EMAIL AD - CAMPAIGN

EMAIL MARKETING

Email Marketing:

It involves sending emails to current and potential customers to achieve goals like brand awareness, engagement, lead nurturing, and sales.

- Over 4 billion email users worldwide make it an essential channel.

- Measure email marketing performance through open rates, bounce rate, Conversion rate, Click through rate etc.. Which helps to track email performance metrics for optimization .

Benefits of Email Marketing:

1. Brand Awareness:

Share valuable content aligned with your brand identity.

2. Generate Website Traffic:

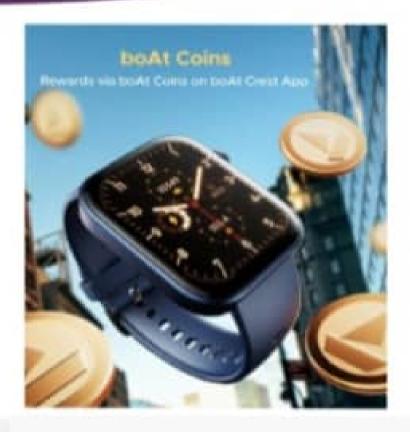Drive traffic by sharing article snippets or using CTAs.

3. Drive Sales and Revenue:

Promote products, offer discounts, and use upselling techniques. Boost Other Channels Integrate email with social media, landing pages, and blogs.

SOCIAL MEDIA AD CAMPAIGNS

SOCIAL MEDIA AD CAMPAIGNS

Social media networks have become powerful platforms for advertising. Here are some key insights from Research:

• **Effectiveness Assessment Factors:**

Researchers identify various factors that influence the effectiveness of advertising campaigns on social media networks for boAt lifestyle products :

Out of 3 primary assessment factors, eight primary factors stand out:

1. Sales

2. Content reach

3. Traffic to website

4. Impressions

5. Frequency

6. Relevance score

7. Leads

8. Audience growth