

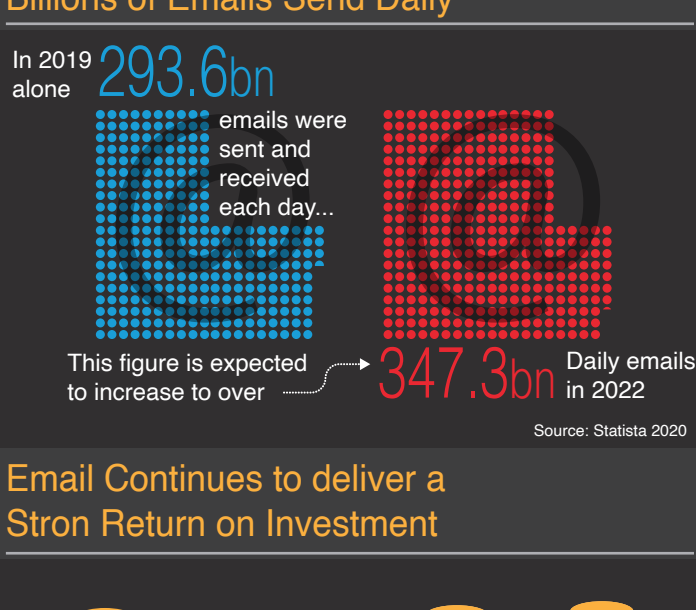
EMAIL MARKETING

Benefits EMAIL MARKETING

- Low costs:** email marketing is its lower cost compared to mainstream marketing channels.
- Reach an already engaged audience:** This can allow for much higher conversion rates as a business is only targeting those who already have an interest in their brand.
- Deliver targeted messages:** Most marketing professionals would happily pay to ensure they were only spending money targeting those who were interested in their brand.
- Drive revenue:** Email marketing is great for taking advantage of impulse buying. There aren't many other marketing platforms which allow customers to go from witnessing an offer to purchasing an item within two clicks of a button. With a tempting call to action and a link straight to the checkout, email newsletters can drive sales like no other channel.
- Easy to get started:** Email marketing doesn't necessarily require a huge team or reams of technical nous in order to be successful.
- Easy to measure:** Another key benefit of email marketing is that it's easy to see where you're going wrong. Most email marketing software will allow you to track open, click-through and conversion rates, making it simple to spot how a campaign can be improved.
- Easy to share:** Subscribers can forward brilliant deals and offers to their friends at the click of a button.
- Instant impact:** Due to the immediacy of email, a business can start seeing results in 24 hours.
- Unrivalled return on investment:** In the business world, results are arguably all that matters. With this in mind, the main reason that most businesses invest in email marketing is the fantastic return on investment.

