

# Top Reasons to Use Email Marketing

Unlike other marketing channels, email marketing allows you to keep in touch with your customers on a consistent basis. A simple, "Thank you for subscribing," a cheery, "Welcome on board," or a sincere "Happy Birthday" email can be an easy way to let your customers know you value them.



Email marketing has the highest ROI of all forms of marketing, averaging about **\$42 in return for every \$1 spent.**

**91 percent** of US adults like to receive promotional emails from companies they do business with. (Source: MarketingSherpa)

Email is **almost 40 times more effective** than Facebook and Twitter combined, in helping your business acquire new customers. (Source: McKinsey)

According to **80 percent** of professionals, email marketing drives customer acquisition and retention. (Source: eMarketer)

**Build credibility with your customers.** People do business with people they know, like, and trust. Email gives you the ability to build credibility with your audience by sharing helpful and informative content.

**Get more people to call you to do business.** When done right, email marketing lets businesses reach the right person, with the right offer, at the right time.

**Build your brand.** With email marketing, you can strengthen brand recognition with new and potential clients, and extend your reach when people forward or share your message.

**Increase traffic to your website.** Emails are a great way to get customers to visit your site. You can include relevant links to your site within your email content like linking to a blog post.

**Optimize your time and budget.** Costs associated with email marketing are very low and you can put emails on autopilot, yet stay personalized towards your subscribers.

**Email drives purchases.** According to a report from the Direct Marketing Association, 66 percent of consumers have made a purchase due to an email marketing message.