

# Top Reasons to Use Email Marketing

Email marketing has the highest ROI of all forms of marketing, averaging about \$36 in return for every \$1 spent.

Unlike other marketing channels, Email marketing allows you to keep in touch with your customers on a consistent basis.

A simple, “Thank you for subscribing,” A cheery, “Welcome on board,” or a sincere “Happy Birthday” email can be an easy way to let your customers know you value them.



**91 percent** of US adults like to receive promotional emails from companies they do business with.

(Source: MarketingSherpa)



**Build your Brand.** With email marketing, you can strengthen brand recognition with new and potential clients, and extend your reach when people forward or share your message.



Email is **almost 40 times more effective** than Facebook and Twitter combined, in helping your business acquire new customers.

(Source Mckinsey)



**Increase traffic to your website.**

Emails are a great way to get customers to visit your site. You can include relevant links to your site within your email content like linking to a blog post.



According to **80 percent** of professionals, email marketing drives customer acquisition and retention. (Source: eMarketer)



**Optimize your time and budget.**

Costs associated with email marketing are very low and you can put emails on autopilot, yet stay personalized towards your subscribers.



**Build credibility with your customers.**

People do business with people they know, like, and trust. Email gives you the ability to build credibility with your audience by sharing helpful and informative content.



**Email drives purchases.** According to a report from the Direct Marketing Association, 66 percent of consumers have made a purchase due to an email marketing message.



**Get more people to call you to do business.**

When done right, email marketing lets businesses reach the right person, with the tight offer, at the right time.



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