

DIGITAL MARKETING FOR BUSINESS

10 Reasons Why Email Marketing is Highly Profitable

When it comes to marketing, your business can't afford to ignore a tool as valuable as email marketing.





WHAT IS EMAIL MARKETING?

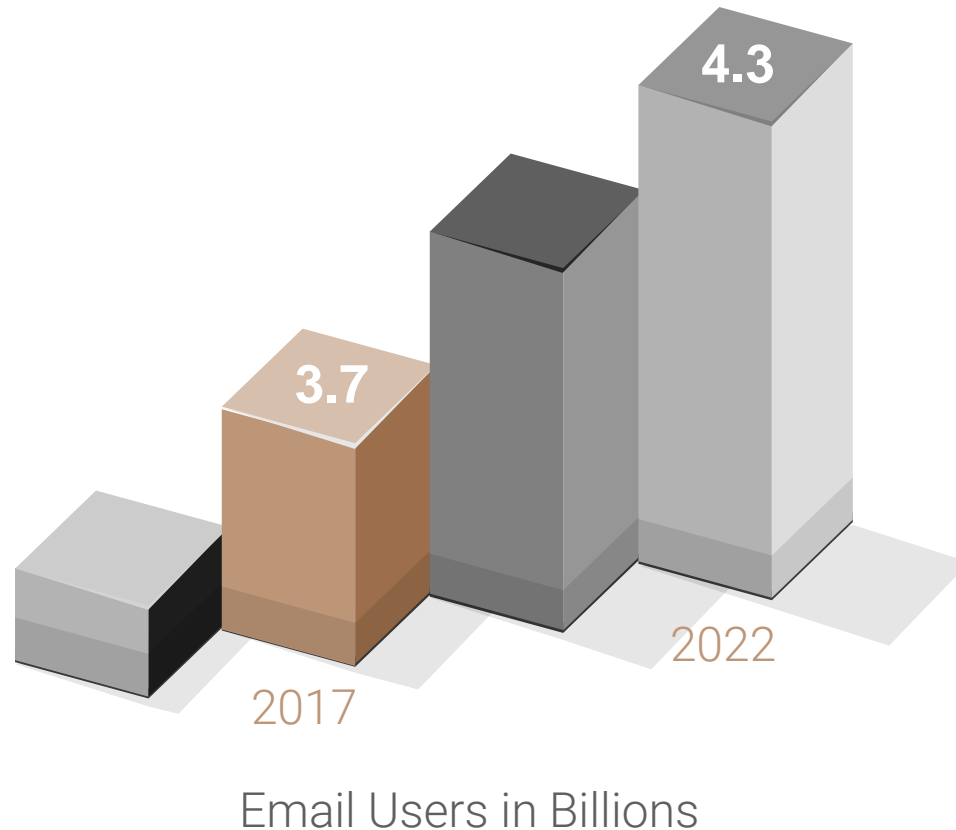
Email marketing is the use of email to promote products or services. You can use email to reach out to potential customers and to develop relations with current customers.

Email marketing allows businesses to keep their customers informed, and to customize their marketing messages accordingly. It is one of the most cost-effective and conversion-effective means of digital marketing today. It's effective, persuasive and gives your business great results.

Here are 10 reasons why businesses profit from email marketing:

10 REASONS EMAIL MARKETING IS PROFITABLE

1. Widespread Use of Email



Email has made its way from being simple messages between academics to a global communications channel. In 2017, global email users reached 3.7 billion users ([Statista](#), 2019). This figure is projected to grow to 4.3 billion users in 2022 – half the world’s population.

