

Why do email marketing?

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People unfamiliar with email marketing often wonder what all the fuss is about. Didn't spam kill email as a marketing vehicle? And if spam didn't kill it, what about blogs, Twitter and all the other clever ways we can communicate online? Isn't email outmoded? Those wondering about the benefits of email marketing in today's ever-changing online and marketing environment will find the answers below.

It works

Businesses engage in email marketing because it works and works well:

- According to research conducted by the Direct Marketing Association, email marketing outperforms all the other direct marketing channels examined
- The Ad Effectiveness Survey commissioned by Forbes Media in Feb/March 2009 revealed that email and e-newsletter marketing are considered the second-most effective tool for generating conversions, just behind SEO (reference).
- A February/March 2008 retailer survey by shop.org revealed that email marketing has the second lowest cost per order (CPO) of any online marketing tactic.



Why it works

Email marketing works for a variety of reasons...

- It allows targeting
- It is data driven
- It drives direct sales
- It builds relationships, loyalty and trust
- It supports sales through other channels



Every email campaign you send out generates lots of actionable data you can use to refine your approach and messages. Email promotions and offers generate immediate action: sales, downloads, inquiries, registrations, etc. Email newsletters build awareness, contribute to branding, strengthen relationships and encourage loyalty.

Where to start

We know it can work, but you have to get the basics right, building a list of people who want to hear from you, crafting a message, and ensuring the emails get delivered. And once you have the basics right, there's a whole spectrum of more sophisticated tactics you can employ to drive further success.

For example, one report found that "using web analytics to target email campaigns can produce nine times the revenues and eighteen times the profits of broadcast mailings." At a simpler level, just mailing a small coupon offer to customers who hadn't purchased for a while brought in a large volume of extra sales for one retailer.

Convinced?

Contact us to book a complimentary session to start the email marketing journey. **Call 0844 335 0579**

