Email marketing

**What is Email marketing?**

**Marketing:** Promoting Business product or service to the audiences/peoples

**Email Marketing:** Promoting Business product or service to the audiences through Email

**Why Should go for Email Marketing?**

* There are 4 billion daily email users. This number is expected to reach to 4.6 billion by 2025. More than 306 billion emails are sent and received each day.
* 64% of small businesses use email marketing to reach customers.
* Across all industries, the average email open rate is 19.8%, the click-through rate is 11.3%, and the bounce rate is 9.4%.
* 4 out of 5 marketers said they'd rather give up social media than email marketing.
* 35% of marketers send 3-5 emails per week to their customers.
* 78% of marketers in 2022 said email is important to overall company success, compared to 71% in 2021.
* 31% of B2B marketers say email newsletters are the best way to nurture leads.
* The U.S. spent over 350 million dollars on email advertising in 2019.
* Globally, Fridays see the highest email open rates (nearly 19%), compared to the lowest open rates (17%) on Saturdays.
* 66% of marketers believe artificial intelligence is a way to optimize email send times.
* 23% of brands have already experimented with interactive elements in email, an additional 32% are planning on trying it soon.

**Free email marketing tools to save you time and money:**

1. Mailchimp
2. HubSpot Email Marketing
3. Sender
4. Sendinblue
5. Omnisend
6. SendPulse
7. Benchmark Email
8. MailerLite
9. Mailjet

**Steps:**

1.Mailchimp Signup

2. Create Audience List. (2000 contacts free & 10,000 email sends)

3. Create Template.

4. Integrate mailchimp with website by maichimp wordpress plugin.

5. Create Forms

6. Create Pop-up Form

7. Integrate user e-mail with mailchimp

8. Create Campaign

9. Automate Email

Projects

1. Boutique
2. Hotel
3. Travels
4. Institute
5. Shoes
6. T-shirt printing