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WAYS EMAIL CAN HELP YOUR BUSINESS

AND WHY IT'S A POWERFUL TOOL
TO CONNECT WITH CUSTOMERS



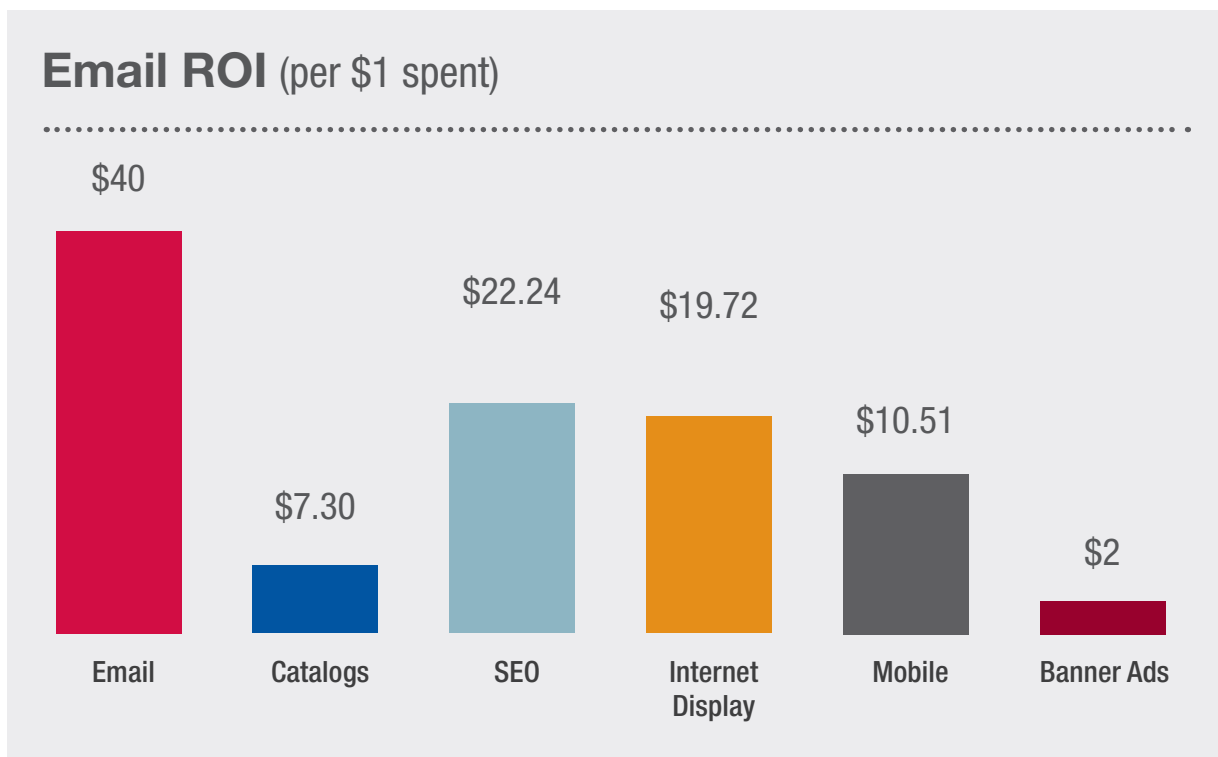
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How can email marketing boost my business? You're not alone. Plenty of savvy business minds have pondered this question.

Like any smart business owner, you want to know the benefits of email marketing. While the list of advantages is long, which we'll cover here, one of the most compelling reasons to use email marketing is its return on investment (ROI).

According to the Direct Marketing Association, email marketing brings in about \$40 for every \$1 you spend. That's one of the highest ROIs for any type of marketing.



