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Email Marketing Is Essential For Boosting Revenues And Sales

Every online entrepreneur has one big ambition driving all of their Internet marketing strategies: profits. How most of them get to those profits is through an effective marketing plan that includes email marketing. In fact, email marketing has become an essential component for all marketing plans, so let's take a look at what it is, how it works, and why it has been so popular for so many years.

What is Email Marketing?

When you contact people through email for a business purpose, you are performing an Internet marketing strategy known as email marketing. You probably already understand the basics of email marketing, but there can be a variety of components to this strategy:

- * You can develop a better relationship with current customers through email contact.
- * You can bring in new business and encourage repeat business by sending email notifications of special sales, promotions, and other events.
- * Banners and advertisement messages can be included into email messages from other companies in order to gain exposure for your business and websites.

Pros vs. Cons

Just like all other forms of Internet marketing, email marketing has its pros as well as its cons. Take a quick look at some of the pros that work in its favor:

- * Email marketing is the second most effective advertising medium. The only method ahead of it in terms of effectiveness or productivity is search marketing.
- * Only people who are interested in your product can receive the emails. This is called "targeted advertising" and is tantamount to getting your mail read. These people can "opt-in" or "opt-out" whenever they want.
- * Email marketing reports show that more than half of all email subscribers check their email on a daily basis. You can reach thousands of prospective customers in this way every day.
- * Email marketing operates 24 hours a day, 7 days a week, 365 days a year. This form of Internet marketing NEVER sleeps.
- * It is possible to reach customers anywhere in the world, so you can convert sales any time of the day.
- * If your product is electronic in nature, you can deliver it immediately via email marketing.

The bad side of email marketing has always been the potential of undelivered messages and filtered messages. Deliver services are now estimating that about 56% of all messages sent go through successfully. An estimated 38% are rejected or deleted while about 8% get filtered into spam files. It is unknown what percentage get deleted unread by email users. There is no way to avoid the loss of some messages. All you can do is make sure you are following all rules and laws to ensure you aren't labeled a spammer.

Using Email Marketing for Increased Revenue

The use of autoresponders is probably the most effective uses for email marketing. You can tailor the campaigns to attract new customers, offer upgrades or new products to existing customers or ignite sales by doing a "fire sale".

You can also use email marketing for short term promotions that customers will need to act on quickly if they want to benefit. Email is delivered immediately and can be seen by thousands of people at once. The more people who see your messages the more revenue you stand to gain, which is exactly why this form of marketing is so effective.

Email marketing remains the most effective and quickest way to reach people within your target market and increase sales. You can reach thousands of people at once with email marketing, which makes it one of the easiest Internet marketing strategies to use.

Conclusion

Using email marketing to increase revenues is as easy as 1-2-3. All you need to do is write some good sales copy and get your emails in front of interested prospective buyers. The rest is automatic and depends on your product

and email content. Get your email marketing campaigns set up and watch the profits roll in.

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