



Email Marketing

Email Marketing is one of the most effective forms of marketing for all types of organisation. The following outlines why E-Marketing is important and provides some useful tips on how to build email subscribers.

Reasons Why Email Marketing is Important

1. Your email will sit in your subscriber's inbox until it's either read or deleted. Consequently your message is likely to be opened and viewed.
2. People choose their subscriptions carefully. Your new subscriber has taken the conscious decision to allow you into their inner circle - you now share their inbox with trusted businesses, colleagues, friends and family.
3. The majority of your website visitors won't purchase your product or service the first time. Capturing your potential new client's email address will give you the ability to build further trust and increase the chances of future engagement.
4. Low cost, speedy and efficient; maximizing marketing ROI.
5. E-Marketing is extremely easy to measure: click-through, open-rates, subscribes and unsubscribes, enquiries, sales etc.

How to Get More Email Subscribers

1. Make sure that your website has an email opt-in form on as many pages as appropriate.
2. Produce high quality, up-to-date and interesting content. This will encourage people to join your email list.
3. Offer a great incentive in exchange for their subscription e.g. downloadable report, special pricing. Remember the incentive must offer 'real' value.
4. Provide a promise of future **exclusive** subscriber *only* content.

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