

Why your Business or Organization Should be Using Email Marketing

Email marketing is common nowadays. Everyone has been exposed to email promotions, solicitations, newsletters and spam. Our in-boxes fill daily. Why? Because it works, and if your business or organization is not utilizing email marketing, it seriously needs to re-evaluate its marketing strategy.

Why has email marketing become so popular? Because it is so economical! Compared to other popular forms of advertising, email marketing easily offers the best deal:

| Advertising Medium | Cost/Piece | % Viewers |
|---------------------------|-------------------|------------------|
| Email | \$.015 | 10%-70% |
| Direct Mail | \$.50-\$1.00 | 50%-100% |
| Flyer | \$.10-\$.75 | 50%-75% |
| Newspaper Ad | \$25.00-\$600.00 | 10%-50% |
| Pay-Per-Click | \$0.45-\$10.00 | 0.25%-10% |

Looking at other advertising methodologies, email marketing offers significant advantages:

- As seen above, the return-on-investment can be astronomical!
- Whereas other forms of advertising are shot-gun approaches, email marketing can be very targeted by using segmented email lists.
- By building opt-in email lists, recipients have already agreed to receive emails about certain topics, and email delivery percentages dramatically increase rather than winding up in a spam folder.
- Opt-in email lists available from third parties can also be utilized to target specific demographics or geographical locations.
- Email marketing also provides relationship building for future purchases and customer growth and retention.
- Email marketing often enjoys viral benefits, wherein your emails are forwarded to friends, family and colleagues.
- Email marketing can be used for a variety of purposes, such as promotions, newsletters, event management and online surveys.
- Autoresponders allow automated email responses and follow-ups to be preprogrammed, enhancing sales productivity.
- Email results can be tracked – the number of opens, the number of clicks, etc. Moreover, you can actually determine who clicked on what link in a newsletter, for example, and then further segment your email list according to interest. Eventually, one can derive highly-refined email lists consisting of pre-qualified recipients.

It is hard to imagine a successful business or organization today that does not use email marketing. Small businesses and start-ups can especially benefit from email newsletters and the use of autoresponder follow-ups. Email marketing is a proven strategy for growing your business, nurturing clients and expanding your sales prospect base.