

Another day in the life of European email marketers

Whitepaper
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A series of interviews about the state
of email in the European Union - part 2



The voices that deserve to be heard

Many email vendors & email geeks come from across the Atlantic. As a result, much of the content speaks to the American experience. But what about email marketing in Romania, Netherlands or Ireland? So time to hear other voices. What tools do they use, what are the challenges & the pearls of wisdom they live by?

We asked eight email professionals across the EU about their experiences:

- Teresa Smith of SMTP2GO (Spain)
- Rui Nunes of sendXmail (Portugal)
- Aoife Nugent of Allgo Rewards (Ireland)
- Quint Wapenaar of Basic-Fit (Netherlands)
- Iulian Danciu of inboxAds (Romania)
- Tanel Rand of Smaily (Estonia)
- Rebecca Walsh of Tango Telecom (Ireland)
- Kerstin Michael of DHL (Germany)

We'd love to hear from you! Get featured in the [next edition](#).

A day in the life with Teresa Smith of SMTP2GO



I work in two roles, Social Media Manager & Technical Support Agent. When on technical support, my day varies a lot! Working for an SMTP relay company means that I don't just need to know how our service works; I have to understand & be familiar with the SMTP setup on all email clients/software. Believe me; no one is the same!

That goes for inbox placement too! Almost every day, we face new questions on email delivery for various incoming servers to either figure out or adapt to (if necessary). Therefore, my day pretty much consists of troubleshooting as soon as I log on.

It's essential to keep on top of list hygiene for good sender reputation.

When I am on social media, my day is a little more predictable, which is excellent! I usually start by going through my content calendar, researching content ideas, creating/scheduling new content, and networking as much as possible. Or perhaps even preparing for presentations and podcasts, as and when they come up.

What tools do you and your customers use?

List cleaning services. It's essential to keep on top of list hygiene if you want to maintain a good sender reputation.

Share your favourite email tips with us?

To stay away from purchased lists & to build your mailing list using genuine list-collection methods. It really is the only way.

What's the biggest challenge in email marketing?

One challenge that seems to crop up a lot is the lack of planning for using a dedicated IP. A dedicated IP needs to be warmed up slowly and then used regularly to maintain its reputation. Many marketers will come to us the day before a campaign without thinking this through.

There also seems to be a fear of shared IPs. You can benefit from a shared IP when the outbound email service constantly monitors the IP reputation.

Tell us about your vision for email marketing in Spain?

It is hard for me to answer, as I work from Spain by choice & our client base is global. As a whole, I think email marketers will need to up their game when it comes to best practice. Incoming servers are changing every day to protect from unwanted emails. Inbox placement does not come easy, but there are so many things you can do to ensure your emails arrive.

A day in the life with Rui Nunes of sendXmail



Since I'm running two businesses, my day usually consists of meetings, answering emails and a variety of messaging platforms. So, I get up early and catch a breath before going through my task planner. Both my teams are remote, even before the pandemic, so this hasn't changed much.

I prefer to handle most of the email marketing strategies with my team, keep up with the new trends & get a glimpse of what's working better. It's a way to stay updated with the channel that made my career from the start.

A big part of my day is our own marketing needs as a company. I personally write our articles since I believe the founder should be the company's biggest advocate. So I'm highly involved with teaching, being a guest in podcasts & webinars. It's the way to share what we feel is the right way to do email marketing & marketing automation.

What tools do you and your customers use?

We are platform agnostic & use the best tools for each client's needs. We use ActiveCampaign to handle some of our email marketing communications and basic automation. Most of the more advanced marketing automation is a plethora of API's working together between tools to ensure we deliver the most relevant message to each person. From retargeting to dynamic content, personalisation can be significant.

But we can use tools like Mailchimp to others more corporate-based like Adobe Cloud Marketing or Salesforce Marketing Cloud. It all depends on what we want to solve. As for team collaboration, we use Slack, Trello, Asana and internal tools as well.

Email marketing is more than a platform, it's marketing strategy & knowledge.

More than the tools, people should conceive a strategy before running any marketing activity. Using tools without a purpose and a clear goal is pointless. I usually say that we already have all the tools that we need to do our job. Yet, we keep searching for that one tool that would be perfect.

And people should monitor more with proper analytic skills than what they're doing. Too many are using tactics without adequate measurement.

Share your favourite email tips with us?

