

Email Marketing

# SUCCESS



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## Introduction

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Email marketing for businesses isn't a new concept. Compared to other online marketing channels like social media, mobile device applications, and even search engines, email marketing might seem outdated.

A lot has been happening over the past few years with email marketing, and the discipline is still always in motion. Altered behaviours and expectations by consumers call for new email marketing methods. Approaches like personalization and segmentation are transforming company newsletters from anonymous bulk emails into customized emails.

Today, most consumers read their emails on their mobile devices, and checking for emails has become the most common activity carried out by smartphone users. The competition for attention in consumers email inboxes is forcing more companies to attach increasing importance to well-designed emails which are personalized and have relevant content, ensuring that the emails will be opened and read.

Statistics show that email marketing has a broad reach and is one of the best marketing tactics for investment return. Just about everyone has an email address these days, and the majority of users prefer to receive advertising messages that way.

Plus, with smartphones, emails are always right in the pocket of consumers and can be retrieved at any time. According to recent estimates, email marketing's importance will continue to grow over the next few years. Any online marketing strategy your company employs should include email marketing campaigns.

Email marketing requires more than just sending out the occasional newsletter. Today, marketers also need to set up and maintain subscriber lists, create and design relevant emails, and send these out systematically.

For your email marketing strategy to be effective and successful, you must utilize the technical options available continuously optimize the process through the use of modern analytical tools.