



Email Marketing - To Do, or Not to Do

With all the digital channels at your fingertips, you might be wondering why bother with email marketing.

In fact, email marketing is a great way to stay in touch with your customers. By providing valuable and relevant content to your readers, you're creating trust and engagement. Even if they don't need your product or service right now, regular contact helps ensure they'll think of you when they do.

Whatever you're looking to gain from email marketing, it's important to consider it as part of your wider marketing strategy.

Value of email marketing

Email marketing lets you cast your marketing net far and wide - you can probably count the number of people you know without an email address on one hand – even my 83 year old mum has one!

You can tailor and personalise your message, showing you care about and know your readers. You can also segment your audience, making your message relevant to different groups of people

Email marketing is trackable and measurable – the most common gauge is relevance and effectiveness, which can be established through click through rates (CTRs), open rates and conversion rates.

Take advantage of testing different subject lines and content, so you can do more of what works and less of what doesn't, ultimately helping to increase your return on investment (ROI).

According to a 2019 study by The Direct Marketing Association, ROI from email marketing is estimated at just over £42 for every pound spent; and email remains the key strategic marketing channel, with 91% of marketers rating it more important than social media.

Methods of Email Marketing

To maximise measurability and efficiency, it's best to use an email platform. There are many to choose from and most offer a free version with options to purchase additional features.

Alternatively, you can choose to send from your email account. This method is easy to execute, but limits personalisation, relevancy and measurability.

Be mindful of...

GDPR (General Data Protection Regulation) came into force in May 2018, so offering an 'unsubscribe' option to your recipients is essential. In addition, you can do more harm than good if you bombard your readers with irrelevant content!