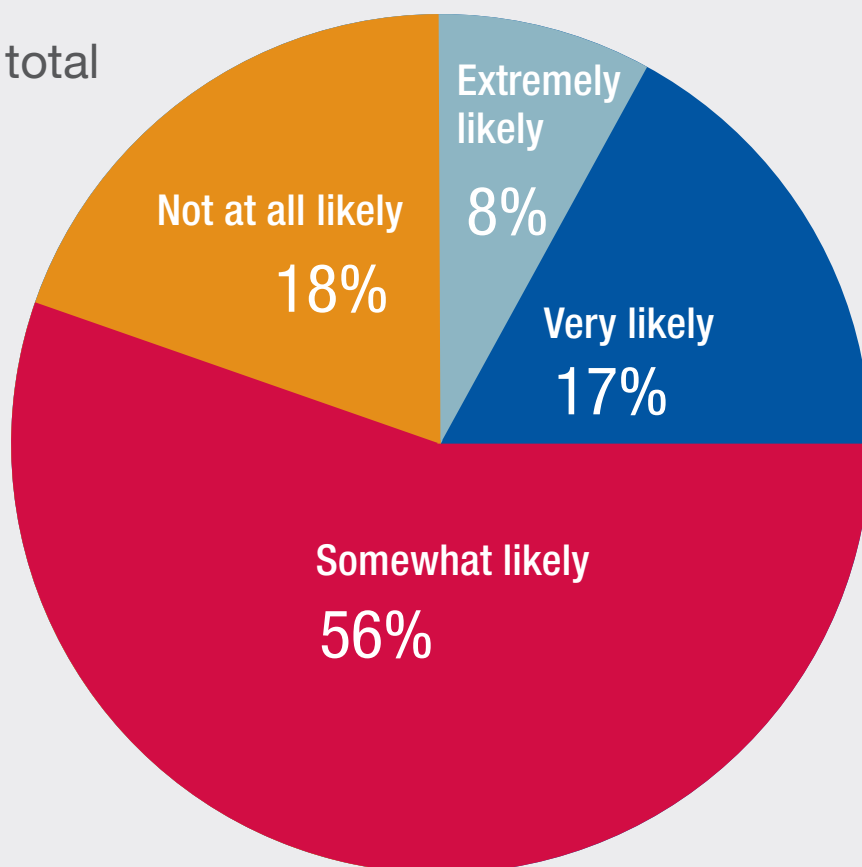
In addition to the impressive return on investment, we've also outlined five ways that email marketing can help you decide on whether starting an email program is right for you.

1. Email Marketing Can Increase Sales

You want your email efforts to pay off in sales. By sharing information about your business through emails, you help customers see how valuable your product or service is. That leads to money in the cash register. In a recent study, over 80% of digital shoppers said they are somewhat likely to extremely likely to make a purchase after receiving personalized emails.

Likelihood that U.S. digital shoppers* will purchase more items** after receiving Personalized Emails About Products, *** Dec 2013

% of total



Note: numbers may not add up to 100% due to rounding; *who shop online more than twice a month and have signed up to receive promotional emails; **online or in a store; ***based on preferences and shopping habits

Source: Harris Interactive survey sponsored by Listrak, Jan 13, 2014 via www.eMarketer.com

What kinds of emails bring in the most dollars? The best way to increase sales through email marketing is to send a variety of emails to your customers, but there are a few that generally help drive sales more than others:

PROMOTIONAL EMAILS

Nothing entices a customer more than a great deal. Your customer saves a few bucks and your bottom line gets a boost. Not bad, right? Keep in mind, promotional emails aren't reserved for only things like, "Don't miss our 50% off sale." A promotional email can offer other perks, too, like free shipping or a free product trial.



NEW ARRIVAL EMAILS

When a hot, new item arrives at your business, an email spreads the word about this must-have product or service. In the email, include a link so shoppers can make a purchase instantly.



Every email you send can get customers one step closer to making a purchase, which is why an assortment of emails is the best strategy. Your messages help build trust, establish a stronger relationship, and improve brand awareness – all of which play a role in your customers' purchasing process.