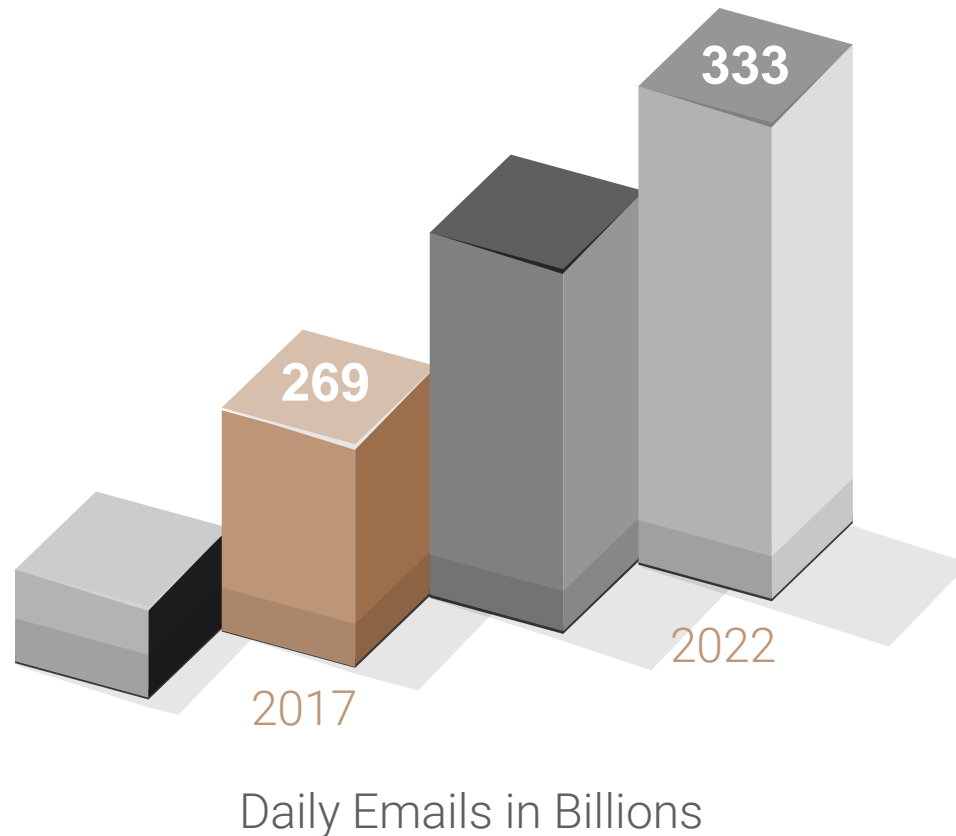
Your customers are using email, and you should as well. No matter how small your business is, you have the power to reach people through email marketing 24 hours a day, 365 days a year. Email marketing reduces the amount of time and effort you expend to connect with your audience and to engage your customers.

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2. Email Marketing Continues to Grow

In 2017, 269 billion emails were sent and received each day. This figure is expected to increase to over 333 billion daily emails in 2022. (Statista, 2019). Email marketing isn't going anywhere soon, and it will continue to grow.

Many new forms of communication have emerged over the years. Despite this, email marketing has remained strong. With this in mind, it's hard to ignore the potential benefits your business will gain from a great email marketing campaign.

