



# The Nitty-Gritty of Email Marketing

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## **Overview:**

All businesses depend on customers to keep them afloat, with no clients there is truly very little in spirit to go well. So, attracting customers will be one of the biggest difficulties that you will confront as a business owner for which you need to have a powerful marketing channel. With all the possible marketing strategies available to interact with your customers, it is gentle to overlook at Email marketing.

However, in the same way as any other digital channels, it has its own set of difficulties. When executed correctly, it stands as an extremely powerful tool for building relationships based on trust, but when implemented in a wrong way, it can eat away a brand's importance and reputation.

This white paper will aim to let you know the ABC of Email Marketing as it is a vital component in many businesses, especially important for customer relationships. Learn to use it in a robust way and it will definitely bump up your company's success.

## **Introduction:**

As we all know that, the key to business success is in closing sales deals. Moreover, the key to increase sales leads lies in understanding the needs of your target customers and fulfilling them. This is the essence of any marketing scheme. The reason that why email marketing is so important to businesses is that it is the way you get clients. Obviously nobody is going to stroll into your office and request for whatever it is that you are offering unless they realize that who you are and what you are offering. The way that you make sure that they do know is through effective email marketing.

## **Can you puzzle out what email marketing is?**

Email marketing is a way to reach your customers or prospective customers through email who have given your business explicit permission to contact them. In its broadest sense, each and every email sent to a

potential or current customer could be considered email marketing. However, this term can also be referred as:

- Sending emails with the motivation behind improving the relationship with its current or earlier customers and to rehash business.
- Promulgating emails with the purpose of acquiring new customers or convincing current customers to purchase products or services.

### **A Gospel Truth:**

**77% of the population prefers email for marketing communications.**

### **Evolution of Email Marketing:**

Email has become a part of our everyday life, it is easy to forget that it wasn't so long ago that email didn't exist. In 1996, email was no longer limited to just a small group of people who needed to communicate primarily with each other. The email blow out to the public, and smart marketers realized that email communications were the future of communications. Unsurprisingly, everyone loved this service and flocked to it.

Today, nine in every ten people on the earth are email users. This fact highlights both the staying power and the rise of email. Now, the key is how to pull the email marketing strategy to create effective cross-channel marketing.

### **Significance of Email Marketing and its advantages:**

The subject of email marketing is very confusing for any business owner who has enough to do with just keeping up with customers and vendors. Moreover, as online market ages, the field and tools used to get more sophisticated and complex. So it would be difficult to do the subject justice in this limited space.

As per the industry experts, the data listed below shows us that the reward for successful email marketing continues to grow:

- Email is awaiting to rise to \$13 billion by 2017 and email traffic is estimated to grow to over 192 billion emails sent per day by 2017.
- Email is nearly 40 times better at acquiring customers than social media (Facebook and Twitter both combined).

The email marketing remains the most effective and effective digital channel is because of the following factors:

- It is the most immediate, direct communication, and is still the most efficient and flexible online channel.
- It is best used to deliver short and high-impact messages, with more detailed or precise content. The importance of an email has been often not in what it provides, but what it is conveying.
- It is more trustworthy than any other channel, because people trust emails from organizations and its associated individuals.

Email marketing has several key benefits over the offline marketing principles. The benefits are:

**1. Reduce Time and Effort:** By using recurring email marketing templates, you can turn up with a set of targeted audience in less than two hours approximately. Email marketing practice permits to carry out weeks' of work just in a few hours by a single employee.

**2. Personalize messages:** Email marketing presents many dynamic opportunities to send personalized emails to customers or clients about your products or services instead of one-size fits all format. This is very helpful to bind customer relationships and gain their loyalty. In a nutshell, emails allow you to be personal in order to create lasting relationships with your clients or customers.

**3. Segment the customer database:** With the help of segmented database, you can conduct marketing campaigns extremely to the selected list of audience. The segmentation can be made on different factors like age, gender, demographics etc.

**4. More Frequent Communications:** Email Marketing allows you to communicate with your potential customers or clients daily.

**5. Reduce Overhead Costs:** Email marketing can be done at a very low overhead cost. In this scheme, you don't need to engage a ton of employees or marketing analysts for this job.

**6. Exponentially Better Ability to Track Sales and User Engagement:** There may be no better marketing channel from which to draw exact and usable tracking information to help the marketers to figure out what is successful and what is not than email marketing. The tracking information includes how many people checked an email, number of customers clicked a link, how many turned up that an email was spam or unsubscribed.

**7. Save the Planet with Email Marketing:** When we look at the big picture, it may seem like a small part when we are all trying for an eco-friendly atmosphere. By inculcating email as a primary source for communication, we can protect the environment by reducing the number of trees killed for print and postal marketing services.

**8. Information Spreading:** It is very hard to see a customer handing a post card to a friend. Moreover, with email marketing the prospects can easily forward the information to the peers via email. Thus, we can reach a wide range of network where customers acting as brand advocates.

As the coin has two sides, there are some disadvantages of email marketing, it is encircled by the rejection/spam rate of the emails by the consumers, affecting the delivery rate of the emails. This has been eliminated to some extent with the idea of "Opt-in Email List", where the consumer consents to receive the emails, therefore eliminating the idea of receiving unsolicited emails – Ideally subscribing emails that are relevant and appropriate to each individual interest.

## **Email marketing Tips:**

To get off on the right foot, it is very important to know the basics of email marketing. The below listed points will aid a marketer to successfully run a marketing campaign;

#1. Identify your target market

#2. Keep the mail content as simple as possible and understandable to the audience.

#3. Educate the audience about the benefits of your product or service

#4. Make a precise call to action

#5. Send them timely messages instead of spamming their inbox

## **How to assess the outcome of Email Marketing?**

Anyone can organize a marketing campaign all you need is time, capital and ability. And, if it is properly implemented, you will see success. But, here's the deal: how do you analyze the ups and downs in your business? In a different outline, we shall assume that you increased your sales by 10%. Is this a good, better or poor result?

The below listed few insights gives you an idea for accomplishing your marketing campaign successful. They include:

### **1. Preset Objectives:**

There are going to be circumstances when - for whatever reason - you have to attain a specific objective. At times, it turns into your destination.

### **2. Setting an average rate:**

By establishing a benchmark or average rate, you can reach your target in email marketing campaign.

## Conclusion:

The email marketing industry is very popular because when compared to other forms of marketing, emails can be delivered to your potential customers for just pennies. Every facet of email marketing can be tracked; how many emails were delivered, how many persons purchased a product as a result of the campaign. This leaves us with an opportunity to compare the effectiveness of different campaigns and determine your ROI. **At last, one of the top reasons** for using email marketing is that the vast majority believe it to increase sales leads.

## About Thomson Data:

Thomson Data is a marketing solution provider. We provide highly responsive mailing lists that can be tailored to your different parameters, supporting you to arrive at right prospects at the right time.

To amplify your marketing profits, try this free trial.

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