2. Emails Keep Your Business Top of Mind

Email marketing can help your product or business stay memorable with your customers since they provide gentle reminders about your business. Let's say you run an auto body shop and regularly email promotions and car maintenance tips to your customers. When one of those customers gets in a fender bender, your business springs to mind because of your consistent emails. As a result, they head to your shop for repairs. That's the power of emails – they help you stay in front of your customers. Here are two great options:

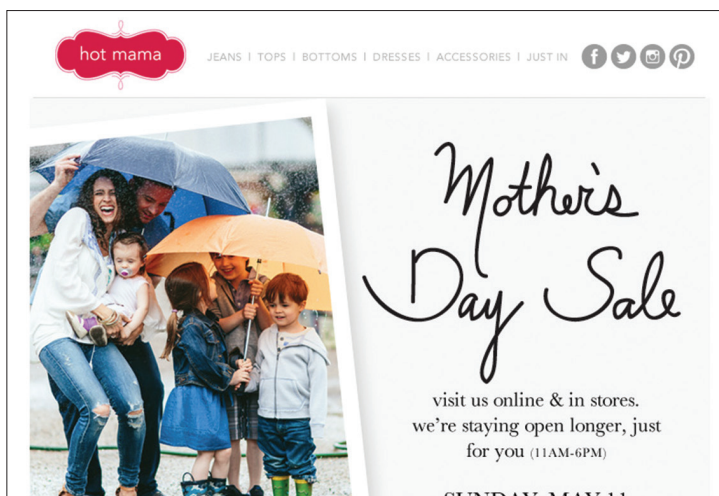
NEWSLETTERS

A company newsletter is a great way to update your customers about your business. The sky's the limit for newsletter content. You can talk about upcoming events, highlight employees, or offer product or service tips and industry-specific news.



HOLIDAY AND SPECIAL OCCASION EMAILS

When a holiday rolls around, send your customers an email recognizing the special occasion. It can be as short as three sentences, wishing everyone a Happy New Year, or a colorful banner that celebrates the Fourth of July – perhaps even offering customers a discount. It can be a nontraditional holiday, too. Either way, a holiday is a good reason to reach out to your customers.



3. Sending Emails Regularly Keeps Customers Coming Back

Email marketing helps you build a lasting relationship with your customers. You don't just want one-time customers; you want loyal customers who keep returning again and again. Smart email marketing can make that goal a reality. By regularly reaching out to your customers, you encourage them to make another purchase. What kinds of emails keep repeat business booming? Again, a variety is best, but there are a few emails in particular, that help bring customers back into the sales cycle.

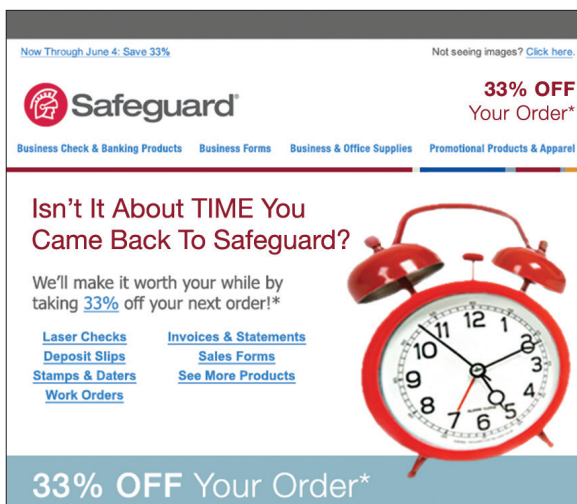
REORDER EMAILS

If you have a product or service that's consistently needed, a reorder email is an excellent way to remind customers it's time to purchase. For instance, if you sell printer cartridges, you can send an email to a customer two weeks before the cartridge is set to run out. This requires some tracking, of course, but it's a great way to encourage repeat business.



"WE MISS YOU" EMAIL

When a customer has fallen off the sales grid for a while, you can send an email that encourages them to come back. The email can say something as simple as, "We miss you." You might include a discount to entice the customer to come back.