Source: <https://www.pure360.com/10-benefits-of-email-marketing/>

Email Marketing Statistics

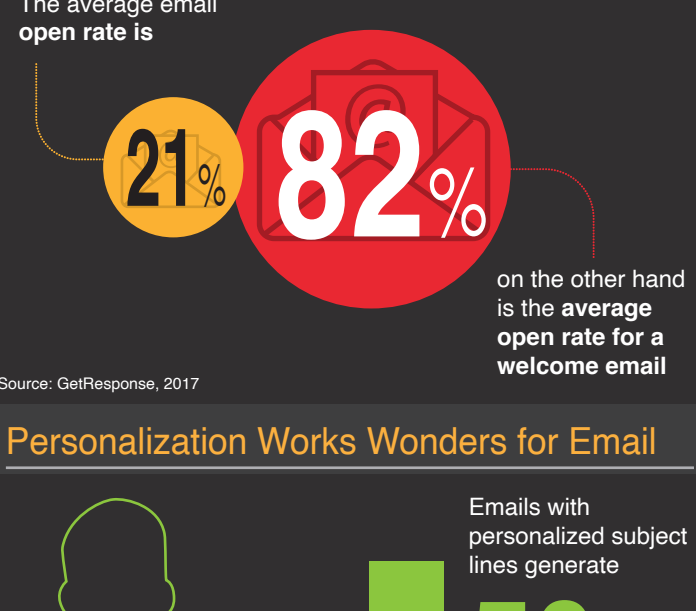


Source: <https://www.oberlo.com/blog/email-marketing-statistics>

The widespread Usage of Email



Billions of Emails Send Daily



Email Continues to deliver a Stron Return on Investment



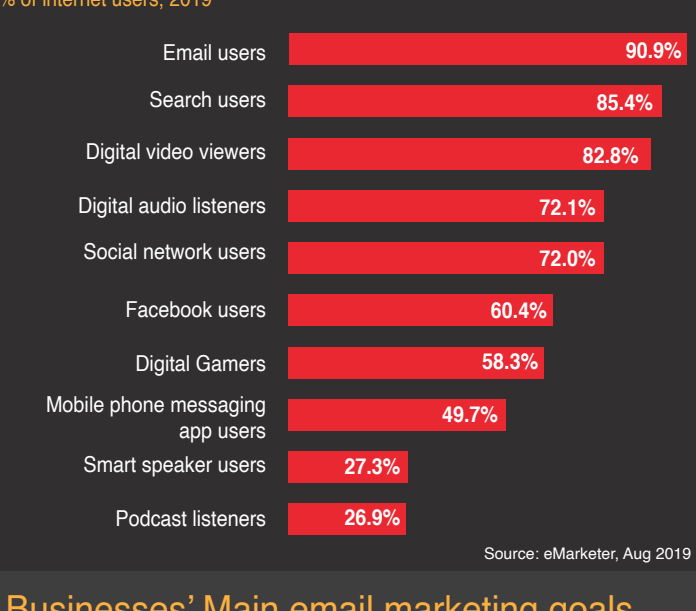
Use of Email for Content Distribution



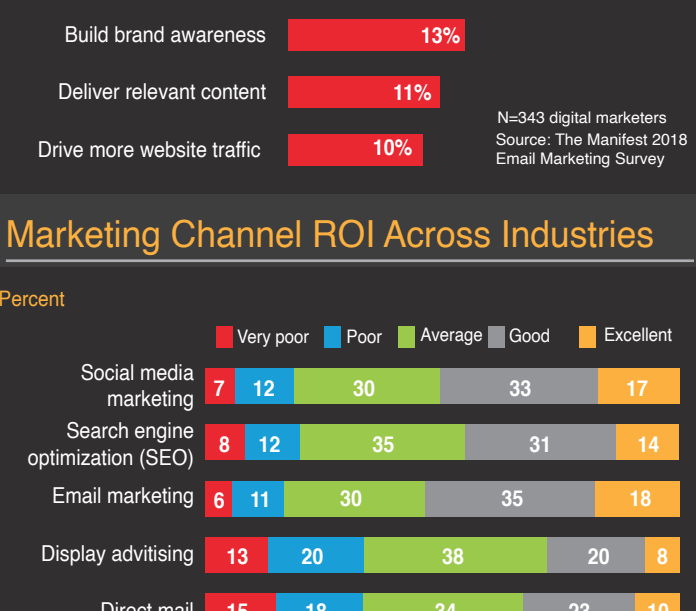
Email Marketing Helps to Grow Your Business



