

Email Marketing Why It's So Valuable

The Value of Email Marketing



WHY EMAIL MARKETING?

- ☐ Search and email are the TOP TWO internet activities. 77% of customers prefer to receive permission based marketing messages through email.

TARGETED REACH

- ☐ Databases allow targeted mailings to specific recipient groups, for example BY ZIP CODE, BY GENDER, BY INCOME

EMAIL IS MEASURABLE

- ☐ Email marketing campaigns can be measured in detail through OPEN-UP RATES, CLICK THROUGH RATES, CONVERSION RATES

VAST REACH

- ☐ Studies show that there are more than 3.2 BILLION active email accounts today. 91% of those 3.2 BILLION check their email at least once a day!

GUARANTEED ROI

- ☐ For every \$1 spent on email marketing, \$44.25 is the average return on investment!
- ☐ According to the Direct Marketing Association, that's a 4,300% ROI!

HOW? VALUE EXCHANGE

- ☐ Your Valuable info - Time of your Audience
- ☐ Provide good content that deepens your relationship with your audience!
- ☐ Effective subject line = OPENED MESSAGES
- ☐ A distinctive voice = MESSAGES READ
- ☐ Quality content your prospect needs and shares with others = INSPIRED REFERRALS

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