



# WHY EMAIL MARKETING MAKES YOU MONEY

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# Why Email Marketing Makes You Money

Email marketing is one of the most effective forms of online marketing. Each year, more businesses are investing in email marketing to generate profits. Effective email marketing drives traffic to your website, keeps your business/product in the minds of consumers and generates a recurring stream of revenue.

## So what are the benefits of email marketing?

### 1. It Saves You Money

Although setting up an email marketing campaign can initially be quite pricey, once a reliable email marketing system is in place it is remarkably cost effective in the long run. With no printing costs and nominal expenses for sending you can use your money for other things.

### 2. It's Direct

Don't rely on people seeking your business or product out. Email marketing allows you to connect with consumers directly.



### **3. It's Targeted**

By providing relevant content to qualified audiences you can connect with the right target markets to deliver more profitable results. Segmented email databases help you ensure that the people you want to talk to will listen.

### **4. It's Flexible**

Mailers can be easily tailored to your brand and your target market using basic coding skills. Establish your brand in the minds of your consumers.

### **5. It's measurable**

A lot of advertising has no definitive form of measurement. Email marketing platforms allow you to gauge the success of individual campaigns in real time through detailed analytics.

### **There is always a but.**

Email marketing is not a sure bet. Don't expect piles of cash to magically appear in your bank account without putting in the time, money and following the rules.

A badly conceived email campaign that addresses the wrong markets or attempts to advertise to an unqualified database can be detrimental to your business.



Be sure that you know the logistics and legal ramifications before you embark on any form of email marketing campaign.

**If you are interested in finding out more about email marketing, feel free to contact us: [www.nicework.co.za](http://www.nicework.co.za)**

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