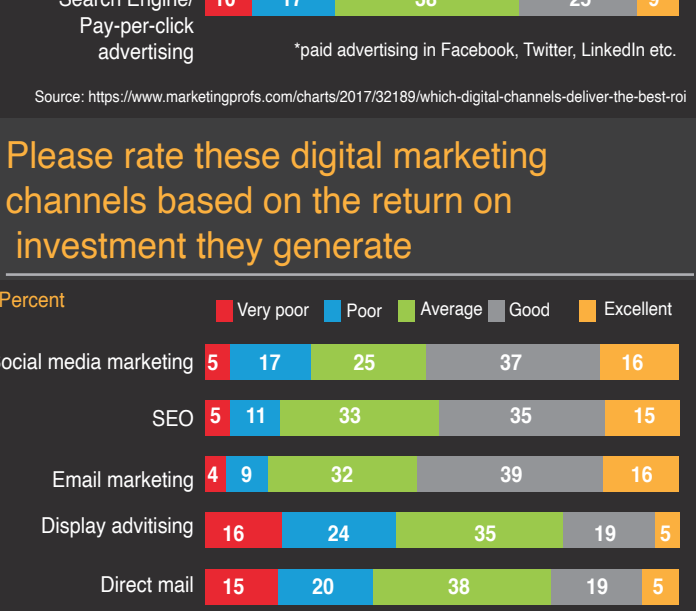
Welcome Emails Have Great Potential



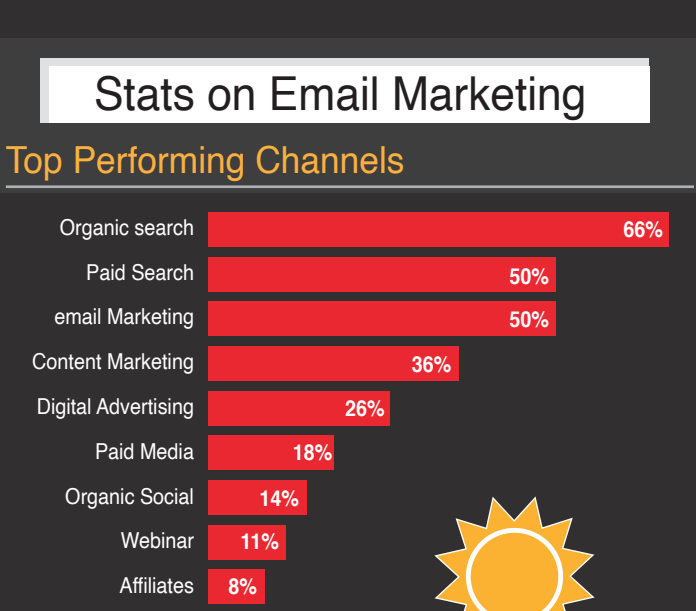
Personalization Works Wonders for Email



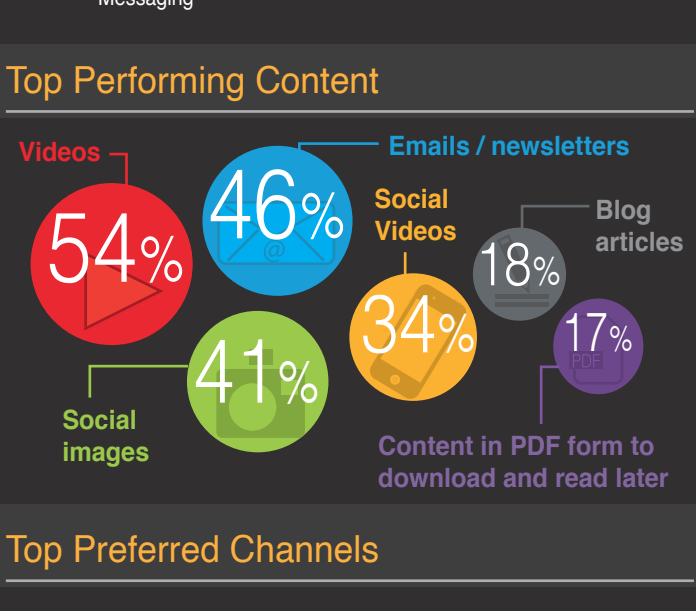
The Power of Abandoned Cart Emails



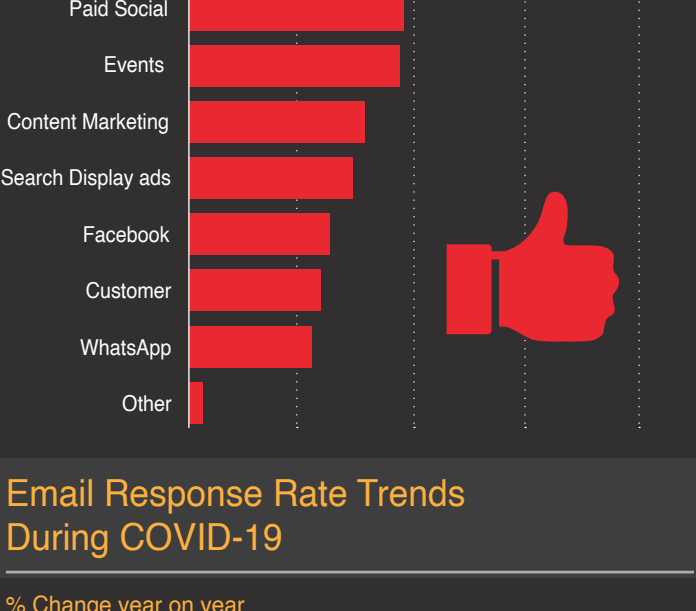
Interactive Emails Are the Way Forward



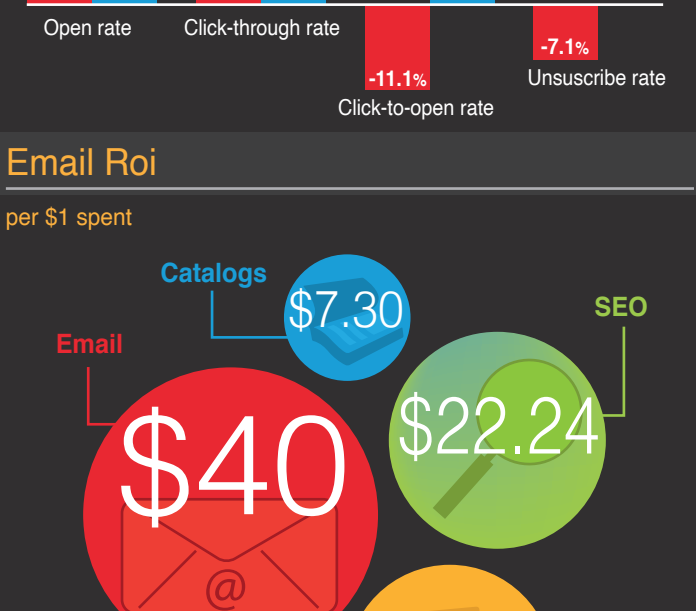
Customers Like to hear from you



Top 5 acquisition channels used



Email delivers the highest ROI for marketer



How Many US Internet Users Participat in Select Digital Activities



Businesses' Main email marketing goals

Marketing Channel ROI Across Industries

Please rate these digital marketing channels based on the return on investment they generate

Stats on Email Marketing

Top Performing Channels

Top Performing Content

Top Preferred Channels

Email Response Rate Trends During COVID-19

Email Roi

Sources:
<https://blog.hubspot.com/marketing/visual-content-marketing-strategy>
<https://www.marketingcharts.com/featured-112414>
<https://www.campaignmonitor.com/blog/email-marketing/2018/10/roi-show-own-email-marketing-vs-content-marketing/#:~:text=Email%20marketing%20vs.,content%20marketing,to%20increase%20first%2Dtime%20sales.>

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