

Why email marketing?

Email marketing continues to be the most profitable and affordable way to reach prospects and customers. A MarketingSherpa study in 2008 found 78% of business email marketers and 69% of consumer email marketers still think that email marketing is effective, and its impact continues to grow.

... but what does all this mean to you, the hard working small business owner? It means that your competitors and businesses whose products you use every day (such as your bank, mobile phone provider and accountant) are all using email marketing to their advantage.

No matter what industry you're in, there are several ways you can use email marketing to attract new customers and turn them into life long evangelists and repeat buyers.

Here's a few reasons why you should be using email marketing to compliment your other marketing activities:

- **It's extremely effective.** Email marketing works to build a trusted bond between you and your prospects and customers. Once you've earned a prospect's trust it becomes much easier to sell to them. In fact, you don't even have to give them the "hard sell" because in their mind you're more like a trusted friend with products and services they need, rather than a faceless corporation.
- **It's measurable.** How do you measure the success of a TV or radio advertising campaign? Guesswork would be most people's response. With email marketing you can see exactly how many people have opened your email and which links they clicked (if you have a web site). You just can't get this type of measurable campaign information from any other communication medium.
- **It's affordable.** Using an email marketing application costs just a few cents to send an email to a prospect or existing customer and you can do it yourself. Because people have voluntarily subscribed to your email list, they are more receptive to your message than any other medium, including TV, radio and print.
- **It's fun.** Really! It's hard to describe the feeling you get when you send an email to your subscriber list and you see – in real time – how many people are opening your email and which links they are clicking on. It's truly a liberating experience which can become quite addictive.