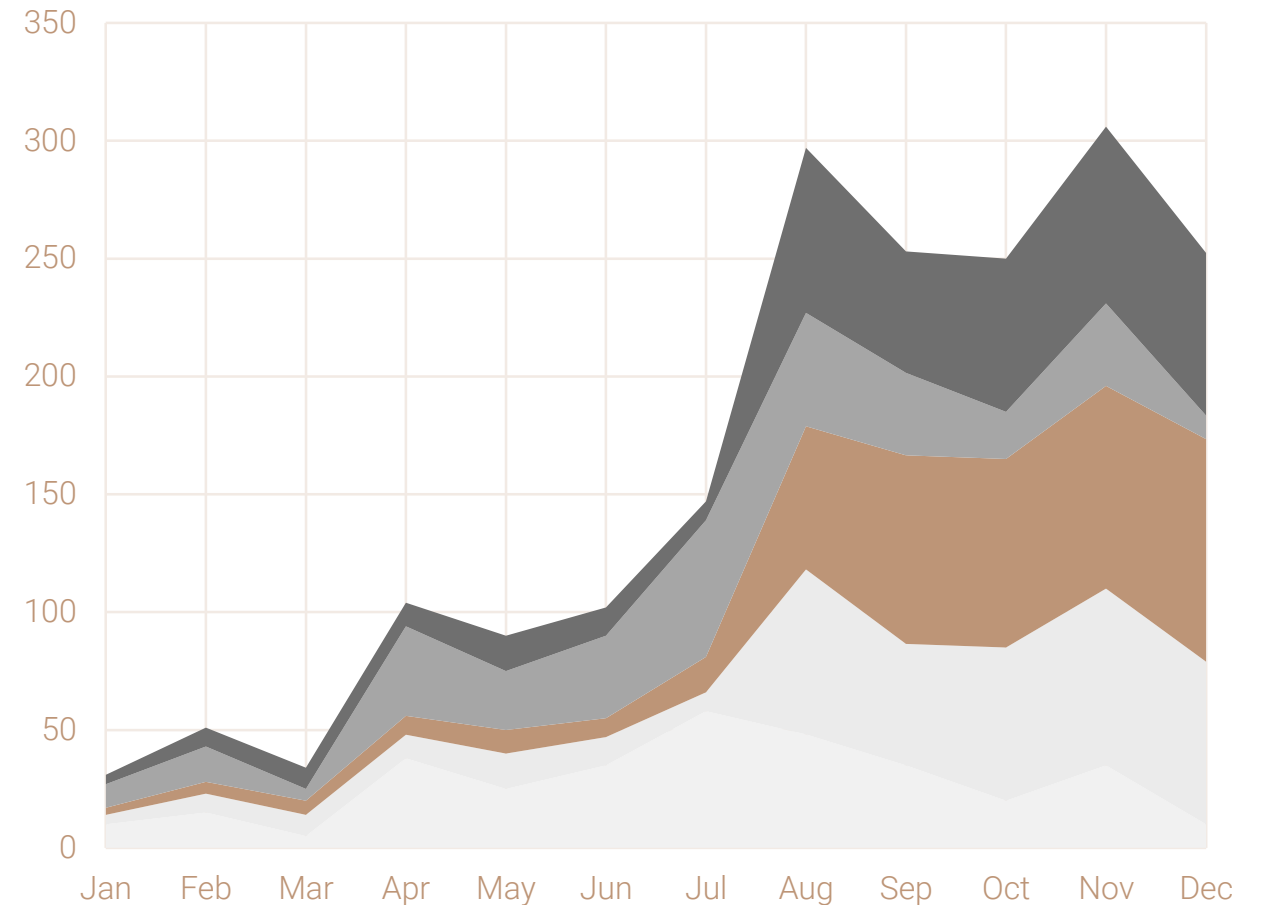


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3. Email Delivers Strong Returns on Investment

The return on investment from email marketing is massive because of its widespread popularity and indisputable benefits. A well-thought-out email marketing strategy makes money.

For every \$1 spent on email marketing, you can expect an average return of \$32 ([DMA](#), 2018). This stat likely tops the charts for benefits derived among different digital marketing channels.



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4. Email Marketing Helps to Grow Your Business

**81%**

SMBs that use Email
as primary customer
acquisition channel

**80%**

SMBs that use Email
as primary customer
retention channel

Email continues to be the main driver of customer retention and acquisition for small and midsize businesses. 81% of SMBs still rely on email as their primary customer acquisition channel, and 80% for retention ([Emarsys](#), 2018)

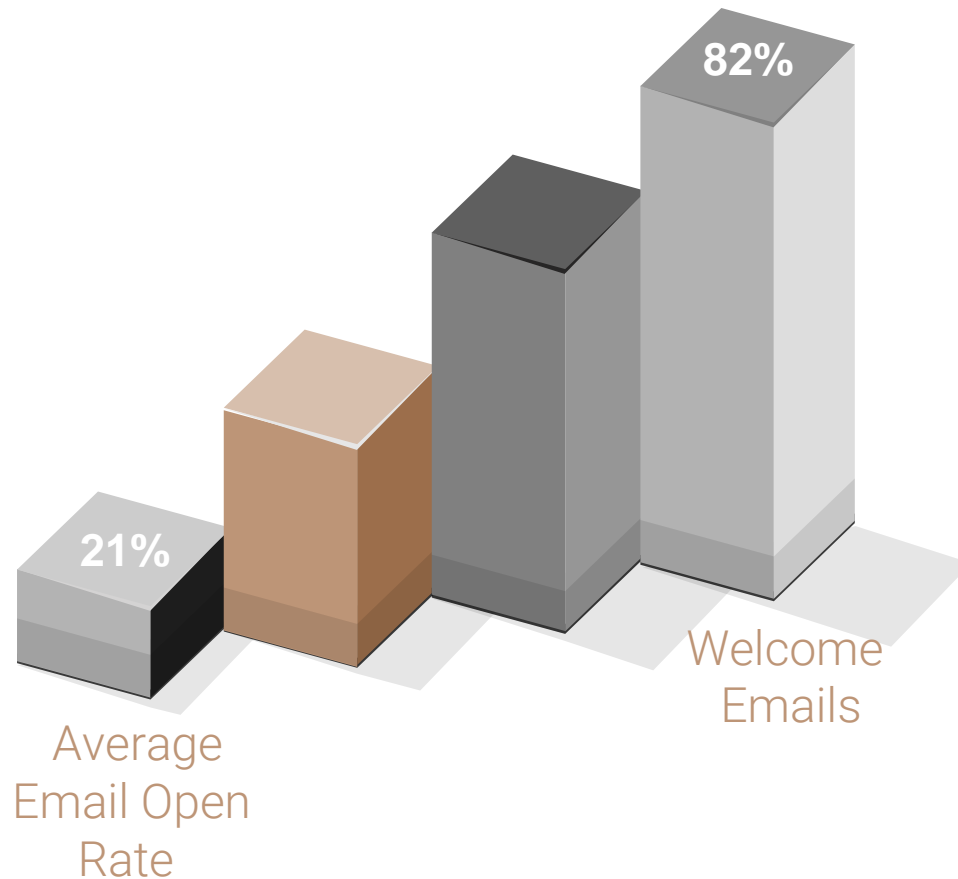
Research findings from this study show that email marketing tops the chart in comparison to organic search, paid search, and social media when it comes to customers' acquisition & retention.

