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**EMAIL
MARKETING**

**HEALTHY EMAIL MARKETING STRATEGY
TO IMPROVE YOUR SALES**

10 reasons why you should rely on email marketing

Today, professional email marketing is available to almost every company in an individual marketing mix. All you need here is the e-mail address and the consent of the e-mail recipient and you can immediately start a campaign that is as simple as it is effective. We will shed light on the numerous advantages of this form of marketing, equip you with valuable insider knowledge and tell you exactly why email marketing is becoming increasingly important.

Why should you rely on email marketing?

E-mail marketing is cheap for companies, very easy to implement, extremely flexible to use and highly profitable. You can use it to provide information, for example, about a new product line, an interesting offer or a change in the business model.

In the following we provide you with 10 convincing reasons that speak for the use of newsletter marketing. At the end of this article you will find our conclusion, in which we summarize important arguments again and tell you exactly what possibilities this form of marketing offers.

Reason 1: simple segmentation

Advertising and marketing today have to be very closely tailored to the respective target group. With e-mail marketing you have optimal possibilities to segment the recipient addresses very precisely and thus ensure that only those customer groups are addressed for whom an offer or information is really important and relevant. This fine selection ensures a high response rate and effectively reduces wastage.

Reason 2: Flexible personalization

Customers should be addressed, advised and treated individually in each case. This can be done very easily via email due to the many options for personalization. The individualization is no longer limited to the salutation or a few interchangeable elements. The content of the entire mail can be tailored precisely to the individual recipient without this being associated with a permanently increased effort.

Reason 3: Safe scalability

If you want to implement marketing activities that are aimed at a larger group of people, the costs will quickly explode. The effort involved in a really large campaign also increases significantly and makes implementation more difficult. Marketing by email, on the other hand, can be scaled extremely well. An e-mail only needs to be created once and can then be sent to any number of recipients. So the marketing tool always grows with the company.

Reason 4: Effective emotionalization

Advertising and marketing today not only have to convince potential customers on the basis of facts, but also address them emotionally. Since e-mail as a marketing instrument offers excellent design options,

which can also be significantly enhanced by connected landing pages, all potential for an emotional address is available here. These can be optimally combined with an adapted call-to-action. As a result, such emails achieve an above-average response rate.

Reason 5: Results appear in real time

If you use email marketing, you don't have to wait long for the results. As a rule, recipients react very quickly to corresponding emails. Depending on the attractiveness of the content and offers, a very high response rate can be achieved. Since the success of the individual transmissions can be determined more or less in real time, the entrepreneur has a high learning curve. After a short time, you will develop a sure feeling for how a successful email should be structured.

Reason 6: Manageable and transparent costs

The costs of using e-mails in marketing are comparatively low. The preparatory work, i.e. text, design and programming, is the main factor here. The actual shipping is, regardless of the number of recipients, no longer associated with noteworthy costs. Since the effect can also be seen very quickly, there is a short-term return on investment. Above all, transparent, lower costs and quick results are convincing of this marketing instrument.

Reason 7: Simple A / B testing

Before newsletters are sent to a large group of recipients as part of an e-mail campaign, you have very simple options for testing the expected performance in advance. For this purpose, different versions of the broadcast are sent to a few addressees. You now simply evaluate the reactions and in this way find out which email draft has the best chance of success.

Reason 8: Suitable for omnichannel campaigns

The importance of omnichannel approaches in modern marketing is becoming increasingly important. The attempt is made to maintain contact with potential and existing customers via as many channels as possible. Newsletter marketing is particularly suitable here, as it allows you to easily integrate a wide variety of channels. E-mail contacts can be made on the Internet, stationary or in social networks, for example, while the subsequent e-mails combine precisely these channels.

Reason 9: Independence from third-party providers

Many advertising and marketing formats can only be used today if you work with third-party providers. Just think of the activities of Google, Facebook & Co. If you decide in favor of e-mail marketing, you will remain completely independent of such companies and develop the corresponding potential yourself. In this way you have optimal influence on the specific design of the individual campaigns and keep the costs under control at all times.

Reason 10: Clear data protection

Data protection and its sometimes strict regulations are now giving many players in the field of online marketing headaches. The sending of e-mails is also strictly regulated, but clearly and simply regulated. For example, in order to regularly provide newsletter subscribers with news, you need their clear consent.

It is recommended that you use the double opt-in procedure. After registering for the newsletter, the subscriber must also click on a link in a confirmation email using a form.

Conclusion: Email marketing is indispensable in the marketing mix

We have now given you a compact overview of the most important advantages of email marketing and thus presented you in detail with an important tool in the field of online marketing. In addition to the low and transparent costs, the possibilities of marketing automation, individualization and the segmented addressing of recipients are particularly convincing. The short reaction times of the contacts enable an immediate and precise measurement of the success of a campaign and ensure quick results. Give it a try and start sending your recipients directly to their content via email.