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A woman with long brown hair is looking at a tablet in a city at night. The background is a blurred city street with lights and buildings. There are decorative elements: white concentric circles in the top left and colorful bokeh lights in the bottom left.

Your guide to
**Email
Marketing**

A yellow rectangular sign with a black border and a distressed, weathered appearance. The sign is hanging from a metal chain. The text on the sign is arranged in three lines: 'Come In' in a black cursive font, 'WE'RE' in a black sans-serif font, and 'OPEN' in a large, bold, black sans-serif font with a white drop shadow. The sign is positioned in front of a wooden door frame. To the left, a piece of old, stained paper with some illegible text is visible. Below the sign, a basket containing several jars of jam or preserves is partially visible.

Come In
WE'RE
OPEN

What is email marketing?

Email marketing is the use of email to promote your business, products, or services. It also includes developing relationships with current and potential customers and clients. Email marketing is an ideal tool for keeping your customers informed and sending them personalized marketing messages.

Email marketing is a direct form of marketing, like “snail mail”, just more efficient, cost-effective, and environmentally friendly.

Email marketing has been around since the dawn of the Internet and continues to be an incredibly useful marketing tool.

85% of U.S. retailers consider email marketing one of the most effective customer acquisition tools.

Email has an ability many channels don't: creating valuable, personal touches—at scale.

*— **David Newman** Marketing speaker and marketing strategist*

*Personal
content*



What can I do with email marketing?

You can use email marketing to build a relationship with customers over time, with the goal of turning them into repeat customers. The specific purpose (sales or information), types of emails, and content you send will depend on your business, products, and services, but the goals will be similar.

Share Information

Keep your customers informed about your brand. You can use email marketing to announce new products, highlight product reviews or product features, announce tradeshows or events your company will be at, or share company information.

Promote Sales

Of course we're all familiar with sale and promotional email marketing. Gmail even has a special inbox for them. Sales and promotional emails can be a large piece of your email marketing. If you're like us, when you want to shop online, especially as a repeat customer, you check your email for the latest sales and promotions. You want to be in that inbox.





What's the biggest benefit of email marketing?

Reach

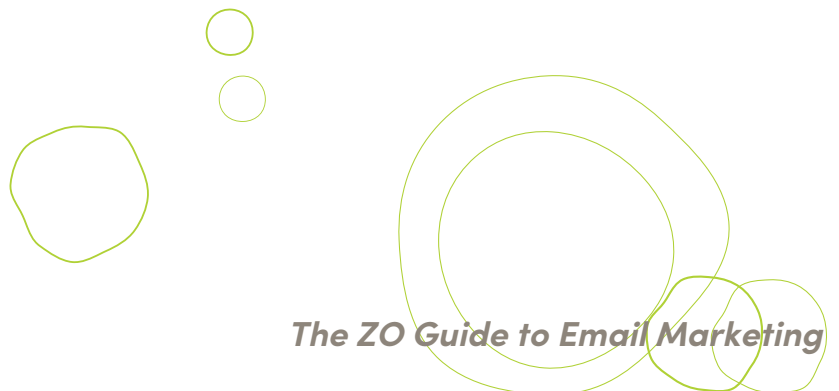
Social media may seem like the most effective way to reach the masses, but even with one billion active Facebook users, social media only has a fraction of the projected reach of email.

Email users increased by more than 100 million last year, and 2019 started with over 3.8 billion email users.

Basically, half of the entire planet is using email. Google alone has more than one billion active users a month, and that is only one email platform.

While this may seem surprising, it makes sense when you think about it. Consider your online behavior. When you sign up for a website, or complete an online purchase, you have to enter your email. Want to sign up for Facebook? You need email.

Email is the currency of the internet. Anyone who is online needs an active email address.



More benefits of email.

Deliverability

You might be surprised to learn that 90% of email gets delivered to the intended recipient's inbox. This is a big number when your goal is getting your message in front of your customers.

Conversions

Conversions are a big deal in marketing. The ultimate marketing goal is to turn potential customers into paying customers, and nothing does this better than email.

Only .59% of visitors from social media, and 2.49% from search engines make a purchase compared to 4.24% of visitors from email marketing.

ROI (return on investment)

Email marketing yields an average ROI of 3800%. Sound insane? It kind of is. For every \$1 you spend in email, your return on investment could be \$38. Why is email marketing ROI so high? Personalization. You have data on your customers. Email enables you to deliver the right message to the right person. What did they previously buy? Where are they located? When the content is relevant, people buy more.

woohoo!

nauti grind

CAFE



CAFE *nauti grind* MENU

La COLOMBE <small>COFFEE DONUTS</small>	Fresh Baked
CAFE AMERICANO 4	CROISSANT & MUFFIN 4
CAPPUCCINO 4	PAIN CHOCOLATE 4
MACCHIATO 4	CRUMBCAKE 4
CAFE LATTE 4	GUAVA PASTELITO 4
CAFE MOCHA 5	EMPANADA 3
ESPRESSO 3	CROQUETA 3
COLADA 3	ARTISAN 4
CORTADITO 3	SNACKS 4
HOT CHOCOLATE 4	TEA 4
DRAFT <small>Latte PURE BLACK</small> 6	MATCHA 4
Morning AFTER <small>NIZZA BLEND COFFEE SHOT OF ESPRESSO</small> 6	Expressed JUICE 9

@NautilusSoBe @SixtyHotels



What else do I need to know?

Like any form of communication, there are some guidelines and rules of etiquette you need to follow.

First and foremost, don't send spam. Not only is it ineffective, but it can destroy your company's reputation. And no one wants to put money into something that doesn't work.

There are rules and legislation to protect consumers from spam. So not only is spamming rude, but it can also be illegal. The CAN-SPAM Act includes regulations against misleading subject lines. It also requires businesses to provide contact information as well as unsubscribe and opt-out options in emails. All these regulations are in place to help keep your emails spam-free.

And the biggest rule of all: never buy an email list. You should build your list with people who have a genuine interest in your company. There are many reasons why buying a list is a bad idea, but the main reason is that they aren't going to be quality leads. People on a purchased list are more likely to unsubscribe (at best) or report you as spam (at the worst).

Ready to be part of the in(box) crowd?

Email is the most popular form of communication, and email marketing is incredibly versatile. You can customize your emails with names, birthday offers, purchase history, and much more to build personal connections with your clients.

Email is one of the most affordable ways to market your business, and delivers content to customers that want to hear from you. If you aren't using email marketing, you should be. And we can help with that.

Quality over quantity. Emails may be cost efficient but it's no excuse to not produce quality content to give to a targeted audience.

*— **Benjamin Murray** CEO and co-founder
of HubSpot*

*Email is
here to stay*





Congrats~

You've just learned
a whole lot about
Email Marketing!

A close-up photograph of a hand holding a bouquet of pink flowers. The background is a soft, out-of-focus mix of pink and purple hues, suggesting a garden or a similar outdoor setting. The lighting is natural, highlighting the textures of the petals and the skin of the hand.

Need more
expert guidance?

*We're here
for you!*



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