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5. Welcome Emails Have a High Open Rate

Open rates stats are one of the best ways to tell how well your email marketing strategy is performing. This stat shows how many people are opening your email.

The average open rate for a welcome email is 82% (GetResponse, 2017). Use this to your advantage when building an email campaign for your audience. Such a high open rate lets you include useful information that help generate more leads for your sales force.

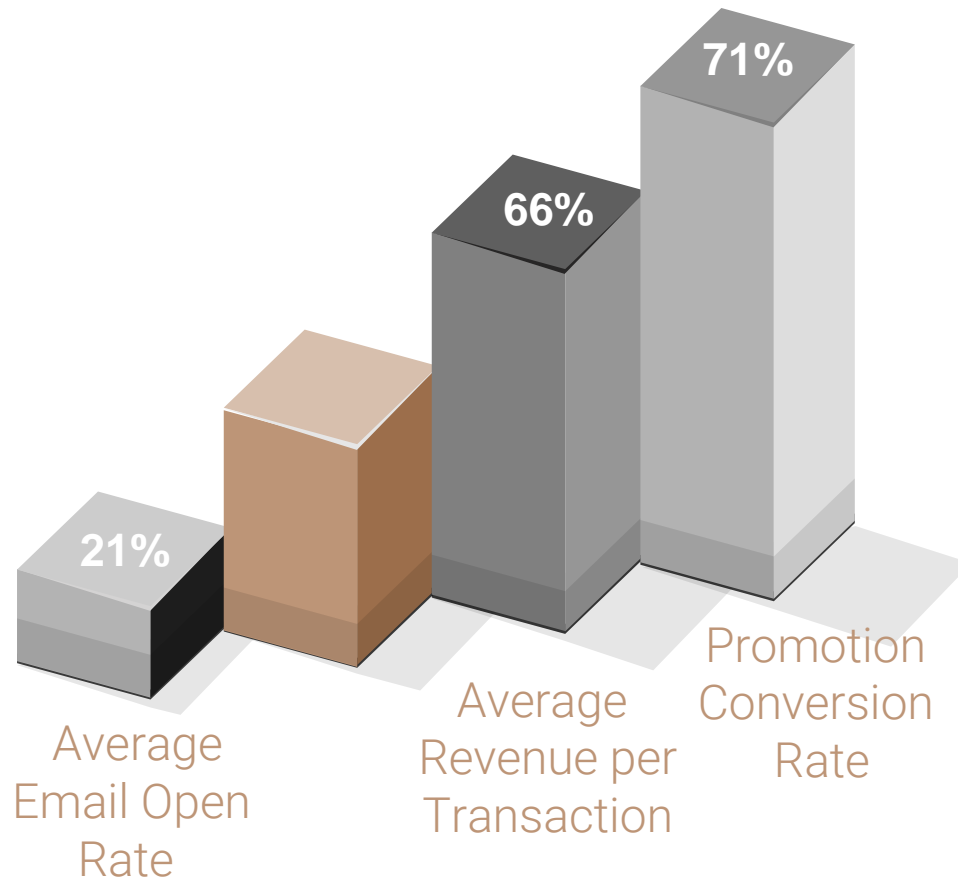


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6. Personalization Works Wonders

If you personalize your emails, you'll start to see incredible impact. Personalized emails generate 75% customer retention rates, 73% lifetime customer value, 71% promotion conversion rates and 66% average revenue per transaction. ([Get Response](#), 2019).

