

# Email Marketing Automation Drives Better Leads and Sales

Doug Morneau October 08, 2017



Doug Morneau - Real Marketing Real Fast - Tink Taylor

**Doug Morneau interviews Tink Taylor, founder of dotmailer & dotDigital Group, on why email is still one of the most effective marketing channels today.**

([Newswire.net](http://Newswire.net) -- October 6, 2017) -- Doug Morneau interviews founder Tink Taylor and discusses why email is still one of the most effective marketing channels for business in today's digital world.

"Email Outperforms Social Media, Paid Search for ROI - one-size-fits-all email newsletters continue to be the

backbone of marketers' email efforts," as stated on December 23, 2016 in the advertising & marketing section of Email eMarketer.

## Three Keys from this Episode:

1. **Email is still one of the most effective marketing tools**
2. **To be more effective with email, segment your data**
3. **Streamline your data – pull your data silos together**

## Doug asks Tink to share what he's most excited about in the email marketing space?

"I think it is the realization that your data silos are now absolutely critical to your business success. We're seeing a lot of people really pulling their data in shape so they can make sure of the technologies. I think the technologies themselves have got better in enabling data to be transferred from one system to another, so APIs have got a lot better. There's a lot of talk of marketing clouds at the moment. I'm kind of skeptical of those and getting quite a bit of feedback as I travel, about some of the really big systems I've ever purchased. I was only using 10% of the email, but now I've bought the rest of the cloud, and I'm not using any of that."

"I think the adoption of a data first mentality is really exciting. I think as I said, everyone's talking about AI. I don't think at the moment, everyone's ready for it. Some people will naturally be in better shape and ready for it, but I think as the data sources get better, then I think that's exciting. It may still be 12, 24 months out before we see a real wide-scale adoption of that by the masses. I think typically that when it comes to technology, ourselves and our competitors, we come out with a new tool, we all talk about it for a number of years then the adoption happens down the line".

"One thing I also explained were some of the adoptions, and we talked about hitting the mark earlier and the lack of the basics of what we were talking about in personalization and segmentation, automation. That stuff's been around for a long time, and people are still just getting their head around about how to deploy it. I guess, my colleague Skip Fidura that maybe some of the people listening to this will be familiar. He was a thought leader at dotMailer, he's been in the industry for many years. He talks about Magpie Marketing."

"It's all bright, new, and shiny, and everyone gravitates towards that and then they've got it and realized they haven't got their basics in shape yet. Just a word of caution that I suppose. That probably sounds odd coming from a software vendor, because we do it as well."

[Listen to the email marketing automation drives better leads and sales episode and read the show notes.](#)

## Meet Tink Taylor

Tink Taylor is the founder and president of dotmailer and dotDigital Group. He has 20 years experience in the field of

digital communications and has introduced digital marketing to companies large and small. He has been pivotal in the development of digital marketing since the onset, both in the UK and the US. Serving as a key and influential member of the UK Direct Marketing Association, Email Market, and Counsel, and also the Internet Advertising Bureau since 2006. Tink has also judged the email, mobile, and agency category at the UK DMA awards for over half a decade.

In 2014, he was elected as the advisory committee member of the board of the US Direct Marketing Association's email experience counsel. He constantly strives to help individuals, organizations, and the industry as a whole to develop and progress acting as a serial tech advisor and an investor outside of dotMailer. Welcome, this afternoon.

**ABOUT:**

[Real Marketing Real Fast](#) - The only podcast that brings you unfiltered, undaunted, insider information on the latest tools and technologies for online marketers. Prepare to dive deep into marketing myths, breakthrough methods, and cutting-edge strategies that will have an immediate impact on the growth of your business.

[Doug is an author, speaker, and podcaster](#), a passionate lifelong learner and expert marketer with significant experience in email marketing.

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