My favourite email tips are straightforward: don't go for quantity; go for the quality. It's better to have 400 unique subscribers who will convert than having 10.000 that aren't your target audience and then ruin your scores/sender reputation.

Email marketing is more than a platform, it's marketing strategy & knowledge. An email marketing subscription doesn't mean you're doing email marketing as it should be.

What's the biggest challenge in email marketing?

My primary email marketing challenge is to help people understand this channel's importance as a direct communication line to our audience. As said before, companies think that email marketing is to have an email marketing platform that blasts emails to their list.

The ideal customer is the one that understands the importance of delivering value to their audience, of turning them into genuine brand advocates instead of trying to pitch deals all the time.

Tell us about your vision for email marketing in Portugal?

Fortunately, we're not focused just on our internal market. We work for firms worldwide & committed to delivering a fantastic experience through email marketing.

I'm a board member of the Portuguese Marketing Professionals Association. I try to encourage activities to help Portuguese marketers find their way with email marketing best practice.

A day in the life with Aoife Nugent of Allgo Rewards



I am continually trying to stay creative & motivated while working from home during this lockdown. My emails are centred around trying to improve user engagement for the reward initiatives we run.

What tools do you and your customers use?

Both Sensorpro & Canva are exceptionally user-friendly, meaning you can design and send campaigns efficiently & we get excellent results.

I believe that emails will become more interactive, which should help increase subscriber engagement

Share your favourite email tips with us?

Use GIFs to keep emails engaging. Keep the text short and concise. Focus mainly on using different graphics & other visuals to make your email click-worthy. Attention to detail and allocating enough time to test emails thoroughly to ensure they are perfect.

Tell us about your vision for email marketing in Ireland?

I believe that emails will become more interactive, which should help increase subscriber engagement.

A day in the life with Quint Wapenaar of Basic-Fit



It's one of the best days there is! It's learning every day. The thing about email is how exceptionally broad it is. It takes you out of your comfort zone to learn new things. And every day, there could be a change in one of your tools or email clients!

What tools do you and your customers use?

Salesforce Marketing Cloud, CanopyDeploy (former Clang), Hubspot, Marketo, Pardot, Litmus, Lucidcharts. Lucidcharts helps get a better understanding of how the customer journey will look. It can take time but will pay back in a better customer journey.

CDP & API-first tools are the way to go!

Share your favourite email tips with us?

Customer Data Platforms (CDP) are something where I think there is a lot to gain. A CDP makes your data richer & more relevant. Not only because you can act on behaviour, but because you can combine data sources.

What's the biggest challenge in email marketing?

It is educating the different stakeholders about data. The Customer journey that I mostly build has a high level of personalisation requiring data from multiple systems. It can be challenging working with system owners who prefer to defend the system instead of working with you.

Tell us about your vision for email marketing in the Netherlands?

I think the email marketer should broaden their horizons. Email is a 1-1 channel. There are other 1-1 channels like apps and chatbots. So apply our knowledge of the past 20/25 years with these new channels. That's why I believe in CDP's & API-first tools. For some marketers, the learning curve will be steep, but I think it is the way to go!

A day in the life with Iulian Danciu of inboxAds



I usually start by going through the emails to organise my day. A bit of firefighting (urgent tasks that require my attention) & then some creative meetings after lunch. I spend afternoons with customer calls, sales alignment & study or research.

What tools do you and your customers use?

We use a hybrid WordPress-based tool that we've crafted to suit our needs in addition to our solution.

Share your favourite email tips with us?

We encourage marketers to experiment with their email channel. Be hungry for more, learn fast, fail fast (if needed) and move on. We are writing educational content on inboxAds' blog that covers the best tips we gather from our industry.

Reaching the right audience with the right message.

What's the biggest challenge in email marketing?

Reaching the right audience with the right message.

Tell us about your vision for email marketing in Romania?

Our vision is to increase the adoption of tools. We are building a community of knowledge sharing to help show how these tools help.

A day in the life with Tanel Rand of Smaily



On a daily basis, my work consists of looking for new cooperation partners, generating leads and inbound marketing.

Share your favourite email tip with us?

The recent ruling by the Bavarian DPA means EU-firms should now review the legal basis for data transfer to the US.

What's the biggest challenge in email marketing?

The main challenge I face is to let those leads convert via email or other channels.

The recent ruling by the Bavarian DPA means EU-firms should now review the legal basis for data transfer to the US

Tell us about your vision for email marketing in Estonia?

