

EMAIL MARKETING

B.Y. Communications Worldwide, www.bycomworldwide.com

Email marketing communicates timely, targeted, niche specific information to existing and prospective customers.

Email provides a direct line of communication because it enters a more personal environment. When the content uses effective subject lines, a distinctive voice and quality content, the relationship with the audience deepens.



BENEFITS

- ◆ Increases the company's base, sales, customer loyalty and business development
- ◆ Create brand advocates
- ◆ Cost-effective
- ◆ High returns on investment
- ◆ Maintain competitiveness
- ◆ Measurability

Email marketing still thrives. The brand stays at the front the mind of the existing and potential client base because the business customizes and sends out targeted information.

The proliferation of mobile devices has made it easier to open, read and respond to emails from anywhere. As a result, emails today are crafted for the chronic multi-tasker. The messages are short and concise and they communicate the bottom-line right away. They also include a single and clear call to action. The look is clean meaning there's white space to make it easy to scan, and the design and feel is consistent with the brand.

Successful email marketing campaigns provide valuable and relevant educational content while promoting products and the brands identity.

They also personalize the information. The information presented incites conversations about the brand. The emails are easy to read and shows the consumer why they would benefit from the information and how the business products and services are advantageous to them. Email marketing also respects the privacy and data security rules.

Today, more businesses have found success combining email marketing
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with their social media marketing, which helps to broaden a company's ability to build a community of brand advocates.

B.Y. Communications Worldwide can help you to engage your audience with targeted emails. We deliver your message. We create content that resonates and connects with your audience.



Sources:

"Commerce Diagram Means Marketing Sales and Profit," Image courtesy of Stuart Miles

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