

5 Benefits of Email Marketing for Small Businesses

Small businesses may not always use - or even understand the need to use - email marketing as part of their overall marketing campaign. Those that don't however, are missing out on some incredible benefits. Email marketing is being used all across the globe, by thousands of organizations, to further promote their business and to grow more successful.

1. Hitting the Target

Perhaps the biggest advantage of email marketing is that it allows you to hit your target audience right in their homes. People are liable to ignore billboards, throw away printed newsletters, and turn over a page without even glancing at newspaper ads. However, they are more likely to pay attention to an innovative, creative, and effective email, and to end up becoming customers.

2. Tracking the Target

One of the most important things for you, when running a small business, is to figure out what you're doing wrong. Such information allows you to make the necessary changes and to improve upon your products and services. With email marketing software, it becomes easy to gather such data by tracking conversion and click-through rates.

3. Target to Target

While all major and minor marketing strategies are weighed, and debated upon, word of mouth remains one of the most powerfully effective marketing tools out there. Email marketing puts that tool at your disposal, as those targeted with the emails will probably forward them onto friends and families, granted they appreciate the email themselves first.

4. A Low-Cost Target

Email marketing is one of the most affordable marketing tools. For small businesses, it becomes particularly attractive as these are most likely to be concerned about where their money is being spent. A quick online price comparison between the top email marketing vendors will reveal that as much as 5,000 customers can be targeted by spending just around £150.

5. Bringing the Target Home

Ever heard of impulse buying? Email marketing is incredibly useful for taking advantage of such compulsive behavior. With a compelling call to action incorporated into the emails, you can generate sales quicker than any other means as they provide such brilliant ease of use - provided there is a link to checkout, and the customer doesn't get lost between viewing an item and purchasing it.

The reasons behind the global popularity of email marketing may not always be apparent, yet it is exceedingly beneficial, especially for small and home-based businesses. It can help you focus your target

market, find new customers, retain them and stay in touch with them, and you can do it all within very small budgets. Perhaps it is time for the skeptics to abandon doubt, and jump on board!

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