



# EMAIL, MARKETING STRATEGY & SOLUTIONS

**INFORMATIVE GURU**

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# Introduction



Email marketing is, as the name suggests, the use of email in marketing communications. Email marketing is so popular because: sending email is much cheaper than most other forms of communication email lets you deliver your message to the people (unlike a website, where the people have to come to your message)email marketing has proven very successful for those who do it right.

Email marketing and newsletters may be sent with more confidence for less than most of the competition. Emails are priced according to the quantity you purchase, so the more you get, the less they cost. email marketing solutions when they need to: Make customer communication more efficient and to improve productivity or their marketing resources



# All About Email Marketing

Improve email marketing deliverability—ensuring their communications are delivered to the highest percentage of recipients as possible Accelerate customer acquisition and conversion rates from their email marketing efforts Track the performance of their marketing efforts from communication to transaction—connecting campaigns to tangible return on marketing investment Leverage dynamic content for customized one-to-one, one-to-many or many-to-many email marketing communications.

Reduce their marketing costs while improving the performance and productivity of their marketing resources Make it easier and faster for customers to buy their products and services than any other marketing or sales channel Integrate voice, fax and sms text communications channels with their email marketing efforts Maximize Web analytics data to improve customer acquisition, customer retention and customer growth results.



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