Tip, customize your greeting and subject line to include individual names when you send out emails. If you can't, try personalizing your emails with your company's name, industry, or a topic of interest.



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7. The Power of Abandoned Cart Emails



An abandoned cart email is a follow-up email sent to someone who has added items to their shopping cart, got through a part of the checkout, but then left the site without purchasing the items. You could work around this obstacle by sending abandoned cart emails, giving your buyer two or three more chances to complete the purchase.

The stats back up this claim. Sending three abandoned cart emails results in 69% more orders than a single email. This type of ecommerce email is one of the most effective for boosting revenue.

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8. Interactive Emails Are the Way Forward

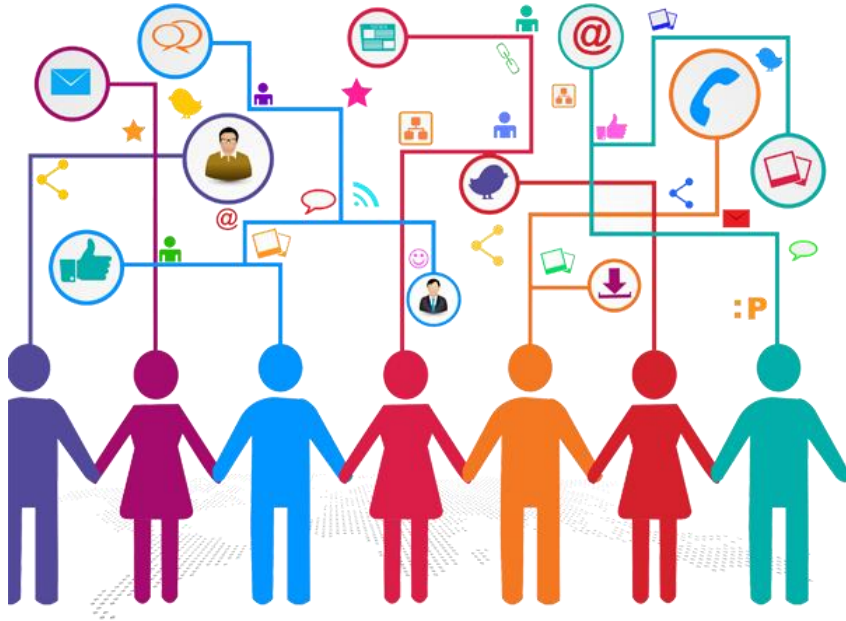


Emails should create user engagement. Gone are the days when email marketing campaigns are limited to a newsletter format. Marketers are looking for better engagement in the form of interactive content.

Reports have shown that adding videos to your email can increase click rates by 300% ([Martech Advisor's 2017 data](#)). Marketers also include sliders, collapsible menus, and GIFs to make their emails look better to customers. Also, make sure all of your interactive emails are optimized for mobile devices.

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9. Customers Like to Hear From You



Looking at the frequency for branded emails, 49% (Statista, 2017) of consumers said they would like to receive promotional emails from their favorite brands on a weekly basis.

Keep this stat in mind when you're considering how often to send emails to your customers. Your audience likes to hear from you via email.



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10. Emails Give You Access to a Mobile Audience

Most of your audience owns smartphones. This is reflected in email marketing as well since 49% of all emails are opened on mobile devices ([IBM](#), 2018).

If there's one thing these email marketing stats prove, it's that email marketing has stood the test of time. So if you're looking to reach out to your audience and turn them into active customers or improve relations with your customers, then email marketing has you covered.



Party Food Order

Thanks for Reading

- **Mark Mendoza**

Digital Marketing Analyst

Party Food Order &

Culinary Scene Investigator

Email: admin@partyfoodorder.com