

Email Marketing

What is Email Marketing? ... and why you can't afford to ignore it?

"Email has an ability many channels don't: creating valuable, personal touches – at scale." David Newman

Email marketing boasts a 4400% ROI, implying that for every \$1 spent you get \$44 return on investment.

Contrary to the popular belief, email marketing is far from being dead. It remains the most cost-effective way to keep prospects and customers in loop of your upcoming events, ongoing offers and product/service updates. With 91% of the consumers using email at least once daily, it also holds the throne for being the most pervasive communication channel. Wait, there's more –

- @ Quick and effective campaigns with easy **tracking of statistics** like email bounce, delivery, open etc.
- @ Personalized interaction with customers creating **strong brand perception**.
- @ **Easy customer targeting** with list segmentation and grouping.

When it comes to driving leads and sales, email marketing still outranks display ads and social media. But it's really the intangibles that make email marketing uniquely useful. Building trust, nurturing relationships, and educating customers – that's what it does best.