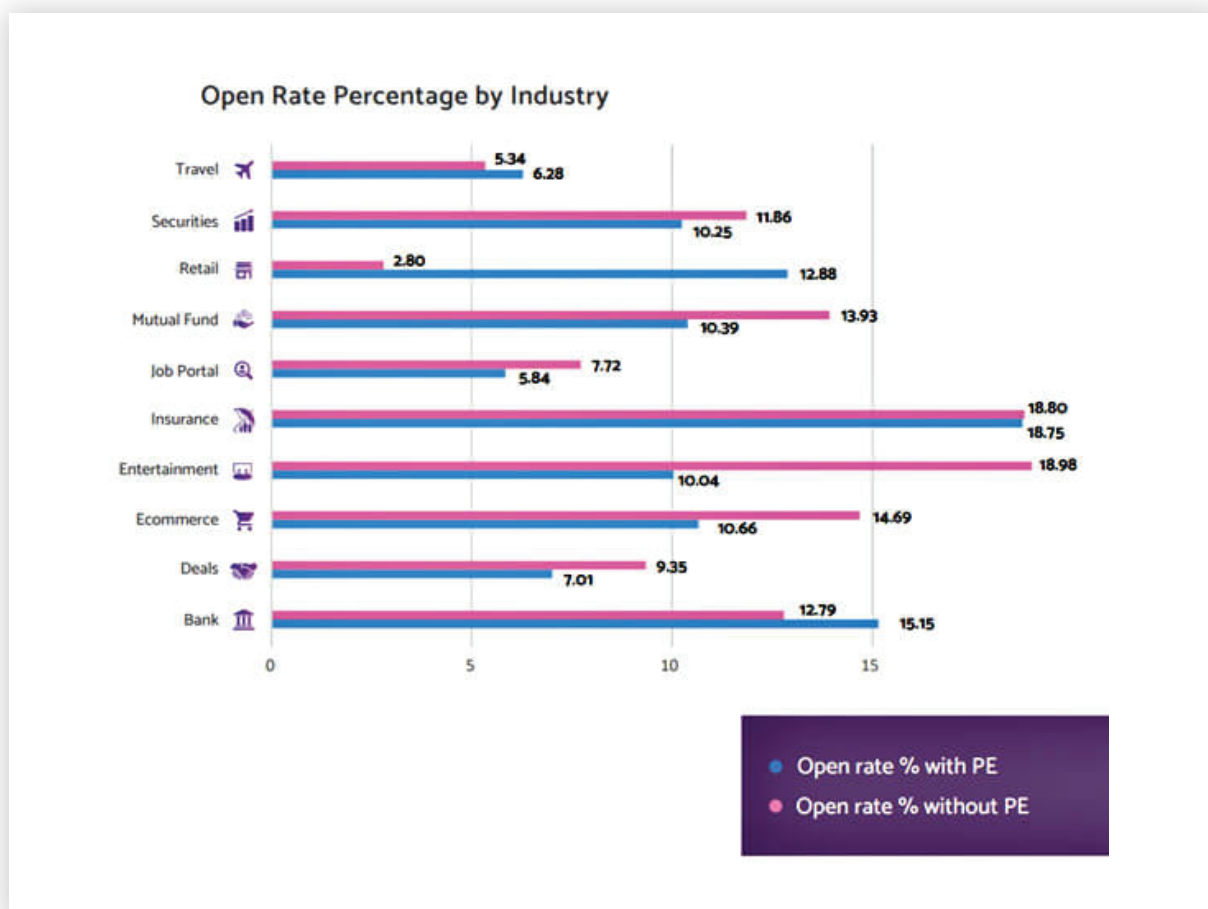
While AI will not replace humans but will enhance our decision making, it will help us in creating a better experience for subscribers at scale.

AI will impact three significant areas: content optimization, delivery optimization, and data segmentation.

As a result you will see better behavioral targeting, inbox delivery, and hyper-personalized emails.

If your email marketing tool is not ready to do this for you, it's time you look to more forward-looking email platforms like Netcore. (I decided not to be salesy, consider this as an exception)

You can see below how Predictive engagement (An AI-enabled feature that improves deliverability) improved Open rates by 30% across many industries.



Source: Netcore Email Benchmark Report 2020, A study of 50Bn Emails.

5 AMP implementation will increase

Google launched AMP in 2020, and it is like a silver bullet for email marketers. Once your user experiences AMP in your emails, they get addicted to it.

AMP stands for Accelerated Mobile Pages, and it enables your email communication to be more interactive by allowing elements like carousels, accordions, and purchase buttons.

Imagine the possibility when your email can behave more like a web page, and the user doesn't have to visit anywhere else to complete a purchase.

AMP's implementation has been slow this year due to the complexity in creating AMP emails(HTML). With the advent of new tools that help create AMP emails easily, higher adoption is expected in 2021.

One thing for sure is your email performance can scale to 2X with AMP-enabled emails.

Let us share 2 bonus trends only #forthe love of emails

6 Simple emails will fly

We have seen simple emails coming back in 2020, and this trend will accelerate in 2021. These are not your regular catalog mailers, not the ones with too many CTAs. An email with one message at a time, doesn't distract you with too many CTAs etc.

No complexity and minimal approach ensures a user can skim through the email fast, act fast.

These are a must-try for all marketers in 2021. I feel simple emails can be a lot more creative too.

7 BIMI will become the default

BIMI, or Brand Indicators for Message Identification, is a new standard that allows you to display your brands logo in supported mailbox providers. Currently Yahoo mail supports it, and Gmail is pilot testing the solutions. Other Mailbox providers have also expressed interest in using BIMI for their customers.

BIMI gives more authenticity to brands by building trust in email with strong authentication. With a high focus on authentication, brand equity and

creating a great experience in 2021, BIMI becomes an essential element in emails.

If BIMI goes into production for Gmail, many brands will adopt this sooner and become a default standard like SPF, DKIM, DMARC. Get started on your authentication configuration now so you'll be ready in 2021.

You can check your SPF, DKIM, DMARC, and BIMI record on our free tool [Grade My Email](#)

That's all. We hope that some of these trends become essential part of your email program in 2021.

PS: An important mention and big thanks to **Chaitanya Chinta, Global Head – Email Business, Netcore Solutions**, for giving his insightful and enriching perspective to this blog. If you want to get more learning and have a knowledgeable conversation with him, then you can connect on [linkedin](#) and [twitter](#).

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WHY CHOOSE NETCORE FOR EMAIL



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Delivery & Campaigns



Powerful Transactional APIs
for seamless integration



Actionable Analytics
for Email Intelligence



Advanced Customer
segmentation, Send time &
Subject line optimization



Managed Consulting
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White-Glove Services for
smooth onboarding

20+

**Global Unicorns
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5000+ leading brands**

20+

**Years legacy of
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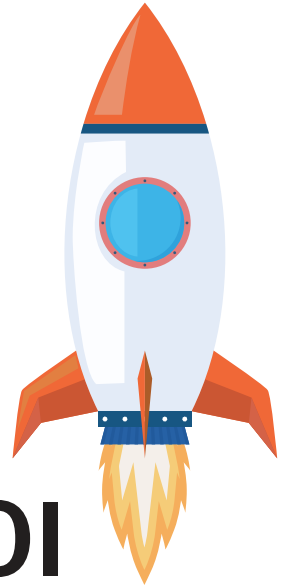
#1

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