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Grow your business with the click of a button

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The internet has created ample opportunities for everyone. The common man today has access to the whole world. He can connect with his relative staying at a different city/country without any cost through social media.

The internet has also helped businesses across the globe, especially businesses in developing countries. In our country, initially, it was very difficult to start our own business. People didn't want to leave the security of having a job. Being a business-man meant facing uncertainties and the question of what if we fail, was more prominent than the possibility of making the profit. With the government initiative of supporting the SME's and most importantly the evolution of Internet has helped many people quit their 9-5 jobs and start their own venture.



Boundaries hamper the growth of people and organizations. The Internet offers a world without boundaries! Reaching the target audience, thanks to the internet, can take place anywhere, anytime.

Another such evolutionary service is e-mail marketing. The world is going digital and marketing is no exception. Like any other marketing tool, e-mail, marketing too requires some amount of research. The companies much develop the structure, database of their target audience and to-the-point content for their marketing campaigns. This will help them strategically move towards their larger goal of achieving success.

As per research, e-mail marketing generates positive responses. About 80% of people end up spending on brands that indulge in e-mail marketing. E-mail marketing breaks all constraints of traditional ways of marketing and is the fastest and relatively easiest way to generate business. With the right tactics, e-mail marketing campaigns can help you achieve about 40% of your target sales at a much lower cost than any other marketing method.

The benefits drawn from e-mail marketing can broadly be classified into the following:

Personalization: Everybody likes receiving personalized messages. When a company sends you a personalized message it shows that the company cares about their customers and is willing to put in time and efforts to know about their preferences.

Helps save time and efforts: Postal mailing would require one to print the mailing, cut it, put it in an envelope and send it using postage and company stamps etc. Even after all of these efforts, the customer would receive the mailer after 2-3 days depending on their location. With e-mail marketing you save all the efforts and time and ensure that the mailer directly reaches the customer within a minute and allows you to send it to multiple customers at the same time, saving time and effort.

Real-time communication: It took a long time between campaign development and implementation before e-mail marketing. E-mail marketing campaigns can be done in half a day and can be sent immediately to the customers. E-mail marketing also allows brands to communicate regularly with their customers. This helps in creating a relationship with the customers and turn them into loyal, lifetime customers of the brand.

Test before you trust: To know what campaign will be successful, one needs to know what attracts the customers. E-mail marketing lets companies test their marketing campaigns. It can be done by sending 2-3 different mailers to a different set of customers to know which one of these is most appealing to your target audience. An attractive marketing campaign can make your brand more appealing.

The Big 'D' of Data: Data is essential for any business and e-mail marketing provides you with lots of data. This data is extremely critical for businesses as it gives you insight into what works? It gives you important information about the number of people that opened the mail, clicked on the link etc, deleted your mail etc. This data will help you understand customer response to a particular marketing campaign and give you insights into why it didn't work. It also lets you know the conversion rate into a particular year or a specific marketing campaign.

Expand in a cost-effective manner: E-mail campaigns are more cost-effective than most marketing methods. It helps you tap into the global market at a much lesser cost than traditional methods of marketing. From school kids to the CEO's of

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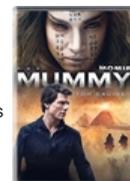
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biggest firms, everyone has an e-mail account. This provides ample opportunities for businesses to acquire new customers every day.

with your experience.

E-mail marketing provides many such benefits, but one of the most important benefits is it helps save the planet. E-mail marketing is perhaps the best marketing means to generate business as it has high ROI rate and low overhead cost.

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