4. Emails Establish Your Expertise

Email marketing can help you establish authority in your field. You want to show customers that you know your business inside and out. Through creative emails you can showcase your knowledge without bragging. The best way to do that is to send emails that provide value to your customers.

Plus, emails that provide value get shared. It's like virtual word of mouth. When you send a customer an email that's helpful, he/she may forward it on to their friends and colleagues. You're establishing your business as a leader in the industry and gaining customers. There's an array of emails that can showcase your knowledge. Here's a look at three options:

PRODUCT OR SERVICE TIP EMAILS

Help your customers get more out of your product by giving them helpful advice. Offer maintenance tips or highlight features of a product. For instance, if you sell silver jewelry, you can send emails that show customers how to keep their accessories from tarnishing. If you sell cameras, show customers how to use certain features.

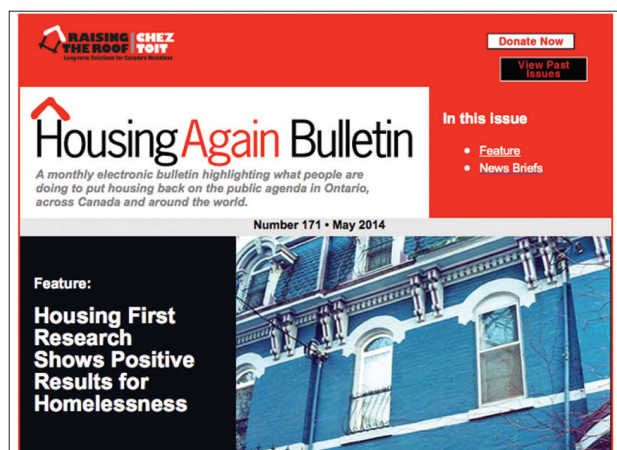


INDUSTRY NEWS EMAILS

Give your customers information they care about by highlighting news in the industry. For example, if you sell women's clothing, you might send an email that highlights the season's latest fashions. If you sell tax software, send an email about new deductions.

EDUCATIONAL EMAILS

An educational-style email is an effective way to share news, tips, how-tos, helpful videos and new ideas. The mix of information makes this type of email valuable and informative.



5. Emails Establish & Nurture Relationships

It's human nature to rely on those you trust. It's no different in business. You can use email to establish and nurture a relationship with your customers. Think of emails as a virtual handshake or a conversation between you and your customers. Emails give you a chance to make a personal connection. Whether you're courting new customers or engaging with loyal ones, an email campaign is one of the best ways to build a relationship. A variety of emails serve this purpose, but here are a few that are perfect for relationship building:

WELCOME EMAILS

When a new customer signs up for your email list, a welcome email can introduce them to the company and its products or services, and potentially spur a second purchase.



ANNIVERSARY EMAILS

Recognizing your customers' anniversary dates (or birthdays) is a great way to make them feel appreciated and connected to your company. If that information isn't available, think about sending an email recognizing your own company's anniversary. It's a big piece of the relationship puzzle.



TESTIMONIAL EMAILS

Use email marketing to share customer reviews. By sharing a testimonial, you reaffirm your customers' choice in your business. That's helpful when you're nurturing a relationship.

10 Signs You Are Ready to Start Using Email Marketing

1. You are looking for new ways to drive more sales.
2. You want to look more professional when you email and avoid using Hotmail, Gmail, etc.
3. You plan and host several events every year.
4. Your customers frequently ask “Where can I sign up to get your newsletter?”
5. Your business depends on repeat business from loyal customers.
6. You are looking for a more cost-effective way to promote your business.
7. You want a reliable way to track the dollars you spend on marketing.
8. You have expertise in your industry and want to share your knowledge.
9. You want to strengthen customer relationships and build more loyalty.
10. You want a faster way to communicate with customers beyond your website.



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