

EMAIL MARKETING STRATEGY: **WHAT, WHY AND HOW**

"The purpose of strategy is to plan for the future"

What is Email Marketing Strategy?

- An email marketing strategy is several steps that a marketer develops and follows to reach their marketing goals.

Why You Need It?

- Because it helps marketers to make a detailed planning process for email advertising.

How to Conduct an Email Marketing Strategy?

- Set the objective of you email.
- Choose the best email marketing platform.
- Definite the target market.
- Divide the market into segments and groups.