



Email Marketing - Why it is important.

Why should you bother with email marketing?



Right now everyone's talking about Twitter, Facebook, YouTube and social media - so why bother with email marketing? Surely sending out emails and email newsletters is outdated and lost amongst the deluge of spam that clogs up our inboxes?

Well, in short no. Email is still one of the most effective ways to not only generate income and leads for your business but also one of the most valuable ways to build up a database of potential customers.

Not only this but in terms of cost email marketing remains one of the most effective marketing solutions available. In short email marketing works and works well. In many ways it's the unsung hero of marketing, due mainly to the hype surrounding social media as a way to maximise your marketing efforts.

It is worth noting that the ROI (Return on investment) for email marketing outperforms **all** other direct marketing channels (Such as brochures, flyers, direct mail) and is also **more effective than PPC** (Pay Per Click advertising online). [Reference.](#)



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Let's have a look at some numbers:

- A **Forbes study** places email and email newsletters a close second in terms of 'the most effective online marketing tactic for generation conversions' after **SEO** (Search engine optimisation). 48% of businesses cited SEO whilst email and email newsletters follow at 46%. ([Reference](#))
- The **Marketing Institute of Ireland** ran a survey in 2009 and found that over **79%** of respondents cited email marketing as an essential part of their marketing mix. ([Reference](#))
- Email marketing can be **more influential than social media**. A study found that 18 to 34-year-olds are more influenced by email marketing than social networks. ([Reference](#))
- According to the **DMA** (Direct Marketing Association) 7 out of 10 marketers expect **email marketing spend to increase in 2010**. ([Reference](#))

If you're still in doubt then check some web sites of your favourite and trusted brands - you'll be hard pushed to find any reputable business or organisation that **doesn't** use email to communicate with their public! So if you want to grow your business, engage your customers, gain more conversions and show you are taking your online presence seriously you need to be thinking about email marketing.

The collage features three distinct examples of email marketing:

- Audi Website:** A screenshot of the Audi UK website showing a sign-up form for the Audi A1. The headline reads "The Audi A1 Modern. Striking. Sporty. The latest addition to the Audi range." Below the form are sections for "The new A8" and "Audi servicing".
- John Lewis:** A sign-up form with the heading "Thank you for registering to receive email updates from JohnLewis.com". It lists benefits such as "Keep you up to date with the latest news from John Lewis" and "Alert you to the launch of our latest catalogues".
- Selfridges.com:** A sign-up form with the headline "Stay in the know, sign up at selfridges.com". It includes a gender selection dropdown and a "Please select" dropdown menu.

Best wishes,
A. Braun



Email Marketing

What's involved? Where do I start?

Years ago people used their email programs to send mail to people they THOUGHT would benefit from this type of communication. Often email wouldn't get through or the sender misjudged their approach and would receive a flurry of angry messages, 'Remove me from your database!' springs to mind (One of the more polite emails). Things have moved on - to make the most of email marketing, however big or small your plans are, you need experts to help you out.

Email marketing requires planning, strategy and best practice advice. Done right email marketing has some enormous benefits:

- **It's affordable.** If you're thinking of a direct mail campaign this could run into five figures or more. Email marketing is a lean way to send information and receive replies or responses.
- **Tracking.** You won't be sending email from Outlook or Mail - Use a state of the art email engine which will be fully managed. You will be able track who is opening your email, what they are doing once they've opened them and work out how email can help your business. Think of email marketing as a long term strategy and not simply sending something out and hoping for the best.
- **Brand building / Trust.** By keeping in touch with your customers or offering potential customers the ability to interact with your business you gain their trust. It goes without saying that if you build trust you build your brand and gain customers.
- **Targeted / Expandable.** Modern techniques allow complex integration with CRM systems and emails tailored to individual customer profiles. For example Amazon often examines what you're searching for or browsing and will send emails with offers in these areas. You can start small with email marketing (according to budget) and as your business grows you can grow your email marketing campaigns in terms of complexity and how you interact with your public or customers.



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Next steps...

There is far too much involved in email marketing to summarise in single PDF and there are certainly many pitfalls to also avoid. Will my emails get spammed? How do I protect my own domain from blacklisting? What's a double opt-in? Is a plain text email a waste of time?

We can take care of the entire email marketing process. From our initial discussions we'll work out who you're talking to or who you want to talk to. An email marketing strategy will be put into place and from there we will work on the email creative, build, lists and delivery as well as providing reports and analysis.

In summary we offer:

- Email marketing consulting and planning
- Creative (Copy / Design / Full coding of html emails)
- Advice on Spam compliance
- White listing email delivery services
- Reporting and analysis
- Advanced functionality, coding and CRM integration
- Provision of code to feed into database / list building
- Best practice email creation across multiple platforms and email clients

Please call Justin Berkovi (Director) on **0208 144 8516** or **07962 352 229** for more information. Or if you prefer send an email to hello@predicaments.com.

We're also on Skype: **predicaments**