



Thank you for registering for our final webinar of the year, "2022 Email Marketing Best Practices & Trends." We hope our November webinar shed some light on how to prepare your utility's email strategy for the new year.

Although many trends from 2021 will continue into the new year, speakers Bethany Farchione (Questline) and Cynthia Price (Litmus) shared their expectations for the top 10 trends of 2022:

1. Create an improved after-sales experience
2. Audit and understand your data
3. Make more of your newsletters
4. Optimize for all platforms/preferences
5. Create more interactive emails
6. Ensure your emails are accessible
7. Showcase user-generated content
8. Utilize preference centers
9. Hyper-personalize your email campaigns
10. Changes to open rates and privacy



Farchione shared that customer expectations are increasing in regard to segmentation and personalization, stating that **74% of customers are frustrated when information isn't tailored to them.**¹

Price showcased tips and examples for ensuring emails are accessible to all audiences. Plus, she shared insights into Apple's privacy changes, including how to expand engagement metrics beyond open rates. **She suggested incorporating A/B testing and considering which metrics are relevant to your utility's goals.**

[Watch or re-watch](#) the webinar now to discover more helpful best practices for developing an engaging email strategy in 2022.

Thank you for joining our Plugged In webinars each month! We look forward to bringing you new insights in 2022. If there is a topic you would like us to cover, please don't hesitate to reach out at marketing@questline.com.

All Webinars Available On-Demand

Missed some of our webinars? No problem! Catch up on all of our webinars where we discuss topics like smart home technology, segmentation, eNewsletters and more – all available on-demand now.

[WATCH ON DEMAND](#)

¹ Content Marketing World 2021

[Unsubscribe](#) [Manage Subscriptions](#)



© 2021 QUESTLINE | All Rights Reserved.
5500 Frantz Rd., Suite 150 | Dublin, OH 43017