A lot of businesses in Estonia use services like Mailchimp & social media for their marketing. Our challenge as an email vendor is to help Estonia see the power of email marketing compared to social media.

A day in the life with Rebecca Walsh of Tango Telecom



I work in a B2B industry, and we still depend a lot on face-to-face-communications. The old-style field sales approach still worked for us. But in March 2020, everything changed almost overnight. How do we continue to have that consultative F2F interaction but from a distance?

I started to rewrite the rule book last year, and it is still a work in progress. Mass email communications were never a crucial part of our marketing effort; precision 1-2-1 communications were the driving force.

Personalisation without having to rewrite the book for each pitch.

My goal is to have conversations with my target audience, and I am constantly looking for new ways to start and progress those conversations to keep us ahead of the competition. My typical day is honing my content to match the individual conversations I want to have with my target audience.

What email marketing tools do you use?

I have used lots over the years – Gmail, Sensorpro, Mailchimp, Wix (Ascend), Outlook. I have always believed if you want to know what your target audience wants, you should ask them. The conversations need to be more interactive, more 2-way. As marketers, we can be guilty of talking too much and not listening enough, leading to very one-sided dialogue. So I love to use polls, surveys and social media to gain insights into the problems or issues facing my target audience.

What are your favourite email tips?

Always get the basics right. I still get emails where my name is wrong or the product/message is not relevant to me. Your message can be perfectly crafted, but if my name is wrong and the message is not relevant to me, I'm not going to read it. Get the basics right, know your target audience and use that insight to drive your messages. For B2B marketing, credibility plays a big part, so I always try to include a case study, a testimonial or new customer logos in every communication.

What are your main email marketing challenges?

Personalisation without having to rewrite the book for each pitch. We were stuck in a very F2F sales process. It is hard to pivot to a more inside-sales driven approach when there is a significant ticket price involved. The larger the cost of the goods or services, the more complex the decision making can be. However, there is room to consider a more hybrid approach where digital communications can play a more significant role in the sales process's early stages. Our sales process's early stages are more informative and less "salesy", making email marketing an excellent fit.

Tell us about your vision for email marketing in Ireland?

More interaction in real-time. I am not sure that it is an Ireland specific view of the future, but I believe that we need to interact more in real-time with our customers. And unfortunately, B2B marketing lags in this. AI can drive Real-time relevant interaction, and as we see more and more AI applications becoming mainstream, we will see a shift towards hyper-personalised real-time interaction.

A day in the life with Kerstin Michael of DHL



There comes a time in your life where you want to work in a job you feel passionate about. Not just a secure job that is well paid with benefits. You spend more than a quarter of your life on your career. So why shouldn't we use this time wisely? Before DHL, I worked in Ireland at National Pen in the Bilingual Customer Service. I was responsible for Email Marketing across 21 different countries!

What tools do you use?

I used Responsys from Oracle. Before I went to Ireland, I worked at Versandhaus Walz in Bad Waldsee & built up the email marketing function. We used Inxmail for our campaigns. It was such a pleasure to create something entirely new in this company. I could use my skills in graphic design, HTML/CSS programming, project management & analysis. I learned so much!

There comes a time in your life where you want to work in a job you feel passionate about

What are the challenges?

I am also responsible for the HR newsletter. Before this, I sent at least six different email campaigns per market each week. Now I only send one newsletter per month. It's a huge difference. In these HR newsletters, we remind and refresh HR relevant information to our employees and supervisors.



Chris Byrne is co-founder with Ireland-based Sensorpro, an email marketing & survey platform that has served many brands including Pampers, Brown Thomas and Family Dollar. Get to know Chris on LinkedIn & his work at Sensorpro.



With years of experience in the email (marketing) industry, Tom Blijleven writes about various topics within the industry, covering both marketing as transactional email. In his role as marketer at Flowmailer, he specializes in email deliverability and transactional email best practices.



The email delivery platform **you can rely on**

Everyone can send email. But making sure every email hits the inbox time and time again is craftsmanship.

At Flowmailer, we specialize in delivering email.

We're making sure that your important emails hit your customer's inbox. Not once, not twice. Every single time.

Create your own flow – your way of engaging customers. Every message delivered to the inbox is adding to a positive customer experience, and it's all happening in your flow. That's how communication should work. No hassle. With result.

Don't go mainstream, you're in control.
Welcome to the Flow.

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